

How Technology Is Impacting On Human Behaviour

Presented by Dr Andrew Campbell



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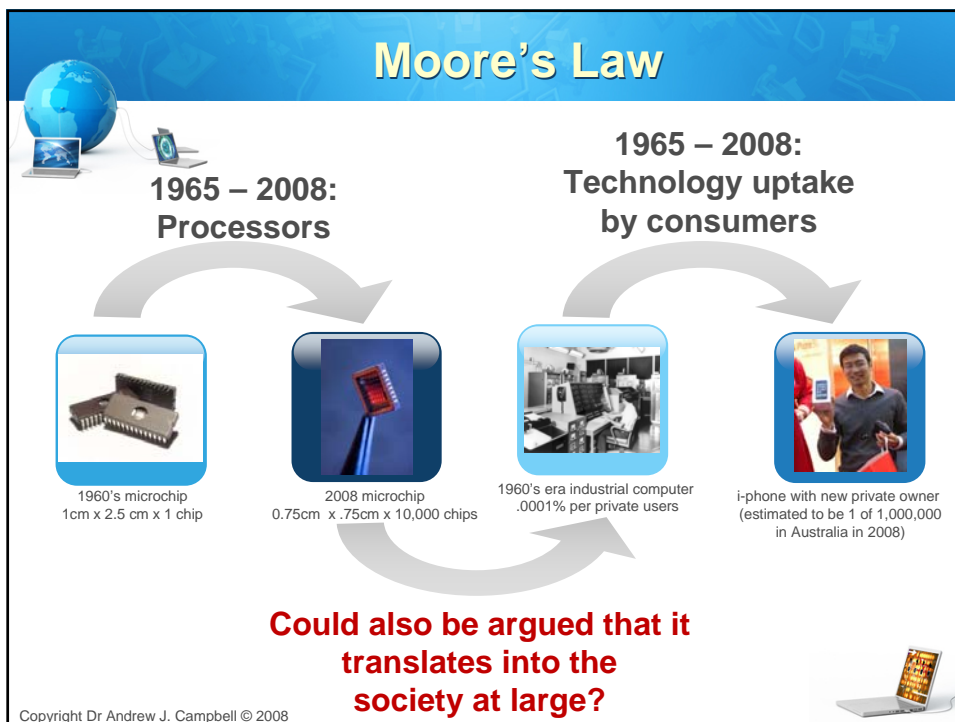
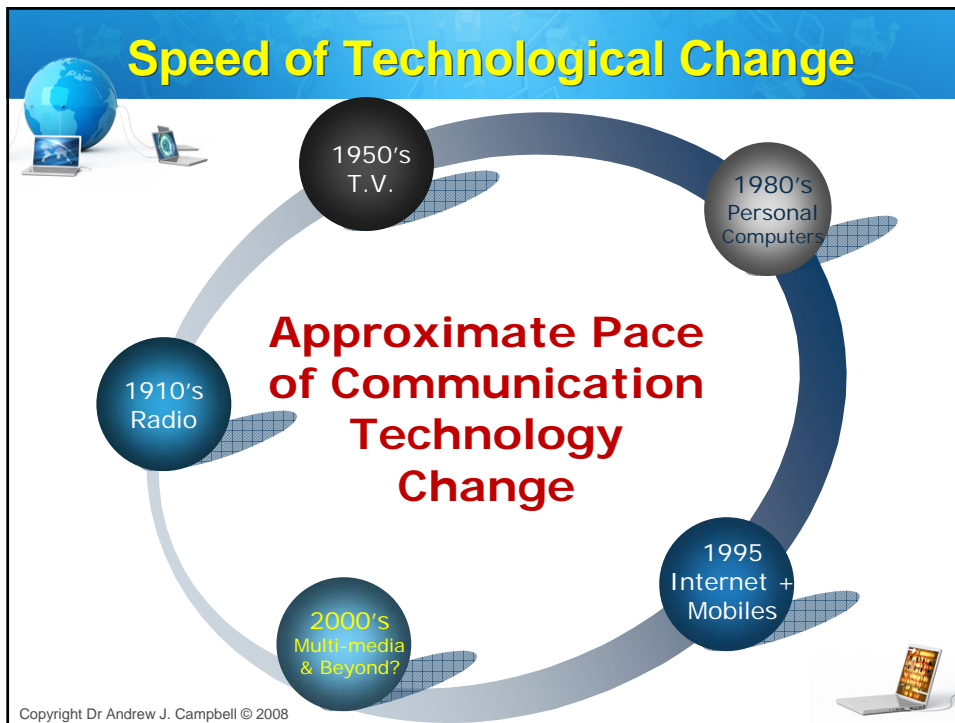
Overview



- 1 The speed of technological change
- 2 Positive Experiences / Behaviour
- 3 Negative Experiences / Behaviour
- 4 What does the future hold?

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So what does all this mean?

