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### Technology Turnaway

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## AMCIS 2023 TREOs, PDS, and Panels - submission 1211

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### **Technology Turnaway**

#### **Submission Type**

Technology Research, Education, and Opinion

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#### **Abstract (will appear in the AIS Library)**

While the apps such as Google Maps or Apple Maps can facilitate travel, there may be a downside. For example, studies have found that the use of a smartphone map impaired spatial learning and knowledge acquisition. Findings also suggest that smartphone map users just passively followed the guidance provided by their device and were not aware of any cognitive/memory impairment caused by the smartphone map use. In contrast, you can think of a paper map less like a comprehensive guide to reach a destination, and more like detailed portraits of areas of interest, created by someone with deep, experiential knowledge. Perhaps that's why paper maps are regaining popularity. This growing trend we refer to as "technology turnaway." We use the term technology turnaway to capture the idea that an individual has used a specific technology, but then chooses to turn away from that technology toward a non-digital solution. In the case of our smartphone mapping app, technology turnaway captures the idea that the individual has used Google Maps, for example, but chooses to procure a paper map to guide travel. This study explores what motivates this behavior, and why is it occurring among the younger, tech-savvy segment of the population.

#### **Document (PDF)**

[The file](#) (77.3 KB)

#### **Possible Discussion Questions**

1. While this is an interesting idea, what theoretical framework would you use to guide this work?
2. So what? What are the implications for organizations and/or society if people are turning away from technology?

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