

“Lonely adopters”?

**An exploratory study of early adopters of mobile television and
their mobile phone appropriation**

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1 Introduction

Combining two of the most successful media technologies in 20th century, mobile television was long considered as a predetermined success, and its breakthrough attended at the latest for the Olympic Games 2008. Instead, observers witnessed repeated launch failures. When the question is to move beyond MobileTV via IP to a more stable and scalable broadcast system, the introduction is either continually postponed, as is the case in France and Belgium (Gabla, 2009, Evens et al. 2008), or unexpectedly slow (US), or even – as was the case in Germany – rolled back after a substantial loss of money for a provider. Even the markets where MobileTV exists today are rather fragile, as shows the example of Korea, which is often cited as a success story: broadcasters are still searching for profitable revenue models and are struggling sustain the MobileTV-coverage in underground lines (Tong-hyung, Kim, 2009).

While these problems have often been dismissed as either ongoing “technological problems” or “strategic quarrels” between supply-side actors, suspicion arises whether the real problem is not a lack of demand.

To give a user-sided perspective on how the innovation may finally get out of the starting blocks, our study turns to the early adopters of MobileTV – supposedly the “gatekeepers of innovation”. Who are these “forerunners” without followers? How have they integrated the innovation into the routines and places of their everyday life? Which social and symbolical meanings do they attribute to it and how do they communicate it to their environment?

These questions are considered within the framework of an integrative appropriation model, based on approaches from an adoption-oriented perspective (Theory of Planned Behavior, Technology Acceptance Model, Diffusion Theory) and from an appropriation-oriented background (Frame analysis, Domestication research, Uses-and-Gratifications). It has been operationalized to a standardized scale of mobile phone appropriation.

2 Theoretical Background

2.1 Complementary approaches for modeling the evolution of MobileTV

The classical approach to study the evolution of mobile television is diffusion of innovations theory. This approach permits namely to identify critical factors of adoption on the side of the user, the innovation or the social system, to predict its penetration in various markets and user segments and to take into account the network effects which often make the diffusion of communication technologies very hard to evaluate.

This approach has recently been complemented by two oppositional concepts:

- Social-psychological theories on decision making, often based on Theory of Reasoned Action. These permit to model the factors determining adoption from a user perspective in a much finer way than the “rules of thumb” often applied in diffusion theory. They have brought numerous studies on MobileTV adoption.

- Appropriation theory on the way users may change an innovation when integrating it into their personal life. Diffusion theory has related to this with the concept of reinvention, but the rather strict foundations of diffusion theory do not permit the necessary differentiation.

2.2 An integrative model of mobile phone appropriation

An integrative approach should include both individual and social factors, the practical and the symbolical appropriation, and capture a wide range of uses and meanings - but in a way that permits empirical testing (for a full presentation of the model, see Wirth, von Pape & Karnowski, 2008).

In order to build a model that responds to these demands, a first framework is build in analogy to TPB – as an approach well proven and tested for its internal validity - and then step by step modified according to the other approaches. Its static and restricted focus on the adoption decision is mainly enhanced by elements from appropriation theories and UGA.

Firstly, the behavioral outcome is differentiated to the large variety of uses of the mobile telephone known from appropriation research and UGA (Höfllich & Rössler 2001, Leung & Wei 2000) with an emphasis on the symbolic dimension of this process.