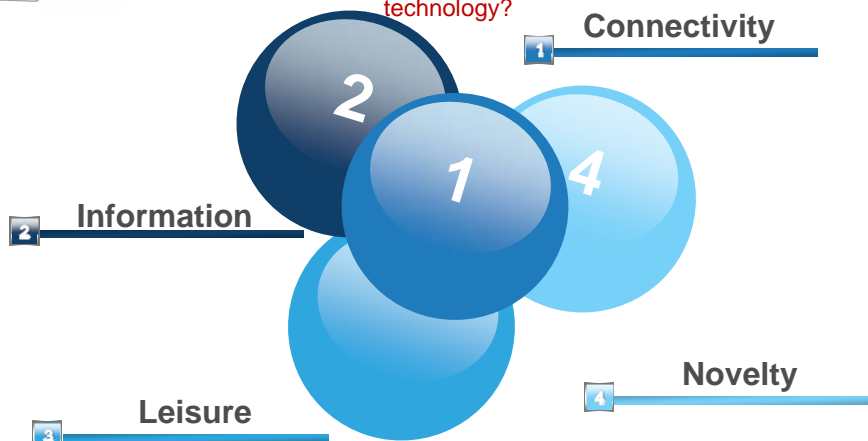
- We are changing our behaviour to suit technology trends – technology is not changing to suit our old behaviours.



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Positive Consumer Experiences

What do people like about the uptake of new communication and information technology?



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Two Categories of Consumer

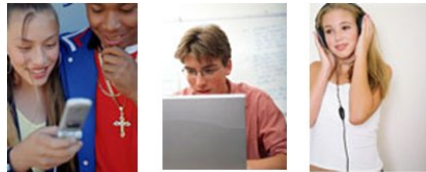


Specific Minded



Seniors

Fluid Minded



Youth

Somewhere in-between is business consumers...



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What do consumers love?



• Traditional Functions

1. Email
2. Browsing
3. Phone & Texting
4. File Sharing

• Emerging Functions

1. Blogging
2. Social Networking
3. Virtual Worlds
4. Multimedia

The cross over between these Traditional and Emerging Functions...

GAMES!



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Games Could Be Pushing Technology?



- 1. Theory:** Games utilise more diverse functions of communications technology – Thus, a demand for faster connectivity, information, leisure options and novelty is expected by consumers.
- 2. Alternative Theory:** Basic need is pushing technology – i.e. Business and Economics, politics and Industry, urban and rural communities.
- 3. Possible Answer:** The truth lies in between?



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What are Negative Experiences/Behaviours?



3 common Concerns

Reliability

People want:
Faster
Cheaper
Durable
Dependable
Technology

Safety

People want:
Privacy
Protection
Good Health
Understanding

Accuracy

People want:
Reliable Info
Best Sourced
Cutting Edge
Research



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Will anything change to improve negative consumer experiences?

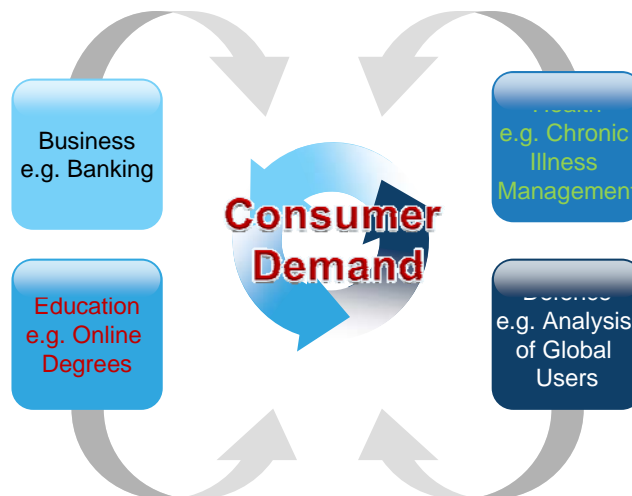
Yes and No

- **Yes** – Business and Education approaches are projected to improve with generational growth.
- **No** – Because speed of technology manufacturing and uptake cannot account for what a large population of users might find as 'problematic'.
- **Example:** Who would have predicted the extent to which the WWW has supposedly contributed to increased social, psychological and political problems.

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A Brave New World

Prediction: Technology will improve to become more intuitive and adaptive!



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In Conclusion



Three factors to ponder about technology and human behaviour:

1. Consumers want technology become smaller, faster and more integrated to meet all types of possible needs across all consumer 'types'.
(e.g. Specific Minded + Fluid Minded).
2. The next generation is going to foresee consumer needs faster and perhaps better than today's generation – This is because they were the ones who adopted the technology in youth without preconceived experiences.
3. Problems will always exist with technologies impact on behaviour and society at large. It is the rate of change that needs to be monitored closely to control for impact.



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Thank You!

Presented by Dr Andrew J. Campbell
Director of Research for



www.prometheus.net.au

A.Campbell@usyd.edu.au



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