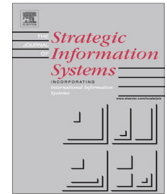




ELSEVIER

Contents lists available at ScienceDirect

Journal of Strategic Information Systems

journal homepage: www.elsevier.com/locate/jsis

How anchoring and adjusting influence citizens' acceptance of video-mediated crime reporting: A narrative approach



Ruud Hoefnagel ^{a,b,*}, Leon Oerlemans ^{c,d}, John Goedee ^a

^a Department of Organization Studies, Tilburg University, The Netherlands

^b National Police, The Netherlands

^c Department of Organization Studies/Center for Innovation Research, Tilburg University, The Netherlands

^d Department of Engineering and Technology Management, Graduate School of Technology Management, University of Pretoria, South Africa

ARTICLE INFO

Article history:

Received 26 September 2012

Received in revised form 23 July 2014

Accepted 23 September 2014

Available online 19 October 2014

Keywords:

Public service provision
Virtual service provision
Technology acceptance
Social presence
Anchoring
Adjusting

ABSTRACT

This study aims to deepen our understanding of specific processes influencing technology acceptance. To reach this goal, we developed a process model from 36 narrative interviews taken from citizens who had their first experience with crime reporting through video-mediated communication technology. Two major findings emerged. Firstly, we observed that the selective accessibility processes of anchoring and adjusting influence citizens' acceptance of video-mediated crime reporting. Secondly, we found citizens to evaluate this technology primarily on its affective merits, that is, on its social presence. This latter finding complements the current reliance on cognitive predictors in the technology acceptance literature. The former finding complements the reliance on specific beliefs in current technology acceptance literature, because this study finds that actual acceptance of this virtual technology is influenced by citizens' reliance on their generally held beliefs; their anchoring. The implications of these findings for the study of technology acceptance research are discussed, in particular for technologies mediating both human- and artificial social actors in related (public) service provision settings.

© 2014 Elsevier B.V. All rights reserved.

Introduction

In November 2009 a woman and a man arrived together at a police station in the major port city of Rotterdam. The automobile of the two life-long residents had been broken into and they were quite upset by this event. The police station where they had come to file a report had a newly installed, still-experimental 3D video-mediated communication (VMC) system that promised to save on resources by pooling them at a central facility while still delivering services on-site. They were invited to use the system to file a report in a virtual way. Neither she nor he was familiar with computerized technologies. They had had little experience with them on-the-job before retirement, and had no computer at home. At 70 and 72 on a day that had already been stressful, they were about to step into a room, and in so doing they would enter a world of technological possibilities that they could never have imagined. Once the report had been filed the two were asked if they would meet with someone interested in hearing about their experience. Both readily agreed.

Although clearly still somewhat affected by the burglary, the woman in particular seemed to have enjoyed the VMC experience, to have found it entertaining. She volunteered that she had been really surprised.

* Corresponding author at: Department of Organization Studies, Tilburg University, Warandelaan 2, 5037 AB Tilburg, The Netherlands.

Interviewer: "... so you were surprised, can you tell me something more about that?"

Interviewee: "I was thinking, where is she [referring to the police officer whose 3D image had been projected onto the screen], where can she be? Then she said to me, 'I am somewhere else!' But it was so real, as if she could at any moment walk out from behind that screen. [The interviewee laughs.] "Yes, I found it beautiful, honestly. I asked her if she could actually see me. She said, 'Yes I can, you are wearing a red coat!' [The interviewee laughs again.]

Co-Interviewee: "You get used to it pretty fast."

