Abstract: The topic of this talk is the introduction of new technologies into (organisational) practices. Research into information systems adoption is moving away from traditional approaches that view the introduction of IT as a decision process to a view that characterizes IT introduction as a time-extended appropriation process, whereby users adapt and integrate a technology into their everyday practices. However, research in this field, typically aimed at explaining the variation in (unintended) outcomes, has struggled to grasp how both the technology and the practice change during appropriation. We argue that research has been limited by certain commitments at the ontological level to a widely held dualist worldview. Against this background we develop a phenomenological theory of appropriation based on Martin Heidegger’s analysis of equipment. On this view, technology goes from being an object with properties when inspected upon first encounter, to a specific means for the enterprise of the practice, captured in the notion of equipment. Equivalently, we can say that technology moves from the foreground as a thing to be evaluated, to the practice background where it lends intelligibility to other entities and events. We show that this transformation occurs through a practice of actively performed place-making in which the technology is accommodated among existing equipment, practical logics and social identities. We illustrate our theory with a rich case study of social media appropriation, making methodological use of the self-referential user conversations that are captured by the technology to provide evidence for our view of the appropriation phenomenon. The talk contributes a more nuanced sociomaterial account of the simultaneous transformation of technology and practices occurring in technology introduction.

EVENT DETAILS
12:00-1:00pm
Wednesday, 29 May 2013

VENUE
School of Information Studies Seminar Room, Building 05
Charles Sturt University, Wagga Campus
VC Admin Sydney & Canberra

Bridgit SIS Seminar
Password <no password required>

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