Jan Rehwaldt

University of Tartu, Social Informatics, March 2012

*Exercise 6: Read either “Domestication” or “Why do People Reject Technologies?” and visualize the domestication process described in this text.*

Selected paper:

Laumer, S. and Eckhardt, A., "**Why do People Reject Technologies? – Towards an Understanding of Resistance to IT-induced Organizational Change**" (2010). ICIS 2010 Proceedings. Paper 151.

This model shows the initial findings as outlined in the *Theoretical Background* part.

It is divided into two phases, which are triggered by the *System Introduction*. The users start to evaluate the systems, taking into account his personal background, attitudes and tasks within the company. After evaluation took place a positive or negative reaction is initiated.

The next model summarizes the *Model of Resistance to IT-induced Organizational Change (MRTOC)* as introduced in the paper. The previous model’s color scheme is applied for mapping the model as far as possible to the process.

\_\_\_

PS: That’s one of the worst articles I’ve ever read…

**Assess System**

system

user

**React to Change**

**Resistance**

Opposition, challenge or disruption to processes or initiatives

**Workaround**

A related but separate and distinct phenomenon from that of resistance

**Compliance**

Assumes that the user interacts with the system in the prescribed manner

**Reactive Process**

**Cognitive / Emotional Process**

features

initial conditions

tasks

**Introduce System**

**Resistance to Change**

**Personality**

Age,

Gender,

…

**Disposition** evaluated through

* self-esteem
* need for achievement
* locus of control

**Context**

Power and Prestige

Job Security

Intrinsic Rewards

Trust in Management

Social Influence

Information about the Change

outcome-

process-related

**Technology Characteristics**

Ease of Use

Usefulness

Threats

Effort Expectancy

Performance Expectancy

…

**Process Characteristics**

?

**Work-related Outcome** Changes of

Statisfaction

**Technology-related Outcome** (How) Do users use the new product?

Resist

Comply

Workaround

**Process-related Outcome** (How) Do users adopt their processes?

Refuse Change

Apply Change

Workaround Change