Video-mediated communication (VMC) makes it possible for a police officer physically located at a central call center to be virtually present to take information about crimes from members of the public at any one of 17 different locations in Rotterdam. The taking of reports in a virtual way has real potential for personnel cost savings ([Rotterdam-Rijnmond Police Force, 2010](#)). During the exchange from which the above excerpt is taken the interviewee never refers to concepts of technology acceptance, nor mentions virtuality, video-mediated communication or the provision of public services. This does not mean that that interviewee, and others who agreed to be interviewed about their first-hand experience with VMC, had nothing to say about it. Their reactions are important to researchers and practitioners alike because they can provide new and different insights on the processes that lead to acceptance of new technologies. That is why we pose the following research question: *What processes influence citizens' acceptance of the provision of a public service in a virtual way?*

We use [Lee's \(2004: 38\)](#) definition of virtuality, "the sensory or non sensory experience of a para-authentic or artificial object,"¹ and [Van de Ven's \(1992: 170\)](#) definition of process as a "sequence of events or activities that represent underlying patterns of attitudinal transitions by an individual in dealing with new technology". Our intention is to isolate patterns that explain how and why the use by the police of video mediation in the taking of a crime report is accepted or not accepted by members of the public, and by extension why the delivery of public services using VMC may or may not be accepted. We took a narrative research strategy, because it is an appropriate research approach for the discovery of processes, in this case from the perspective of the citizens involved. In this paper we will relate what 36 participants had to say about their VMC experience. We invited them to tell us about it in their own words, to speak freely, and they did. Only after they had had their say did we attempt to elicit more from them. The narrative-interviewing technique we adopted put the interviewees in charge ([Jovchelovitch and Bauer, 2000](#)).

This study is theoretically relevant for several reasons. First, it is at this exciting intersection of the *strategic intent* of cutting costs while maintain customer intimacy and service quality, and *technology acceptance* of its end-users, that this study wishes to contribute ([Arvidsson et al., 2014](#)). We do so by studying a potentially disruptive type of technology for the way public services are provided to citizens. It has been generally acknowledged that acceptance of technology by the intended end-users, is a key strategic asset for organizations ([Walsh, 2014](#)). This is also the case for the virtual technologies like the one studied here, which is of increasing strategic interest. Especially in the current timeframe where government agencies continue to face budget cuts, while expected to maintain customer intimacy ([Treacy and Wiersema, 1995](#)) and provide high quality services to demanding users. The full potential of virtual public services is however not limited to individual organizations, or intra-organizational constellations but might even affect societies at large in the near future. Second, this contributes by looking into possible mechanisms influencing the acceptance of video mediated communication in the provision of a public service, itself a relatively new application of that technology on which little research has been done until now. Lastly, in the empirical part of this study we take a process approach to studying technology acceptance by individuals, which also finds ample application in today's study of technology acceptance ([Currie, 2004; Pare et al., 2008](#)). We do so by exploring the two processes of anchoring and adjusting, originally two decision making heuristics studied in human decision making with high levels of uncertainty ([Tversky and Kahneman, 1974b](#)).

This study also has immediate practical relevance. It has long been assumed that virtual technology use can yield cost savings (operational excellence) when it is advantageous to deliver services from a centralized facility and possible to maintain a sufficient level of intimacy (customer intimacy) during the provision of services² ([Treacy and Wiersema, 1995](#)). We show a use of VMC that can indeed yield cost savings, and at the same time yields positive responses from the citizens involved in this service provision. This makes our study of interest to researchers as well as to practitioners in both the private and the public sector, but especially for those charged with the delivery of public services. Lastly, taking a narrative approach also enabled us to provide a rich context from which to provide invaluable information for future implementation strategies of similar technologies, which we address in the discussion section of this paper.

This article is structured as follows. First, we provide a brief overview of current technology acceptance research, which serves as a springboard for this study's fieldwork as well as a point of reference to discuss the implications of this study's findings. Next, we set the stage for our fieldwork introducing the research context, technology and the methods used. We present our analysis of the responses of the participants in our study to the delivery of a public service virtually. In the discussion section we explore the implications of this study's findings for future technology acceptance research in general and of the acceptance of virtual technologies in particular. We end this paper by discussing this study's implications and providing recommendations for practice.

¹ [Lee \(2004\)](#) provides a thorough overview of the conceptual and empirical definitions and measures of virtuality.

² In the section entitled 'virtual crime reporting' we provide information on the cost savings of the Rotterdam Police.

Download English Version:

<https://daneshyari.com/en/article/557751>

Download Persian Version:

<https://daneshyari.com/article/557751>

[Daneshyari.com](https://daneshyari.com)