

## Heterogeneous Reactions to Digital Opportunities: A Field Study

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**Abstract :** In the global information society, the importance of the Internet cannot be overemphasized. Africa needs access to the powerful information and communication tools of the Internet in order to obtain the resources and efficiency essential for sustainable development. Unfortunately, in 2013, the data from Internetworldstats showed only 15% of African populations have access to Internet. This relative low Internet penetration rate signals a problem that may threaten the economic development, governmental efficiency, and ultimately the global competitiveness of African countries. Many initiatives were undertaken to bring the benefits of the global information revolution to the people of Africa, through connection to the Internet and other Global Information Infrastructure technologies. The purpose is to understand differences between socio-economically advantaged and disadvantaged internet users. From that, we will determine what prevents disadvantaged groups from benefiting from Internet usage. Data were collected through a survey from Internet users in Ivory Coast. The results reveal that Personal network exposure, Self-efficacy and Availability are the key drivers of continued use intention for the socio-economically disadvantaged group. The theoretical and practical implications are also described.

**Keywords :** digital inequality, internet, integrative model, socio-economically advantaged and disadvantaged, use continuance, Africa

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