

THE LEGACY OF TECHNOLOGY ACCEPTANCE MODEL AND A PROPOSAL FOR A PARADIGM SHIFT

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Purpose of the Study



The Legacy of Tam and General Shortcomings

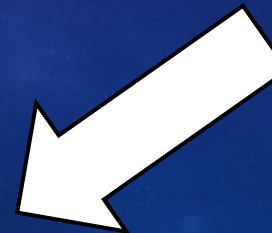
Particular Shortcomings with TAM

- Two Critical Gaps
- Goal Setting
- Group, Cultural, and Social Aspects of Technology Acceptance
- Emotions
- Self-regulation



Foundation of a New Paradigm

Conclusion



PURPOSE OF THE STUDY



Pointing out limitations of TAM



Laying the groundwork for an alternative approach for Technology Acceptance



THE LEGACY OF TAM AND GENERAL SHORTCOMINGS

- The main strength of TAM: parsimony
- Consistently outperforming the TRA and TPB in terms of explained variance like SN, A, PBC
- Gaps between intentions and behavior and between PU and PEU



PARTICULAR SHORTCOMINGS WITH TAM

- ❖ Two Critical Gaps
- ❖ Goal Setting
- ❖ Group, Cultural, and Social Aspects of Technology Acceptance
- ❖ Emotions
- ❖ Self-regulation



TWO CRITICAL GAPS

1) Intention-Behavior Linkage

Treating behavior as a terminal goal

Not considering various psychological and instrumental steps

Impediments and temptations may arise following the decision to take action





TWO CRITICAL GAPS

2) Absence of Compelling Motivations

A person can recognize and even accept that PU or attitudes are favorable criteria for deciding to act, but have no desire to act and even explicitly decide not to act.



GOAL SETTING



The determinants of PU and PEU, A, SN, and PBC, consist of distinct salient beliefs and the product terms summed to form an overall summary term.

$$\sum b_i e_i$$

where b_i and e_i are belief i and evaluation i , respectively, for n consequences of acting

Limitations of Summative Representations

1. Treat all belief-evaluation pairs as equal in importance and obscure the differential contributions of salient beliefs
2. Belief-evaluation representations fail to allow for or specify an underlying structure of salient beliefs
3. The summative representations do not take into account or represent relationships among salient beliefs
4. Measures of beliefs and evaluations are not ratio scaled

GOAL SETTING



Functions of either goals, motives, or values organized hierarchically, depending on the circumstances

goal-setting → goal desire → goal intention → goal striving (action desire → action intention → planning → trying)

Body Weight Management

‘look good’ → ‘happiness’, ‘achievement’ → ‘health’, ‘energy’ → ‘social acceptance’, ‘energy’ → ‘endurance’, ‘energy’ → ‘feel good’, ‘energy’ → ‘achievement’, ‘fit into clothes’ → ‘social acceptance’, ‘fit into clothes’ → ‘save money’, ‘fit into clothes’ → ‘look good’, ‘fit into clothes’ → ‘self-esteem’, and ‘feel good’ → ‘achievement’

GROUP, CULTURAL, AND SOCIAL ASPECTS OF TECHNOLOGY ACCEPTANCE

The TAM is conceived largely as a framework for explaining decision making in the limited sense by individual persons.



Other people whose opinions are important to me

Enhance one's ... status in one's social system

GROUP, CULTURAL, AND SOCIAL ASPECTS OF TECHNOLOGY ACCEPTANCE

- 1) Differentiating social normative influence from the role of group norms,
- 2) Dealing with yet another kind of social process relevant to technology acceptance,
- 3) Concerning the conceptualization and specification of decision making
- 4) Considering individual differences between cultures



EMOTIONS

TAM treated emotions in ad hoc way



Emotions also can initiate decisions to act (Baumgartner et al., 2007).

