

Going Beyond Usage as the Dependent Variable: Standard “Black Box” Use Measures

- ◆ Adoption/Rejection
- ◆ Frequency of Use
 - Yearly, monthly, weekly, daily, ...
- ◆ Length of Use
 - Years, months, weeks, ...
- ◆ Level of Use
 - None, experimentation, routinization, infusion



Going Beyond Usage as the Dependent Variable: Functionality-Level Use Measures

- ◆ Exploiting an Application’s Functionality
 - Individual functionalities
 - “Bundles” of functionalities
 - Integrative functionalities
 - Emergent functionalities
- ◆ Extending an Application’s Functionality
 - Discovering new functionalities within the existing feature set
 - Suggesting new functionalities outside of existing feature set
 - Developing new functionalities outside of existing feature set
 - Involvement in the development effort
 - Independent development activities



Going Beyond Usage as the Dependent Variable: Functionality-Level Methodological Issues

- ◆ For which of an application's functionalities should use measures be developed?
- ◆ Should individual functionalities or 'functionality bundles' or both be measured?
- ◆ Should functionalities be defined from the designers' or the users' perspective?
- ◆ Should one measure an individual user's functionality use broadly or selectively (across the designated functionality set)?
- ◆ Should one capture data within a single organization or across multiple organizations?
- ◆ How are emergent functionalities detected and identified?
- ◆ How are users' involvement in new functionality discovery/creation detected, identified and measured?

