

Social Affiliation Effects of Technology in 2022

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Abstract : In this field study, it is hypothesised that affiliation motivation is relevant to dark terminal technology readiness. The theoretical basis for this work was the TAM 2, focusing on the social process variables and the short-scale technology readiness. Two hypotheses to be tested are the focus of consideration: H1: The TAM constructs are independently positively related to dark device use. H2: Sense of social belonging is positively related to dark device use. In this quantitative study, 30 male subjects participated with their dark devices. Using a post-basket exercise, affiliation is manipulated by content items on the website to investigate whether affiliation between computers and people and smartphones and people leads to similar effects as an affiliation between people. The entire scientific study, including the questionnaire, took about 30 minutes. This study contributes to the current literature and draws attention to the fact that male users' terminal devices have an influence in the form of affiliation effects.

Keywords : human-computer-interaction, computers, smartphones, addiction, social affiliation effects, TAM 2, pyramid of needs, social actors

Conference Title : ICMISA 2023 : International Conference on Mobile Information Systems and Applications

Conference Location : Paris, France

Conference Dates : February 06-07, 2023