FEATURE UNDERUSE AMONGST THE DIGITAL GENERATION
STUDENTS’ ACTUAL USAGE BEHAVIOUR WITH MICROSOFT OFFICE WORD
INTRODUCTION

- Understanding technology use through the process of appropriation
- Study aims to identify causes of feature underuse
  - Digital generation
  - Microsoft Office Word as focus
“The way in which technology is explored, evaluated and adopted or rejected by users” (Carroll et al., 2001)

Outcomes:

- Appropriation
- Non-appropriation / Disappropriation
“The persistent use of inefficient procedures by experienced or even expert users when demonstrably more efficient procedures exist” (Fu & Gray, 2004)
Unconscious:
“Underuse is when only part of the software’s functionality is applied to the task at hand, and this is not the result of a conscious decision” (van Loggum, 2007)

Conscious:
“Choosing not to discover the capabilities of the technology or failing to explore and evaluate the technology” (Carroll et al., 2001)
DETERMINANTS OF NON-USE

- **Technological characteristics**: Related to the working of technology that affect usage behaviour
- **User characteristics**: Internal factors that influence behaviour of users
- **Situational characteristics**: External factors that influence the behaviour of users
METHODS

- Usability test of Microsoft Office Word
- Participants: 30 students from (applied) university
METHODS

- Study consisted of 3 parts:
  - Pre-test interview
  - Usability test: Observation and post-task interview
  - Wrap-up: Post-test interview
Feature awareness:
Little awareness about personalization options
Feature use: Partial use of features
PARADOX OF THE ACTIVE USER
FIRST RESULTS

- Conscious underuse seems very common
- Related to paradox of the active user
  - Learning period
  - Frequency of use

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SITUATIONAL FACTORS
FIRST RESULTS

- Both enhances and limits feature use
  - Team members prevent users from using a feature
  - Team members explain more efficient use
PROVISIONAL CONCLUSION

- Conscious non-use very common
- Feature use is strongly dependent on the needs of the user