Introduction to Design, Realization Implementation, Use and Effect of Mobile Value Services Minitrack

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We are witnessing strong and rapid growth and development in mobile technologies as well as applications and services. Therefore research in design, realization and implementation, use and effect of mobile value services is utmost important. At the same time our understanding on business models and value creation is not as advanced as necessary to contribute sound modeling of phenomena, to derive theoretical explanations or to provide guidance for these developments.

In this mini-track five papers are presented that offer a representative view on different directions that research into design, realization, implementation, use and effect of Mobile Value Services, as well as demonstrates the diversity in research approaches that are relevant for designing systems, and for understanding behavior of users in private and public, organizational and other situations and contexts. Research approaches encompass the literature analyses, Delphi-method, grounded theory, technology analysis and questionnaire research in combination with SEM, showing the diversity of research approaches used in Mobile Value Service research.

First Fischer and Smolnik offer in their paper The impact of Mobile Computing on Individuals, Organizations and Society, an overview of existing Information Systems research on mobile, ubiquitous or pervasive computing. The objective of their paper is to classify existing research and to offer a research agenda. Although the paper suffers from the common limitations of literature overviews the presented research agenda offers some interesting perspectives on possible research issues.

A far more specific design oriented approach is offered by Dunn and Galletta. In their paper, Development of Smart Phone Usability Benchmarks the focus is on a set of common tasks that can be used to establish the ease of use of smart phones. By collecting data from smart phone users assessing services via different operating systems, as well of non-users, and by multiple rounds of data collection, following the Delphi method, a list of frequently used tasks that can be used for benchmarking was derived.

In their paper Is Smartphone Usage Truly Smart? A Qualitative Investigation of IT Addictive Behaviors, Lapointe, Boudreau-Pinsonneault and Vaghefi use grounded theory to understand addictive behavior of smart phone users. Apparently current conceptualizations of addictive behavior are not valid for mobile smart phone users. Next to the existing group of Addicts, new types of addictive behavior groups can be discerned, i.e. Copycats, Regulars and Moderates. Although their intensity of use based on time spent making use of smart phones is comparable, the motivation for and effects of addictive behavior differs.

The relevance of the fourth paper by Juntunen, Jalonen and Luukkainen, is that they discuss the disruptive nature of HTML5. Their paper HTML 5 in Mobile Devices, Drivers and Restraints offers a timely and relevant overview of developments. More and more people make use of services via the browser of their smart-phones bypassing application stores. Based on concepts of added value, ease of experimentation, complements, role of incumbents and technological performance they analyze the potential of HTML 5. Clearly there are still limitations to HTML 5, but the fact that HTML5 applications are platform independent implies that developers and designers of applications will favor this approach. At the other hand powerful eco-systems, institutional and financial factors might hinder broad adoption and usage of HTML 5. Also consumer behavior and preferences will play a key role in the final success of HTML5.

The last paper by Nikou and Bouwman The Diffusion of Mobile Social Network Service in China: The Role of Habit and Social Influence, discusses the adoption of mobile social network services in China. The research focus is on situational context (mobility), the role of social influence (norms), routines and critical mass on the intention to use social network service such as Tencent QQ.

We thank the authors for submitting their inspiring papers to this minitrack in the expectation that the presentation at the conference will lead to a sparkling and engaging discussion.