



AIS Special Interest Group on
Adoption and Diffusion of Information Technology
(AIS Outstanding SIG 2014, 2015, 2016, 2017, 2018, 2019)

DIGIT 2020

Sunday, December 13, 2020

Call for Papers

IS Innovation Adoption, Use, and Diffusion in a World of Disruptions

Extended Submission Deadline: Monday, September 25, 2020

The Special Interest Group on the Adoption and Diffusion of Information Technology (SIG ADIT) is over 30 years old and will again host a pre-ICIS workshop for people interested in information technology adoption and diffusion (DIGIT). DIGIT will be held on Sunday December 13, 2020 as a virtual workshop.

For decades, IS research on adoption and diffusion has tracked and explained how individuals and organizations use technology. This has been a steady evolution from considering mandatory use contexts of IT within organizations (e.g., PC, ERP systems), to focusing on individual decisions to adopt and use technology in volitional contexts, to unpacking the complex situation of advice giving or recommender systems (Benbasat 2018). Yet, the beginning of 2020 has unveiled a new host of disruptions, including a global pandemic and powerful civil rights protests and political movements. These phenomena are still unfolding but IS is at the heart of many of our solutions to cope with these disruptions. Now, individuals, organizations, and whole ecosystems have been forced to innovatively use technology - from virtual meetings replacing in-person gatherings, to the rapid digitization of processes, to using smart devices to track individuals for contact tracing and disease prevention initiatives. These situations are ripe with individuals, organizations, and society using information technology in novel ways, and our understanding of them will likely benefit from the theoretical lenses used in adoption and diffusion research.

Like any extreme case, we believe there is a unique and expansive opportunity to discover important insights about IS innovation, adoption, use, and diffusion that may contribute back to

our core body of knowledge. For example, the disruptions of the global pandemic have put pressures on the adoption, use, and diffusion of IS innovation different than we have seen before. It is a global phenomenon, affecting the wide breath of economies, politics, cultures, healthcare systems, etc., around the world, at nearly the same time. The activities of each industry, organization, and individual has likely been touched in complex and interesting ways, as new practices are adopted. Further, many of these practices had to be embraced nearly overnight as sweeping stay-at-home or shelter-in-place orders were put into place. This has no doubt shifted the power between constituents (Markus 1983), generated new digital divides (Bussewitz & Olson, 2020; Ramsetty & Adams, 2020; Stewart, 2020), triggered nearly immediate changes in the utilization and benefits of IS investments (Gal et al. 2008; Yoo et al. 2010), and highlighted the importance of combined, real-time data sets in times of uncertainty (Brynjolfsson et al. 2016), as well as a plethora of other consequences to uncover.

The 2020 DIGIT workshop provides an opportunity for IS innovation researchers to come together and generate vibrant discussions and exchanges of ideas about disruptions and their impact in innovation, adoption, use, and diffusion of IS. While papers adhering to the disruption theme are encouraged, research in other IT adoption and diffusion research domains will also be considered. Potential topic areas include, but are not exclusive to:

- Individual and collective IS innovation behavior, such as adaptation, coping, improvisation, and resilience, in the presence of disruptions
- Multi-level studies considering the rippling effects of disruptions and their implications for IS adoption and diffusion
- Process models studying adoption, diffusion, and abandonment before and after a disruption
- New theorization of how disruptions matter in IS innovation theories at the individual, organizational, interorganizational, and society levels
- New qualitative, quantitative, and design-led methodological approaches to examine the dynamics of IS innovation and adoption, including the use of big trace datasets
- IS innovation adoption, diffusion, and abandonment in the presence of various forms of societal events or social influence

Submitted research can be conceptual, analytical, design-oriented, or empirical in nature. The workshop will include paper presentations, paper roundtables and panel discussions. Please note, that due to the virtual format, we will not have a poster presentation option this year.

Instructions for Contributors

In the interest of discussing the most current research in this area, we welcome

- Full research papers (fourteen single-spaced pages)
- Research-in-progress papers (seven single-spaced pages)

All submissions will be blind reviewed. Papers should not have been published previously in proceedings or journals, nor be under review elsewhere, but it is the general objective of the workshop that they will be submitted to a premier outlet after the DIGIT workshop.

Proceedings of the workshop will be published in the AIS Electronic Library. The authors can choose whether they want the full paper or only an extended abstract to be published. For past proceedings see: <http://aisel.aisnet.org/digit/>

Instructions for Submissions

The deadline for submission of papers is Monday, September 25, 2020

All papers must conform to the instructions given in the DIGIT 2020 submission template. They must be single-spaced and submitted in Microsoft Word format. Papers, both full research and research-in-progress submissions, should include an abstract. Page counts exclude the title page, references and appendices. The title page should include the paper title and the authors' names, affiliations, and e-mail addresses. The main body of the paper should have a title, but no author identification. Please use the DIGIT 2020 submission template, which can be found online at: <https://www.sigadit.net/digit>

All paper submissions should be submitted using the submission system at <https://cmt3.research.microsoft.com/DIGIT2020>

Questions regarding paper submissions can be sent to the program co-chairs: Jean-Grégoire Bernard (jean-gregoire.bernard@vuw.ac.nz) or Jennifer Claggett (claggejl@wfu.edu)

Instructions for Participation

The workshop date will be held on Sunday, December 13, 2020 as a virtual event. At least one author must register and attend the workshop to present the paper if the work is accepted. A minimal workshop fee will be charged to employed academics (\$20 USD) to cover operating costs. Registration is **free of charge** for postgraduate students.

Workshop Committee

For information on SIGADIT and the DIGIT workshop, please contact the 2020 workshop committees:

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For more information about DIGIT see

<https://www.sigadit.net/digit>

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- Ramsetty, A., and Adams, C. 2020. "Impact of the Digital Divide in the Age of COVID-19," *Journal of the American Medical Informatics Association* (in press, ocaa078).
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