

TECHNOLOGY ACCEPTANCE AND USE

A Confrontation of Contemporary Scientific Models

International Conference, University of Twente
December 12, 2007

Conference Organizers:
Prof. dr. Jan A.G.M. van Dijk
Drs. Oscar Peters

In 1962 Everett Rogers published the first edition of *Diffusion of Innovations*. The book provided a comprehensive theory of how innovations diffused, or spread, in a social system. According to the Social Science Citation Index, *Diffusion of Innovations* is the second most cited book in the social sciences.

In the past 45 years several models and theories are proposed to further examine the acceptance and use of technology within different scientific fields. During this one-day international conference several contemporary models about technology acceptance and use from several distinct research perspectives will be presented and discussed. In the morning program psychological theories and models will be discussed and in the afternoon more sociologically oriented theories and models. At the end of this one-day conference the presenters will discuss what kind of progression is made since Everett Rogers published *Diffusion of Innovations* in 1962.

You are kindly invited to attend this confrontation of contemporary scientific models which is sponsored by the faculty of Behavioural Sciences, University of Twente.

Practical Information

Date and place

Wednesday, 12 December 2007
Vrijhof Amphitheater, University of Twente
Drienerloaan 5
7522 NB Enschede

Registration

Admission is free of charge. If you would like to attend the conference please return the attached registration form via email, fax, or postal mail to the conference secretary.

More information

Alice Kragt, conference secretary
Email: a.j.kragt@utwente.nl
Phone: +31 53 489 3299
Fax: +31 53 489 4259



University of Twente
Enschede - The Netherlands

Programme

09.30 REGISTRATION WITH COFFEE AND TEA

10.00 OPENING

Short Introduction: Criteria to Compare Models of Technology Acceptance and Use

Drs. Oscar Peters
Assistant Professor at the University of Twente

The Unified Theory of Acceptance and Use of Technology

Dr. Viswanath Venkatesh
Professor at the University of Arkansas, USA

Modeling the Adoption of Multiple Technologies: A Multidimensional Scaling Approach

Dr. Arun Vishwanath
Assistant Professor at the University at Buffalo, the State University of New York, USA

The Media Attendance Model (Social Cognitive Theory)

Dr. Robert LaRose
Professor at the Michigan State University, USA

LUNCH 12.30 – 13.30

A Multidisciplinary Model of the Use of Government Online Services (Resources and Technology Appropriation Theory)

Dr. Jan van Dijk
Professor at the University of Twente

A Model to Explain Differences of New Media Access, Skills and Use

Dr. Jos de Haan
Professor at Erasmus University Rotterdam, Social-Cultural Planning Agency of the Netherlands

How Users Matter. Sociological Approaches to User-Technology Relations

Dr. Nelly Oudshoorn
Professor at the University of Twente

15.45 PANEL DISCUSSION

“What actually was/is wrong with Everett Rogers’ Diffusion of Innovations Model?”

Dr. Harry Bouwman, Discussion Leader
Associate Professor at the Technology University of Delft

16.15 DRINKS