

Public Abstract

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Title:Uses and Gratifications of Wearable Technology Adoption

This study applies the Uses and Gratifications (U&G) approach and Technology Acceptance Model (TAM) to determine key influencers of wearable technology adoption. Wearable technology (i.e., wearables) is defined as any personal device worn on either the body or on clothing, often with data collecting or motion sensing capabilities. The predicted success of wearables is under considerable scrutiny. It is, therefore, vital that innovators and product managers comprehend the prominent drivers of wearable technology use. This study utilized both in-depth interviews and an online survey with wearable technology users 18-34 in the United States (N=387). A principal component factor analysis with varimax rotation was performed, revealing nine gratifications of wearable technology use. Contextual age and gender were significant influencers on the gratifications fulfilled. The outcome of this study revealed that user motives do, indeed, influence one's perceptions of wearable technology, supporting the integration of U&G and TAM for describing the most important factors of technology adoption. These observations provide important implications for next-step strategies for scholarship and industry.