

**Organizational Adoption of an Intranet-Based Performance Reporting System: A Test of Rogers' Model of Innovation**

ICA Communication and Technology Division – May 2003, San Diego

Downloads: Paper: <http://lamar.colostate.edu/~pr/adoptionepower.doc>

Handout: <http://lamar.colostate.edu/~pr/adoptionepowerhandout.pdf>

Contact: [kirk.hallahan@colostate.edu](mailto:kirk.hallahan@colostate.edu) Tel. +1.970.491.3963

**Adoption of an Intranet-Based Performance Reporting System**

Debbly Weitzel and Kirk Hallahan

- **E-power** (Plans of work electronic reporting)
- Cooperative Extensive Service at major land-grant university
- Survey of 177 program staff (64 percent response rate)



**Technology Adoption**

**Rogers' Innovation Decision Process Model (1995)**

<b>Antecedents</b>	<b>Process/Outcomes</b>
• prior conditions	knowledge
• decision-maker	persuasion
• innovation	→ decision
	implementation
	confirmation

**Outcome measures**

- **Familiarity** (knowledge) - 1 item
- **Assessment** (persuasion) - 7 items
- **Evaluation of specific criteria** - 7 items (persuasion-decision)
- **Willingness to recommend** - 4 items

**Antecedent measures**

*Prior conditions*

- **Experience with prior reporting systems** - 1 item
- **Experience with computers in general** - 1 item
- **Beliefs about assessment, organizational values** - 12 item index (alpha = .84)

**Antecedent measures**

*Personalities of decision-makers*

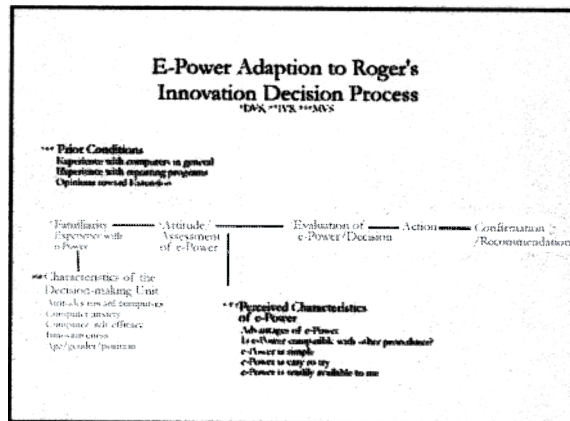
- **Attitudes toward computers in general** (11 items, alpha = .81)
- **Computer anxiety** (10 items, alpha=.89)
- **Computer self-efficacy** (8 items, alpha =. 86)
- **Personal innovativeness** (6 items, alpha=.89)

**Antecedent measures**

- **Age and demographics**

*Characteristics of innovation*

- **Perceptions of e-Power** (5 items, alpha=.86) -- based on Rogers' characteristics of an innovation
- **Success of implementation:** Perceived extent of problems, actual number of problems, reported consultations



## Findings

### H1 Prior conditions positively related to adoption

- Prior experience with computers not related to familiarity, but not assessment, evaluation or recommendations
- Prior experience with reporting positively related to all measures
- Beliefs about assessment positively related to assessment, evaluation and recommending

## Findings

### H2 Personality traits positively related to adoption

- Positive attitudes and lack of anxiety positively related to all measures
- Computer self-efficacy positively related to all measures except evaluation of specific criteria
- Personal innovativeness not a good predictor.

## Findings

### H3 and H4 -- Age and gender related to adoption

- No support

### H5 Perceptions about e-Power positively related to adoption

- Supported for all four measures

## Findings

- **H6 Success in implementation leads to higher adoption**
- Self-reports of extent of problems negatively correlated with assessments, evaluations, recommendations
- Fewer problems led to greater satisfaction, willingness to recommend
- Fewer consultations, the greater willingness to recommend.

## Regression Analysis

- Beliefs in accountability were greater predictors of e-Power adoption
- Personality traits and demographics had little effect
- Reported problems with system had a deleterious effect on adoption.
- **Conclusions:** Validation of model.  
*Success of use is key factor that ought to included in Rogers model.*