

New Lenses: Adapting Adoption

In this panel we seek to invite reflection and discussion on IT adoption research by bringing into question the very notion of what 'adoption' means. We will consider the way in which our theoretical lenses shape not only the findings of our research but also our understanding of adoption as a phenomenon. Drawing on two empirical studies (one using a dramaturgical perspective and methods and the other using an ethnomethodological approach), panelists will attempt to demonstrate how some parts of the IT adoption research agenda might change, both by seeking new insights on the current problem and also by reframing the problem itself to allow for the possibility of extending our understanding. We do not suggest that all adoption research should change to alternative theories and methods. Rather our goal is to show how some different research approaches uncover different framings for adoption phenomena that change the questions we pose as well as suggest different ways that we might go about studying them.