

Abstracts

ICT appropriation by small-scale entrepreneurs: An interpretative analysis of adoption and usage

Jo Pierson

The paper explores the specificity of appropriation, i.e. adoption and usage of information and communication technology (ICT) by small-scale entrepreneurs. Starting from an interpretative viewpoint we design a functional classification of ICT based on 'transaction-oriented' and 'knowledge-oriented' use. The internal and external factors that could enable and constrain these uses are highlighted. To illustrate this approach we explore the appropriation of Internet services in the case of public accountants in Flanders. Our goal is to indicate how technological and economic aspects of ICT appropriation are socially embedded.

Key words: information and communication technology (ICT), small-scale entrepreneurs, interpretative users research, social constructivism

Consumption of local media: localism, local media and the relationship between subjectively experienced problems, information interest and consumption of local media content by Flemish Internet users

Jo Steyaert

This article explores how well intrinsic motivation (localism and interest in information) and extrinsic motivation (subjective experienced problems) can predict and explain the consumption of local media content by Flemish Internet users. This research suggests that the division of the concept localism in two related concepts social and cultural localism, as suggested in literature, is not unproblematic. Based on our research it seems that only social localism is related directly to the local geographic community. Social localism however has a weak correlation with the exposure to local media and the consumption of local media content. The factors subjectively experienced problems and interest in information seem to have a stronger relationship with the consumption of local media content. Even in a global model social localism adds little explanation to the consumption of local media content.

Key words: localism, local media, consumption of media