

IT Identity (ITID) and Information Systems (IS) Adoption: Summary of Findings

ITID Archetypes

We identified eight distinct ITID archetypes, each representing different user profiles based on their ITID, Status Quo Bias (SQB), and Lingering Identity (LI). These archetypes help categorize users' behaviors and attitudes towards new IS implementations.

Key Findings



Users with strong ITID and where SQB is present tend to resist new IS implementations due to perceived threats to their competence and routines.



Users with strong ITID but negligible SQB are more adaptable and can quickly transition to new systems, despite initial resistance.



Users with weak ITID, irrespective of their SQB and LI, tend to view ITID as a tool rather than an integral part of their identity, influencing their adoption behavior minimally.

Dimensions



ITID

Information Technology Identity (ITID) describes how integral an information technology (IT) system is to a person's self-concept.

Strong Weak



SQB

Status Quo Bias describes an individual's preference to avoid changes and maintain the current situation.

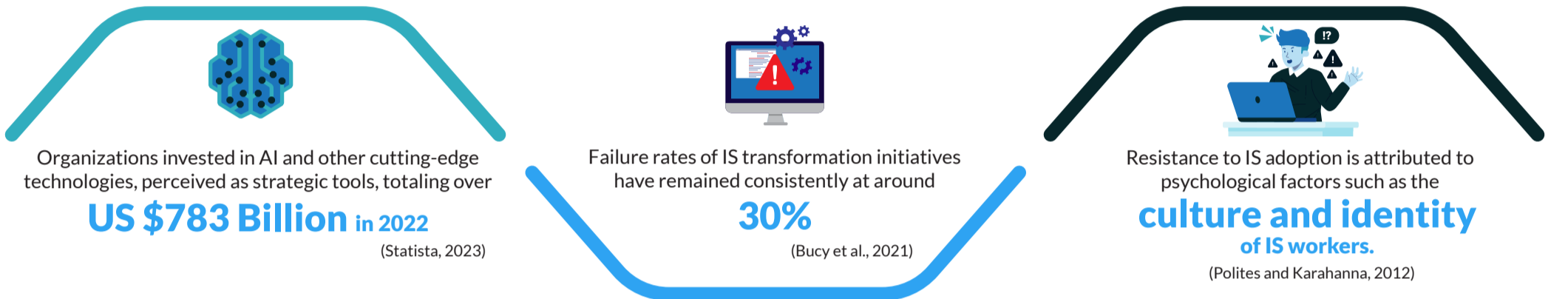
Present Negligible



Lingering Identities

The response of an individual's IS usage based on work role changes in relation to an IS implementation.

High Low



IS Zealot

Highly invested in current systems, viewing changes as threats to their competence and routines rather than IT itself. "My IT expertise shaped my workplace identity..."

Refugee

Expert users who adapt to new systems but may struggle with the transition due to comfort with the old system. "I just didn't want to do it," despite knowing the benefits.

Homesick

Transitions to new systems but continues to identify with the old system, especially if it was integral to their ITID. "When there is critical information, we revert to traditional ways to communicate..."

Technophile

Views IT as integral to their identity, often adopting new technologies early in both personal and professional settings. "It feels playful versus feeling like an obligation to get something out..."

Technophobe

Has low ITID and resists using IT unless necessary, often feeling uncomfortable with new technology. "I would rather stick to a physical phone," highlighting discomfort with new systems.

Skeptic

Holds negative views about technology, using it sparingly due to low ITID and high Status Quo Bias. "You could be easily misled... through this weird avatar-like form of communication."

Backtracker

Uses IT as required but doesn't actively identify with it, adopting new technologies only when necessary. "I did not want to repeat that once we went back to face-to-face," reverting to traditional methods.

Functional User

Functional Users see IT as a necessary tool for their work but don't integrate it into their identity. "I don't know what that tool is for."

Prescriptive Tactics

Targeted Training Programs

Design training programs that address specific needs and concerns of different ITID archetypes.

Enhance Communication

Clearly communicate the benefits and support available during the transition to mitigate resistance.



Provide Ongoing Support

Offer continuous support and resources to help users adapt to new systems and reduce lingering identity with old systems.

Further research

- ✓ Exploring how these archetypes evolve over time and how they influence one another
- ✓ Developing custom tactics for each Archetype

ITID can improve IS Adoption at your workplace.

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bit.ly/ITIDstudy