

Dynamics of Psycho-Social Process in Technology Transition

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Abstract. Information technology has a huge impact on our daily lives and it has been constantly replacing the old technologies. People shift to new technologies when they think it is an improvement of the ones they are using. They often use both the technologies simultaneously before shifting to the new one. Shifting from one technology to another is termed "technology transition". We derive our hypotheses from the model based on the theory of reasoned action and the theory of planned behaviour. We focus on the individual perspective so as to better understand the psycho-social processes that influence technology transition. We expect the theoretical explanation and empirical evidence we put forward to extend the previous studies in this field of research and to provide new understanding for the practitioners.