Development communication and appropriation of the new ideas, services, socio-technical systems: role of the Perceived Usage Value formation on the user side

M. Velmuradova

To cite this version:

M. Velmuradova. Development communication and appropriation of the new ideas, services, socio-technical systems: role of the Perceived Usage Value formation on the user side. The 4th International Conference On Sustainability Science, Poster Session: Sustainability and Regional Resilience, Sep 2013, Marseille, France. ICSS 2013. hal-01582278

HAL Id: hal-01582278
https://hal.science/hal-01582278

Submitted on 5 Sep 2017

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L’archive ouverte pluridisciplinaire HAL, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d’enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.
Development communication and appropriation of the new ideas, services, socio-technical systems: Role of the Perceived Usage Value formation on the user side

Velmuradova, M., IRSIC EA4262, AMU

Study Background

- The pro-development programs efficacy depends heavily on the acceptance and the appropriation of the new ideas, services and systems by their final users. It is true for the public health problems, the environmental questions, the sustainable economic development support and many other sectors.
- Thus, the communication strategy must be well informed of the local users realities, contexts and their perceptions construction about the pro-development messages and offers. Why would the users accept some of them and reject the others? How do they integrate these novelties into their mental and physical realities, make them their-own through the appropriation?
- The pro-development ideas, services and systems most often serve to transform the social reality. Their adoption and integration process may be seen as the process of societal adoption, integration and appropriation of innovations (Rogers & Hart, 2002; Jouët, 1992; Bardini, 1993; Kiyindou, 2008; others).
- The acceptance and the appropriation of novelty by its users pass through the mental and emotional construction of the sense of usage of the given objet : its evaluation in terms of the perceived usage experience and of the functional / symbolic usage benefits, e.g. formation of the so called Perceived Usage Value (PUV) (Jouët, 1987; Mallein & Toussaint, 1994; Hart, 1998; Kim & All, 2007; Mallein, 2012; others). However, there is little further investigation into this mental construction process.

Purpose of study

- ‘Thick’ in-depth understanding of the PUV formation and of its role within the users’ appropriation and acceptance of a new pro-development offer.
- The context studied is the case of the SME supporting services (free business advising and accompanying), provided within the USAID Enterprise Development Project (EDP) to the local SMEs in the post-soviet Central Asia (Turkmenistan).
- In this particular case, the Business Advising Services (BAS) being unfamiliar to the local SME-users, the newly launched component had to overcome the low acceptance and the low engagement into this program service.

Research Question

- In case of the new SME supporting services, how the Perceived Usage Value is formed on the SME-users side ?
- What is the precise role of this (un-)formed PUV in the appropriation and the cognitive appropriation of the new services by the SME-users?

Methodology

- In-depth qualitative multi-site case study, through the iterative process of the theoretical exploration and of the field grounded theory research, comprising the 4 months months observation and the in-depth interviews.

Participant observation phase

- Data sources: Pull of the SME-users data; field documentation. Field notes of four month participant observation; open interviews with SMEs and service providers on the services acceptance situations.
- Methods: Qualitative content analysis. Research-intervention for enhancing the SME-users’ acceptance and engagement into the new service (value-based engaging questionnaire).

In-depth interviews

- Sample: Convenience sample of selected SME support users (EDP/ non EDP users; Advising / Financial SME support services; not-for-profit / for-profit; rejection / acceptance; à posteriori / current cases) – resulting in 10 SME organizational case studies. 2 different SME support providers were also interviewed for comparison.
- Methods: SME-users in-depth semi-directed interviewing, open-ended exploration of each service valuation-acceptation situation. After the interview guide construction and testing, the PUV formation was explored through the elaborated Value intensity exploration technique that completes the existing [value content/structure] Laddering technique (Reynolds & Gutman, 1988).
- Qualitative textual/thematic content analysis (Sphinx Plus® option Lexica 5.1; NVivo 9.2).

Summary of Findings

- PUV Formation: SME-users show the PUV dimensions of value content, hierarchical structure and intensity (conform to Woodruff & Gardial, 1996; Woodruff, 1997). This intensity is motivationally bounded. - it is rather Desired Than Desirable usage benefits Value.
- Thus, for each usage benefit, the Value is formed by the perceived Instrumentally (correspondence, relative performance) of the benefit-mean to reach the desired usage end and by the Valence of that end (defined as desire or quasi-need importance). The desires (‘quasi-needs’) are expression of needs (Nutini, 1982 & coll.)
- The SME-users show that the Valence intensity comes from the motivational Tension (similar to Flint et al., 2002). This Tension is perceived by the individuals as his psychological distance to two reference points : to the ideal point, but also to the Critical point of affairs.

Next Steps / Limitations

- Limits of the study: Weak generalization of results. Sample of convenience. Difficulties with the "non-desirability" value and the multi-language issues.
- Next steps: Quantitative test, testing and application in other sectors. Study of the situations of "false" valuation and of impossible individual desirability.

References


Kiyindou, K. (2008). "Les méthodes de valorisation technique de l’information et de communication". In G. Debeele (Ed.), "La technologie de l’information et de la communication " (pp. 3-13). CEDRI-REMICS.


Mallein, P. (2012). "La conception d’innovation assistée par l’usage (méthode CAUTIC)". In "Les méthodes d’investigation en économie de l’innovation sociale". IRSIC EA4262, AMU.

Mallein, Ph. & Toussaint, Y., (2012). "La conception d’innovation assistée par l’usage (méthodologie CAUTIC)". In "Les méthodes d’investigation en économie de l’innovation sociale". IRSIC EA4262, AMU.

Nutini, M. (1982). "La théorie de l’utilité et de la désirabilité". In G. Debeele (Ed.), "La technologie de l’information et de la communication " (pp. 3-13). CEDRI-REMICS.


Acknowledgements

The author thanks the USAID-EFP (US) for technical support; all participants, the ODI Foundation (Washington, DC) and Schöllberger Finance for partial funding through research grants; IRSIC-AMU (France) for technical and financial support.

E-mail: maya.velmuradova@etu.univ-amu.fr

ICSS 2013