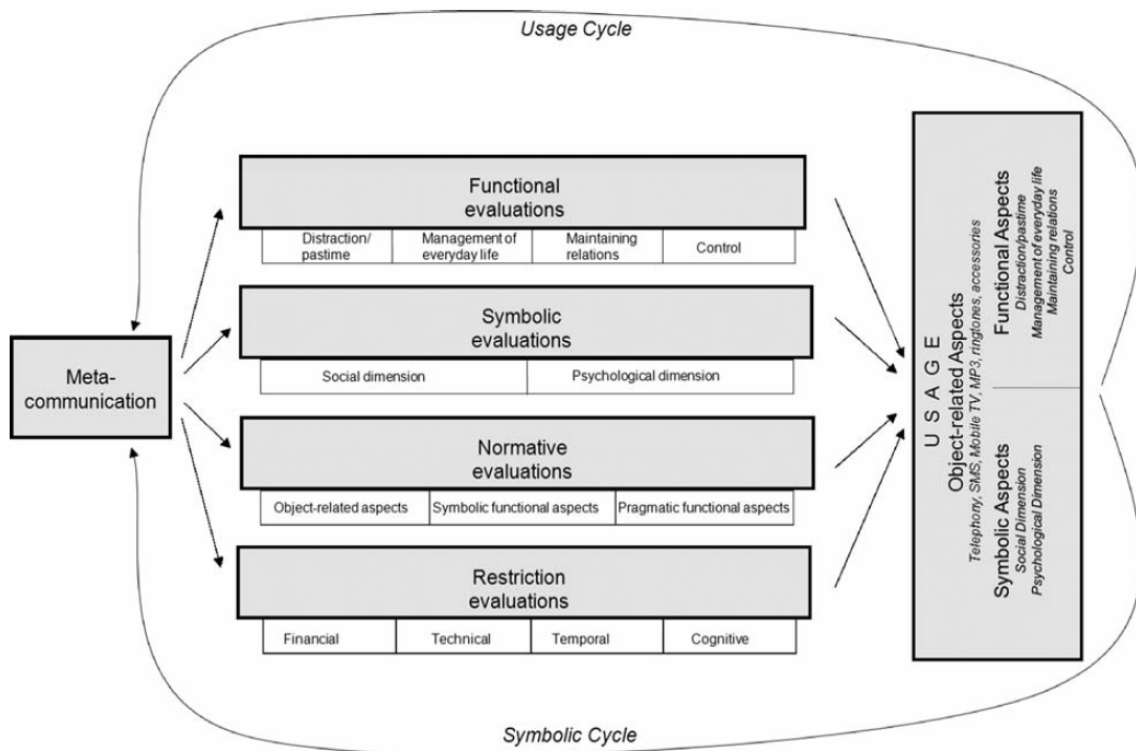
Secondly, TPB's independent variables "behavioral beliefs", "normative beliefs" and "control beliefs" are no longer taken as static, but understood as the constantly evolving results of the appropriation process (Jonas & Doll 1996, Kendzierski 1990). Consequently, the model is conceptualized as a cycle, with appropriation being a constantly renewed process. Pragmatic and symbolic use is not only the result of behavioral, normative and control beliefs, but also their basis (Oulette & Wood, 1998).

Thirdly, an additional element is integrated into the model which, according to appropriation theories, is critical to this process: Meta-communication (Wirth et al. 2005). Thus, behavioral, normative and control beliefs, as well as the symbolical and practical behavior are negotiated among users, with producers and mass media by communication about them – be it mass communication, interpersonal communication or the simple demonstration and observation of one's mobile phone use.

Thus, the major constructs of the model are:

- Pragmatic and symbolic patterns of appropriation: "usage and handling" as well as "symbolical aspects of usage and handling"
- Factors influencing appropriation: "functional evaluations", "symbolic evaluations", "norms", "restrictions"
- "Meta-communication".

Figure 1: An integrative model of mobile phone appropriation (Wirth, von Pape & Karnowski, 2008)



2.3 The question of early adopters

A key concept for the success of an innovation in diffusion of innovations theory are the first adopters of an innovation, referred to as “innovators” (the very first 2,5 percent) and “early adopters” (the next 13,5%, Rogers 2003, 308-312). These concepts can be traced back to the earliest works in the domain of diffusion research by Gabriel de Tarde (1890), who considered imitation of “leaders” by followers as the key process underlying all processes of innovation. In their groundbreaking study on the diffusion of hybrid corn in Iowa, Ryan and Gross had ascertained the importance of first adopters providing “a community laboratory” (Ryan and Gross 1943, 18) for their more conservative neighbors before they would take the risk to adopt. They also identified key characteristics of earlier adopters of agricultural innovations (Gross, 1949). When integrating the diffusion paradigm within the field of communication research, Rogers links these findings back to the theoretical concept of a two step flow by Lazarsfeld and others (1944), which also predicted a high influence of certain individuals with high levels of media consumption and cosmopolitaness.

Further – and still relying on findings from Ryan and Gross – Rogers (2003) assumes that the role of the earlier adopters lies in influencing others in the decision whether or not to adopt an innovation – while the role of mass media is rather to make people aware of the existence of a specific innovation.

A closer look at the two segments of first adopters of innovations shows some differences between “innovators” and “early adopters”: innovators are rather cosmopolitan, they are independent from local social norms, they take pleasure in innovation, have the necessary skills to overcome the

problems which often accompany the introduction of innovations, and they can financially permit to take the risk of betting on one innovation. The principal characteristic of early adopters is that they are well respected persons within local networks and open for new ideas –without giving up all critical spirit. It is for these reasons that they are considered the “gatekeepers of innovation”. If they adopt, their environment will follow, and the s-curve will take off.

