

How socially derived characteristics of technology shape the adoption of corporate Web 2.0 tools for collaboration

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Abstract Socially derived characteristics (perceptions of individuals about technology-related characteristics) of Web 2.0 tools are not generally taken into account when decisions are made about which systems to use for collaboration in corporate settings. This exploratory research studies the influence of these characteristics—perceived compatibility, social presence, and group supportability—in the adoption of corporate blogs and validates a theory-grounded model with data from 73 employees. The results show that social presence and users' values influence perceived usefulness of corporate blogs and play an important role in their adoption, while existing work practices, prior experience and group supportability do not.

Keywords Corporate blogs · Technology acceptance · Knowledge management · Web 2.0 · Socially derived characteristics

1 Introduction

Collaborative technologies and tools, such as blogs, have both physical and social characteristics (Dennis et al. 2008). Social characteristics cannot be objectively classified since they fall in the users' perceptions domain (Rogers 1995); these are “socially derived characteristics” (Dennis et al. 2008, p. 576), such as social presence. The importance of these socially derived characteristics is increasing and

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