

UNIVERSITY OF TWENTE.



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



TECHNOLOGY APPROPRIATION

THEORETICAL BACKGROUND

“The way in which technology is explored, evaluated and adopted or rejected by users” (Carroll et al., 2001)

Outcomes:

- Appropriation
- Non-appropriation / Disappropriation



PARADOX OF THE ACTIVE USER

THEORETICAL BACKGROUND

“The persistent use of inefficient procedures by experienced or even expert users when demonstrably more efficient procedures exist” (Fu & Gray, 2004)



FEATURE UNDERUSE

DEFINITIONS

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

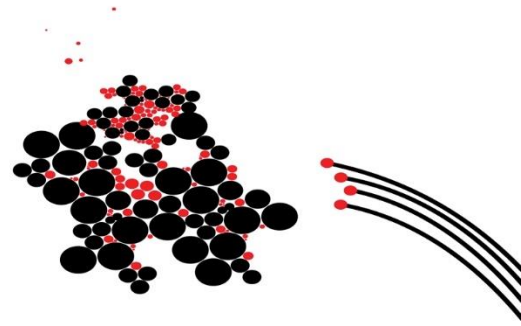
METHODS

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

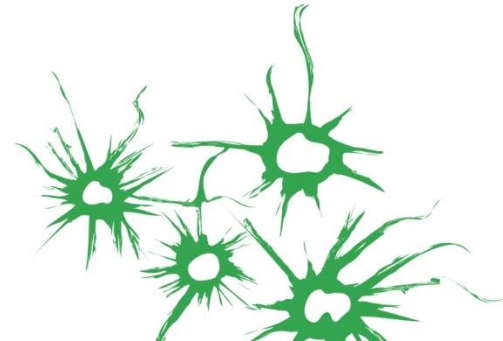
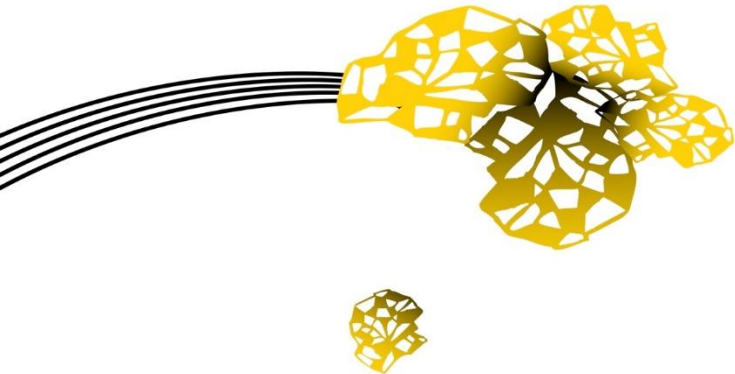


METHODS

- Study consisted of 3 parts:
 - Pre-test interview
 - Usability test: Observation and post-task interview
 - Wrap-up: Post-test interview

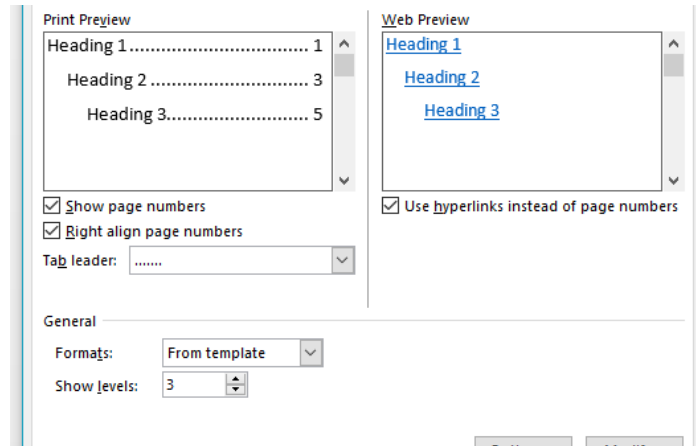
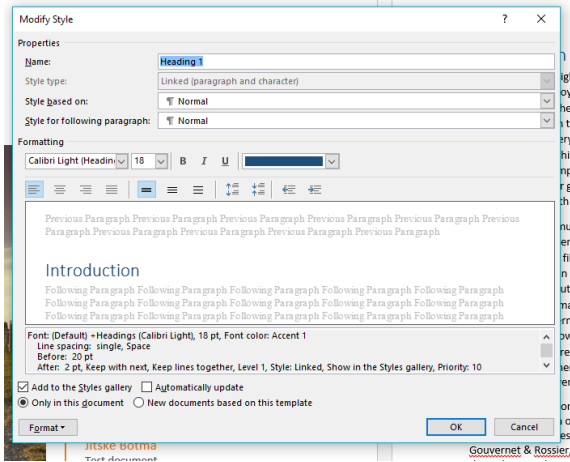


FIRST RESULTS AND PROVISIONAL CONCLUSION



FEATURE AWARENESS

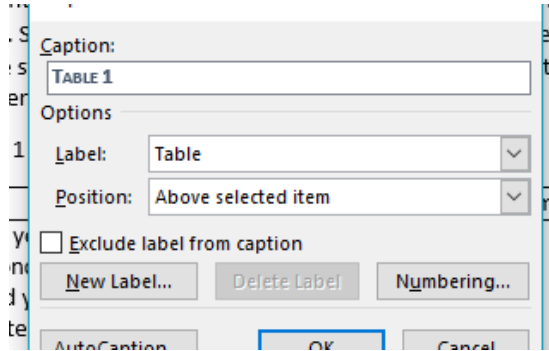
FIRST RESULTS



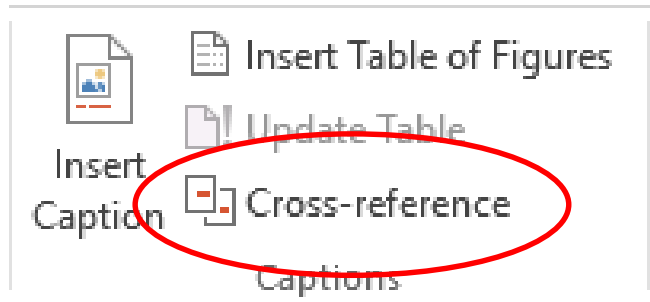
Feature awareness:
Little awareness
about personalization
options

FEATURE USE

FIRST RESULTS



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



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

UNIVERSITY OF TWENTE.