Other approaches on new media adoption and appropriation also suggest a high influence of the first adopters:

- Social-psychological behavioral theories such as the “Theory of Planned Behavior” (Ajzen, 1985) assume that a “social norm” strongly influences an individual’s decision for a certain behavior. People well integrated into interpersonal can be expected to exert a relatively higher influence on this social norm.
- In appropriation theory both from cultural studies (e.g. domestication (Silverstone & Haddon 1996)) and from sociological background (e.g. frame analysis (Goffman 1974, cf. Ling & Yttri 2002)), the idea is widely accepted that the use of an innovation is being negotiated within local groups of users. As for any process of negotiation, one can expect this to depend on (social, financial, intellectual and other) resources of those involved in the negotiation (von Pape 2008).

In the Mobile Phone Appropriation Model, this communication process determining the course appropriation may take is referred to as meta-communication (Wirth, von Pape & Karnowski 2008). Through meta-communication, early adopters influence others and may determine not only the quantitative diffusion, but also the qualitative “trajectory” of an innovation – will it be considered as a superfluous gimmick, as an unavoidable tool or even as a sophisticated, stylish accessory ?

Studying the earliest adopters of an innovation thus gives important insights on both its diffusion and its social appropriation.

- From a diffusion perspective, the main question is whether the innovation will remain among the somewhat unrepresentative innovators or if it will manage to convince the well integrated early adopters? The simplest response to this question could be achieved by observing the toll of adopters: When it goes beyond 2,5 percent, adoption should – according to Rogers - have gone beyond innovators and touched the well-respected early adopters. A more direct and reliable approach lies in studying the personal characteristics of those who have adopted – be they one percent or ten percent, the most important question is whether they are the very specific group of innovators or if they include the well integrated early adopters? As long as only isolated innovators have adopted the innovation, we must talk of “lonely adopters”, and it is hard to predict the potential of the innovation.
- From an appropriation-oriented perspective, a second question arises: into which direction do those first adopters steer the trajectory of the innovation through their own appropriation? On

the basis of the MPA Model, it can be responded to by analyzing how the first adopters have appropriated the innovation.

The responses to these questions will also help predict the potential of MobileTV both in quantitative terms (penetration of the social system) and in qualitative terms (forms of appropriation). In the following sections, we have hence applied these questions to the innovation of MobileTV.

3 Methodology

To get a representative picture of the early adopters, we realized a telephone survey in Germany in May 2007 among a representative, randomized sample of 1,001 users of the MobileTV-offer proposed by the network operator *Vodafone* (based on 3G transmission).

Based on the MPA-Model (see chapter 2.2), we operationalized the usage and appropriation of MobileTV by the following dimensions:

- Object-related usage aspects
- Functional, symbolic and psychological usage aspects
- Meta-communication
- Normative evaluations and restrictions
- Sociodemographics

The resulting sample consists of 1,001 mainly male respondents (87.5% male, 12.5% female). The respondents are rather young; with an average age of 24.7 years. Having a look at the educational level, we find some interesting differences to 'classical' early adopters: The almost part of the respondents only has a secondary school level or lower (63.4%), only 15.8% having a high school graduation and 7.9% holding a university degree.

4 Results: Five types of MobileTV-Users

Following Wirth et al. (2008)'s suggestions, we conducted a cluster analysis on the different dimensions of MobileTV-usage (usage and handling, social and psychological aspect), in order to reveal different patterns of MobileTV-appropriation. The five resulting types of MobileTV-users are (see table 1):

The reserved well-informed

These users mostly use MobileTV in order to stay informed wherever they are. Using MobileTV for distraction and pastime is of minor importance to them. Also they don't attach any social prestige to their usage of MobileTV. Neither they talk to their peers about MobileTV-usage nor do they show their usage of MobileTV.

The show-offs

These users mainly use MobileTV for distraction and pastime. Information is not so important to them. But they attribute a high social prestige to their usage of MobileTV. They also show their usage and talk to their peers about MobileTV-related questions.