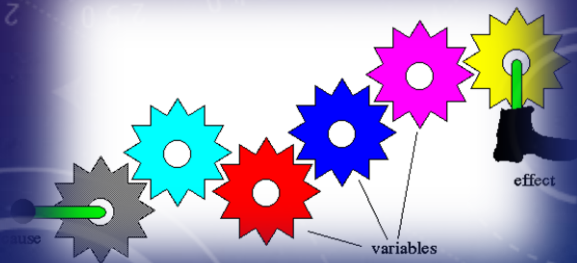
Attitudes, positive anticipated emotions(hope), and negative anticipated emotions(anxiety) all had unique effects on desires route to influencing intentions

SELF REGULATION

When an independent variable increases (decreases), the dependent variable is expected to increase (decrease) by some amount to be estimated empirically



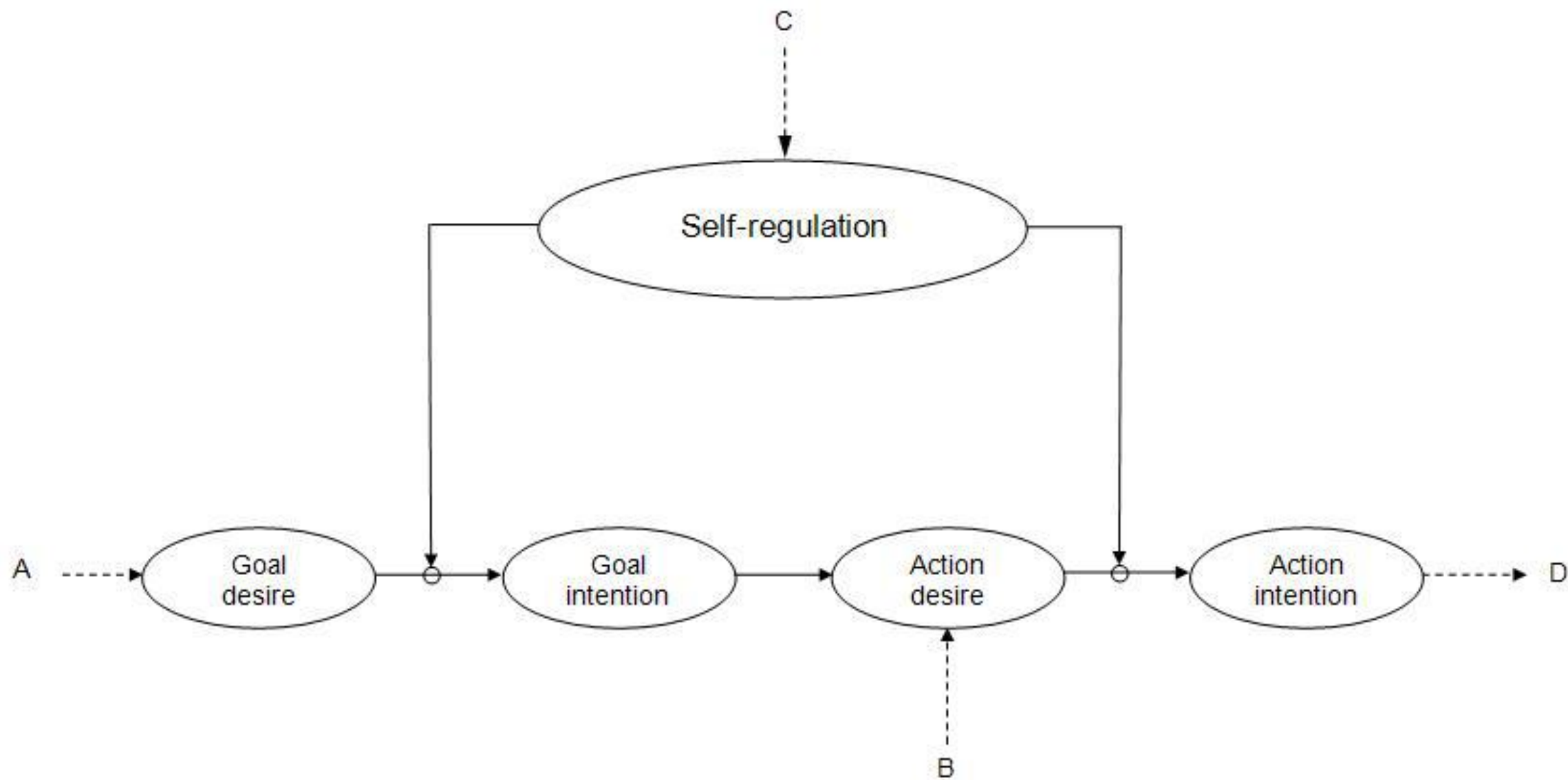
TAM uses deterministic model and do not permit human agency

