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Panel Discussion: The Diffusion and Transition of GSS Technologies in Work Organizations: Discussion of New Models to Advance the Understanding of GSS Adoption and Use

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Panel Discussion: The Diffusion and Transition of GSS Technologies in Work Organizations: Discussion of New Models to Advance the Understanding of GSS Adoption and Use

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Overview

There are several thousand group support systems (GSS) installations worldwide, and while that number is growing, GSS has not yet achieved critical mass. One reason may be that it can take one to three years for an organization to complete a transition to or diffusion of GSS. Several competing models of adoption and diffusion, technology acceptance, and technology transition exist in the literature. This panel will report on recent work that expands and clarifies the models. Competing approaches will be discussed and debated. The goal of this panel is to focus the discussion of differing GSS adoption models and promote additional research using recently evolved models.

Expected Audience

The audience for this panel will be GSS researchers, action researchers, IS researchers interested in adoption, diffusion, and transition of new technologies, and practitioners who wish to more effectively adopt, diffuse, or transition IS technologies in their organizations.

The Panelists

David LePoire is a researcher at Argonne National Laboratory. He is currently involved in a multi-year project adopting and diffusing groupware technologies into the lab. LePoire has constructed a model of adoption and diffusion that resembles a bio-geography evolution model. LePoire argues that, similar to plant life inhabiting a barren beachfront, simple groupware technologies must be deployed first in an organization before more complex groupware technologies push aside the simple technology as the environment matures to the point of accepting those complex technologies. LePoire is evaluating this model at Argonne. His presentation is titled "The Development of an Ecological Metaphor for

tracking the Adoption and Diffusion of Groupware in Organizations".

Daniel Mittleman is a GSS facilitator and research at DePaul University. He recently participated in a comprehensive GSS transition study aboard the USS Coronado in the US Navy Third Fleet. In that study researchers introduced GSS technology and tracked its transition to regular use over a two year period. From the study a technology transition model was evolved. Mittleman will report on the results of this study and introduce the technology transition model. His presentation is titled "A Technology Transition Model Emerges out of GSS Use at the US Navy Third Fleet".

Robert Briggs also participated in the USS Coronado study and the development of the technology transition model. Briggs will expand on the technology transition model discussing its implications for GSS software developers and marketers. He will propose structured GSS templates and the concept of a GSS practitioner, a session leader very different from a facilitator, as mechanisms to effectively transition GSS. His presentation is titled "How to Transition to Self-Sustaining GSS User Community: A Proposed GSS Technology Transition Model".