Table 1: Cluster description

	The re-served well-informed (RWI) (n=192)	The show-offs (SO) (n=179)	The re-served sparse-users (RSU) (n=133)	The self-rewarders (SR) (n=159)	The convinced all-round-users (CAU) (n=215)	F-value	η^2
I do use MobileTV in order to stay informed on everything going on in the world.	2.1 ^a	4.1 ^b	3.9 ^b	3.5 ^c	2.1 ^a	130.4***	37.4%
I do use MobileTV when I don't want to miss a certain event.	1.8 ^a	3.8 ^b	4.1 ^c	4.3 ^c	2.1 ^d	216.5***	49.8%
I do use MobileTV when there's nothing different to do.	2.8 ^a	2.1 ^b	3.9 ^c	1.6 ^b	2.0 ^d	115.2***	34.5%
I do use MobileTV when I want some entertainment.	3.2 ^a	3.1 ^a	4.4 ^b	3.4 ^c	2.5 ^d	50.5***	18.8%
Do you use MobileTV alone or together with others watching with you?	1.9 ^a	2.8 ^b	2.0 ^a	1.6 ^c	2.5 ^d	48.0***	18.0%
When using MobileTV in public, do you just hold the device in front of you or do you bend away in order to avoid others watching along with you?	1.9 ^a	1.9 ^a	1.9 ^a	1.7 ^{ab}	1.6 ^b	3.2*	1.5%
I'm pleased to be able to afford such	2.3 ^a	2.1 ^a	3.1 ^b	2.5 ^c	1.6 ^d	47.3***	17.8%

an innovative service.							
I'm pleased to be able to share my MobileTV-experiences with other people.	3.6 ^a	3.0 ^b	4.2 ^c	4.3 ^c	1.8 ^d	184.6***	45.8%
I'm pleased to be able to let others watch MobileTV along with me.	3.5 ^a	2.0 ^b	3.7 ^a	4.2 ^c	1.7 ^d	227.9***	51.1%

Agreement on a five-point-scale from 1=strongly agree to 5=strongly disagree

*p<0.05, ***p<0.001, means marked by different characters differ significantly

The reserved sparse-users

The reserved sparse-users attribute low importance to the usage of MobileTV in all dimensions. Accordingly usage of MobileTV has no social prestige to them.

The self-rewarders

Distraction and pastime is the main usage motive for this cluster of MobileTV-users. Compared to other users, Information is only of minor importance to them. Interestingly these users don't talk to their peers about MobileTV and don't show their usage of MobileTV to them. Although they attribute high importance to MobileTV for distraction and pastime, they sort of hide their usage to their peers.

The convinced all-round-users

The convinced all-round-users are very positive about MobileTV. They attribute high importance to all usage dimensions and also to the social and psychological dimension. I.e. they use the service for all purposes and also talk to their peers and show them, that they like using it.

4.1 Sociodemographics

With an average age of 26.5 years the *reserved well-informed* are the eldest MobileTV-users in our sample, the *show-offs* are the youngest (average age 21.4 years, see table 2).

Table 2: Age

	RWI	SO	RSU	SR	CAU	F-value	η^2
Age	26.5	21.4	25.3	23.5	24.5	10.1** *	4.4%

RWI: The reserved well-informed, SO: The show-offs (n=179), RSU: The reserved sparse-users (n=133), SR: The self-rewarders (n=159), CAU: The convinced all round-users (n=215)
***p<0.001, means marked by different characters differ significantly

As already described in chapter 3, the users of MobileTV are mainly male. The highest percentage of female MobileTV-users can be found among the show-offs (19.0%), whereas the amount of female users is lowest among the reserved-well-informed (6.7%, see table 3).

Table 3: Gender

	RWI	SO	RSU	SR	CAU	F-value	η^2
Male	93.3% ^a	81.0% ^b	86.5% ^{ab}	89.3% ^a	86.5% ^{ab}	3.4**	1.5%
Female	6.7% ^a	19.0% ^b	13.5% ^{ab}	10.7% ^a	13.5% ^{ab}		

RWI: The reserved well-informed, SO: The show-offs (n=179), RSU: The reserved sparse-users (n=133), SR: The self-rewarders (n=159), CAU: The convinced all-round-users (n=215)
**p<0.01, means marked by different characters differ significantly

Having a look at the educational level of MobileTV-users, we mostly find lower educational levels. Most of the MobileTV-users only have a secondary school level. This is especially true for the *show-offs* (80.0%) and the *reserved sparse-users* (81.7%). The highest percentages of MobileTV-users having a high school graduation or holding a university degree can be found among the *reserved well-informed* as well as among the *self-rewarders* (see table 4).