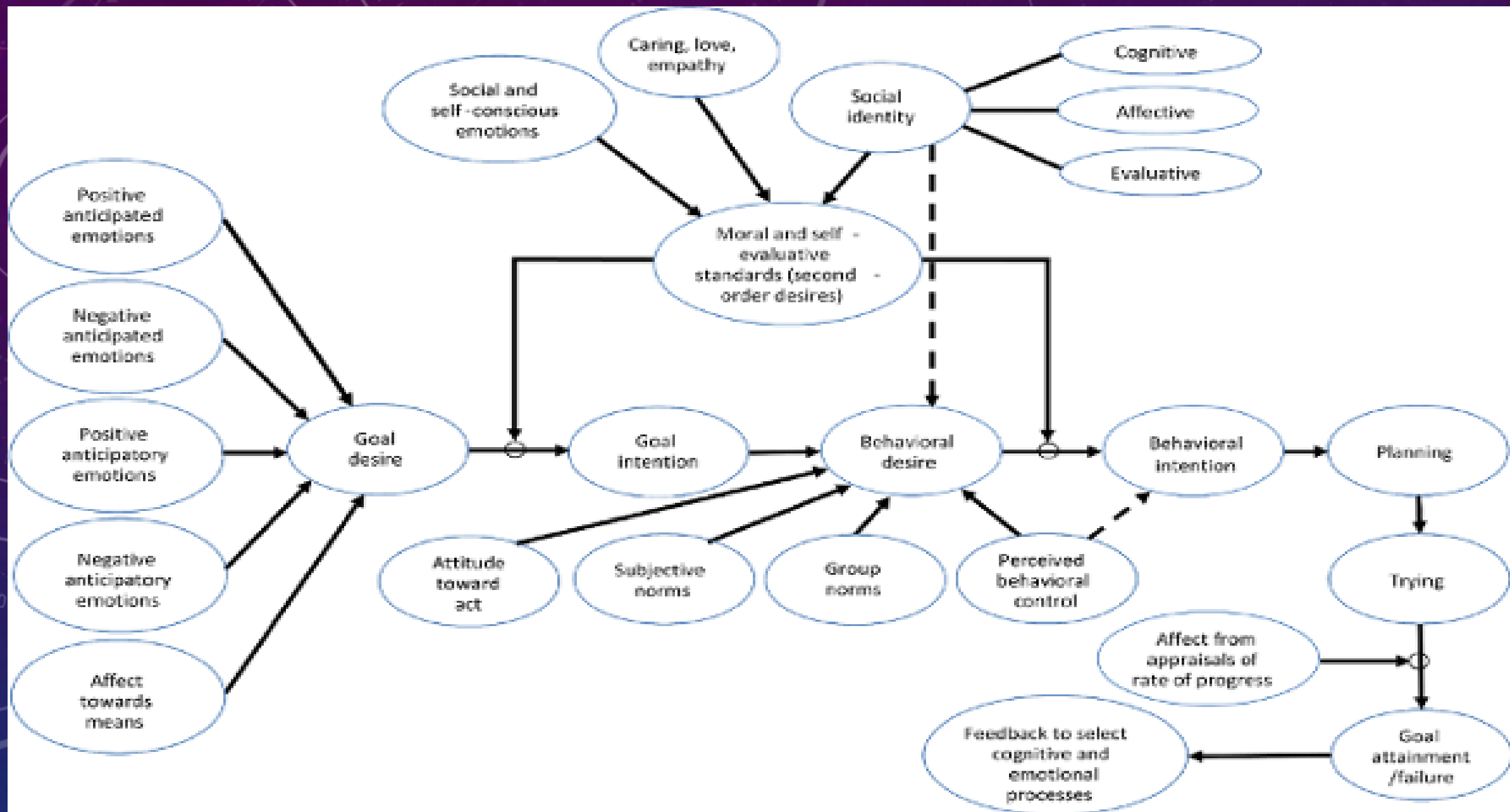


A decision maker is capable at times of choosing to act in a way that is neither impulsive, compulsive, habitual, coerced, nor bribed, but rather results as an intentional response (searle,1992)

FOUNDATION OF A NEW PARADIGM







CONCLUSION



TAM is too simple and leaves out important variables and processes

This approach results in deepening the theory of technology use acceptance, while suggesting fruitful avenues for better understanding how, when, and why decisions are made in various technology applications.



The background is a gradient of dark blue and purple. It features several faint, white circular patterns. A prominent circular scale with degree markings from 40 to 260 is visible on the left side. Other circular elements include dashed lines, solid lines, and arrows, suggesting a technical or scientific theme.

THANKS FOR YOUR PATIENCE