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

Dr. Jyoti Choudrie  
Systems Management Research Unit (SyMRU)  
Business School  
University of Hertfordshire  
UK  
AL10 9EU  
e-mail address: j.choudrie@herts.ac.uk

Dr. Sherah Kurnia  
Department of Computing and Information Systems  
University of Melbourne  
Australia  
e-mail address: sherahk@unimelb.edu.au

Dr. Ranjan Vaidya  
Graduate School of Business  
The University of The South Pacific, Suva, Fiji  
e-mail address: ranjan.vaidya@usp.ac.fj

The Diffusion, Impacts, Adoption and Usage of ICTs upon Society Mini-track is aimed at providing an opportunity for researchers from different parts of the world to come together and share their latest work related to ICTs adoption, use, diffusion and impacts within society including households, organizations and social communities.

From this mini track we hope research students, academics, industry practitioners and government agencies can collaborate and learn from each other regarding the latest issues on ICTs adoption, use, diffusion and impacts on individuals, groups and wider communities in different social contexts. This mini-track ensures current knowledge in this important research domain is shared and communicated effectively so the impacts of adoption of new ICTs can be better managed.

Due to its innovativeness, this Mini-track has continually attracted submissions of high quality papers related to ICT adoption in various contexts. To ensure the innovativeness and quality of this mini-track, 8 submissions were accepted.

The first paper, How Uncertainty Avoidance Affects Innovation Resistance in Mobile Banking: The Moderating Role of Age and Gender explores the role of uncertainty avoidance on innovation resistance in the context of mobile banking. Results showed that uncertainty avoidance has a highly significant effect on innovation resistance.

The second paper, The Multi-Layers of Digital Exclusion in Rural Australia, reports findings in seven rural local governments in New South Wales, Australia. Findings suggest that rural digital exclusion results from a multi-layered divide with elements of infrastructure, connectivity and digital engagement being intertwined.

The third paper, Looking Past Planned and Habitual IT Use demonstrates using re-evaluated previously reported data on mobile tickets, that when IT use is not an end in and of itself, IT use intention can be used, rather counter-intuitively, to predict more accurately adaptive IT use than planned IT use.

The fourth paper, Why do Users Speak More Positively about Mac OS X but are More Loyal to Windows 7 found amongst its results that Hedonic and Utilitarian product characteristics have distinctive impacts on UL and WOM.

The fifth paper, Herd Behavior in Technology Adoption: the Role of Adopter and Adopted Characteristics developed a research model to study the influence of three adopter characteristics, and
Mindfulness, and three technology characteristics.

The sixth paper, *Analysis of Mobile Broadband Service Penetration in Korea*, examined and analyzed South Korea’s Broadband growth using the theoretical frameworks of the diffusion of innovation and Porter’s diamond model of determinants of national competitive advantage.

The seventh paper, *Self-Disclosure in Online Interaction: A Meta-Analysis*, presents the results of a meta-study to show that, while the overall effects of demographic, environmental, person- and system-based predictors are rather weak, self-disclosure can to some extent be influenced by system design.

The final and eighth paper, *Adoption of ICT Enabled Telehealth Services in the Australian Context: Implications of Technology Use for Telehealth Workers* employed intensive interviews with telehealth workers across three case study organizations, to examine the types of technology employed to deliver ICT enabled health care, as well as implications of technology use in the health care environment.