Table 4: Education

	RWI	SO	RSU	SR	CAU
Secondary school level	71.5%	80.0%	81.7%	69.9%	78.7%
High school graduation	17.2%	14.3%	14.3%	21.2%	15.0%
University degree	11.3%	5.7%	4.0%	9.0%	6.3%

RWI: The reserved well-informed, SO: The show-offs (n=179), RSU: The reserved sparse-users (n=133), SR: The self-rewarders (n=159), CAU: The convinced all-round-users (n=215)
Chi²=13.0, n.s.

4.2 MobileTV-Usage

An average MobileTV-usage-session lasts around half an hour for the *reserved well-informed* (32.3 min.) and the convinced *all-round-users* (35.0 min.). The average MobileTV-sessions is significantly shorter for the *show-offs* (19.9 min.), the *reserved sparse-users* (20.8 min.) and the *self-rewarders* (20.2 min.; see table 4).

Table 4: Average duration of a single MobileTV-Session

	RWI	SO	RSU	SR	CAU	F-value	η^2
Average duration in min	32.3 ^a	19.9 ^b	20.8 ^b	20.2 ^b	35.0 ^a	7.0***	3.1%

RWI: The reserved well-informed, SO: The show-offs (n=179), RSU: The reserved sparse-users (n=133), SR: The self-rewarders (n=159), CAU: The convinced all-round-users (n=215)
 ***p<0.001, means marked by different characters differ significantly

In general MobileTV is mostly used in waiting periods. Usage in cars or at work is quite seldom. This is true for all different usage clusters (see table 5).

Table 5: Usage locations

	RWI	SO	RSU	SR	CAU	F-value	η^2
At home	4.0 ^a	4.3 ^{ab}	4.5 ^b	4.2 ^{ab}	3.6 ^c	10.5**	4.6%
At work	4.2 ^{ab}	4.5 ^b	4.8 ^c	4.5 ^{bc}	4.1 ^{ac}	5.8***	2.6%
Public transport	3.8 ^{ab}	3.8 ^{ab}	4.6 ^c	4.2 ^a	3.6 ^b	7.9***	3.5%
Intercity railway transportation	4.0 ^a	3.9 ^a	4.7 ^b	4.4 ^b	3.8 ^a	7.5***	3.3%
Car	4.8 ^a	4.8 ^a	5.3 ^b	5.2 ^b	4.6 ^a	7.9***	3.5%
Waiting periods	3.1 ^{ab}	3.5 ^b	4.1 ^c	3.4 ^b	2.9 ^a	10.6**	4.6%

RWI: The reserved well-informed, SO: The show-offs (n=179), RSU: The reserved sparse-users (n=133), SR: The self-rewarders (n=159), CAU: The convinced all-round-users (n=215)
 Agreement on a six-point-scale from 1=very often to 6=never
 ***p<0.001, means marked by different characters differ significantly

4.3 Metacommunication

The *reserved sparse-users* as well as the *self-rewarders* nearly never talk to their peers about MobileTV. Most interpersonal conversation on MobileTV can be observed for the *convinced all-round-users* (see table 6).

Table 6: Interpersonal communication

	RWI	SO	RSU	SR	CAU	F-value	η^2
How often do you talk about MobileTV in general?	4.3 ^a	4.2 ^a	4.7 ^b	4.8 ^b	3.5 ^c	38.5** *	15.0%
How often do you talk about specific programmes on MobileTV?	4.0 ^a	4.2 ^a	4.6 ^b	4.8 ^b	3.3 ^c	40.9** *	15.8%

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Nearly the same is true for mass media content dealing with MobileTV. Again it's the *convinced all-round-users* who most often notice usage of MobileTV in the mass media – significantly more often than the other usage clusters (see table 7).

Table 7: Mass media

	RWI	SO	RSU	SR	CAU	F-value	η^2
How often do you notice MobileTV in advertisings?	4.1 ^{ab}	4.3 ^b	4.3 ^b	4.6 ^c	3.9 ^a	6.3***	2.8%
How often do you notice somebody using MobileTV in a movie or TV-serial?	4.6 ^a	4.7 ^{ab}	4.9 ^{bc}	5.0 ^c	4.3 ^d	11.1** *	4.9%

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And they also most often notice other people around them using MobileTV (see table 8).

