

Feedback – 18 October

How will you apply what you have learned tonight?

- I will look more analytically at my project and try to figure out adoption process of the technology I chose
- Let it simmer
- Helped me think of adoption factors that can help focus my research
- In my case, the community is trying to persuade the innovator to implement change
- Game consoles – in 2006 we will expect another dip similar to the one in 2001 – this is when the next gen game consoles will hit the market
- How we can get users to adopt new IT initiatives, services, technologies. Overcome fear of change
- I think whether critical mass will lead to network effect or to a saturated market that causes flat sales. I'd like to apply the discussions on the issue in my proposal.
- I liked the connection to “grounding” ourselves – it helped me to think about podcasting as being a greater part of radio broadcasting
- The uses of technology apply to my research – the one that most applies is “make something easier to do”
- Adoption plays into my proposal topic perfectly.
- Adoption will be the forefront of my current technology discussion for paper 2
- Consider taking the adoption info to apply to marketing at my company – look at how to target specific stages
- Look at the rate of adoption for digital music preferences over hard media – mp3 v cd
- I will look at how I can apply adoption to my papers
- Perception, perception, perception. Continue to spread the blinders.
- I'll reconsider the research I've already don, trying to make more of a connection between the adoption period and the present.
- I can especially use what we learned about advertising role in adoption – creating the “need” thru FUD since my topic is concerned with ads
- To put myself in the shoes of the researchers before commenting on papers
- To use theories in everyday examples
- To keep an eye out for new technologies and how friends/family are reacting
- I'd like to be able to correlate my buying actions/purchases to the theories we have learned in class. Also, research my motives before I buy/act.
- I want to apply what I've learned tonight in my first paper.
- I learned some interesting things about demographics that I will look up and apply later
- Delineate the different theories in my paper

If we participated like this again, what would you like us to do differently? Why?

- I liked the format. We got into a heated discussion.
- Better variety of questions for groups
- Groups came up with same points – give different topics/questions
- More efficient/faster group creation - multiple

- Change participation discussion -> better categorization of topics but not to restrict flow of ideas - multiple
- Talk about different articles that pertain to same paradigm and explain articles to class – more variety
- I liked the mix of group v non-group. Very lively conversations in each.
- I would insist that the report out spokesperson not be the person who read the supplemental articles
- Bit more clear about group expectations
- Specific time/structure blocks for discussion so each component gets enough time
- This was cool but somewhat confused by the system. I do appreciate that you planted the question about early adoption
- I love the group discussions but it seems confusing and overly complicated – but I don't have a good solution
- I'd like to be able to stand up and talk someday!
- I like the group breakup, but make it simpler.