Introduction to the Diffusion, Impacts, Adoption and Usage of ICTs upon Society Mini-track

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The aim of this mini track is to provide an opportunity for researchers to share and discuss their work related to ICTs adoption, use and diffusion within society including households, organizations and social communities around the world. By undertaking this research academics, industry and government agencies will learn of how ICTs are being utilised by various societies and what measures are being undertaken to have households and the various social communities adopt and use the ICTs with a further consideration of the impacts of the ICTs. Academic research has been focusing upon the diffusion, adoption and usage of broadband since about 2000.

This mini track has continually attracted researchers in the area of ICT adoption and diffusion and we hope that this is reflected within the selected publications.

The first paper, *Analyzing Electronic Book Acceptance A Compatibility Perspective*, uses constructs from Technology Acceptance Model (TAM) and Innovation Diffusion Theory to investigate ebook adoption decisions of readers.

The second paper, *Understanding the Impact of Policy, Regulation and Governance on Mobile Broadband Diffusion*, examines the influence of national policy initiatives to promote ICTs.


The fourth paper, *Computer Training to Empower Day Laborers: A Heat Map to Address Emotional Barriers and Technical Skills*, explores the barriers to ICT use among Hispanic day labourers in the USA.


The sixth paper, *Impact of Cultural Influences on Internet Adoption*, develops three constructs related to culture (national identification, ethnic identification and acculturation to the global culture) to explain individuals’ intention to adopt the internet.

The final paper, *Comparing the Adopters and Non-Adopters of Online Social Networks: A UK perspective*, aimed to identify, explain and understand the adoption, diffusion and use of Facebook within UK’s older population.