Table 8: Watching

	RWI	SO	RSU	SR	CAU	F-value	η^2
How often do you notice anyone in your personal surroundings watching MobileTV?	4.3 ^a	4.2 ^a	4.8 ^b	4.7 ^b	3.8 ^c	19.1** *	8.1%
How often do you	4.4 ^a	4.4 ^a	4.9 ^b	4.9 ^b	4.1 ^c	12.9**	5.6%

notice any stranger around you watching MobileTV in public (e.g. in a café, train, and so on)?		*
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RWI: The reserved well-informed, SO: The show-offs (n=179), RSU: The reserved sparse-users (n=133), SR: The self-rewarders (n=159), CAU: The convinced all-round-users (n=215)
 Agreement on a six-point-scale from 1=very often to 6=never
 ***p<0.001, means marked by different characters differ significantly

4.4 Norms and restrictions

Normative evaluations concerning the use of MobileTV are quite diverse among the different MobileTV user types. Especially the *self-rewards'* peers consider MobileTV to be a gadget, thus setting a rather negative norm towards MobileTV. Positive reinforcement of MobileTV-usage, i.e. peers who expect the users to use MobileTV and consider it to be interesting, are – in general – quite rare. Such normative evaluations of the users' peers are most often found among the *convinced all-round-users* and sometimes among the *reserved well-informed* and the *show-offs* (see table 9).

Table 9: Normative beliefs

	RWI	SO	RSU	SR	CAU	F-value	η^2
My entourage considers MobileTV to be a gadget.	2.9 ^a	2.9 ^a	2.8 ^{ab}	2.6 ^b	3.1 ^a	3.5**	1.6%
When I watch MobileTV my entourage gets nerved.	4.0	4.2	4.1	3.9	4.0	2.1	1.0%
My entourage considers MobileTV to be interesting.	2.6 ^a	2.5 ^a	3.4 ^b	3.1 ^c	2.1 ^d	34.3** *	13.7%
My entourage expects me to know and use MobileTV.	3.8 ^a	3.7 ^a	4.2 ^b	4.3 ^b	3.3 ^c	23.5** *	9.8%
My entourage expects me to use MobileTV in public in a discrete manner, also using ear-phones.	3.5	3.4	3.7	3.4	3.4	1.2	0.5%

RWI: The reserved well-informed, SO: The show-offs (n=179), RSU: The reserved sparse-users (n=133), SR: The self-rewarders (n=159), CAU: The convinced all-round-users (n=215)
 Agreement on a five-point-scale from 1=strongly agree to 5=strongly disagree
 p<0.01, *p<0.001, means marked by different characters differ significantly

The most severe restriction to using MobileTV is the high energy consumption: when using MobileTV the devices run out of battery far too fast. This is true for all usage clusters. The *convinced all-round-users* also have time restrictions baring them from using MobileTV more often. The low quality of the UMTS-transmission is seen as a drawback mostly by the *self-rewarders* (see table 10).

Table 10: Restrictions

	RWI	SO	RSU	SR	CAU	F-value	η^2
MobileTV is too complicated to use it more.	4.7	4.6	4.5	4.5	4.6	1.4	0.6%
If I had more time, I would watch MobileTV more often.	3.2 ^a	3.1 ^a	3.8 ^b	3.5 ^c	2.5 ^d	23.7** *	9.8%
When watching MobileTV I'm annoyed by the small screen.	3.1 ^{ab}	3.4 ^b	3.2 ^{ab}	2.9 ^a	3.3 ^b	3.3*	1.5%
The quality of the UMTS-transmission is too bad in order to use MobileTV more often.	3.2 ^{ab}	3.3 ^{bc}	3.2 ^{abc}	3.0 ^a	3.5 ^c	4.0**	1.8%
When watching MobileTV the device runs out of battery too fast.	2.2	2.3	2.4	2.4	2.1	2.0	0.9%
I can't afford using MobileTV more often.	3.3	3.1	3.1	3.2	3.4	1.6	0.7%
The menu navigation is too long-winded.	4.2	4.3	4.2	4.2	4.3	0.7	0.3%

RWI: The reserved well-informed, SO: The show-offs (n=179), RSU: The reserved sparse-users (n=133), SR: The self-rewarders (n=159), CAU: The convinced all-round-users (n=215) Agreement on a five-point-scale from 1=strongly agree to 5=strongly disagree *p<0.05, **p<0.01, ***p<0.001, means marked by different characters differ significantly

4.5 Mobile phone usage

Comparing the MobileTV-usage-clusters by their usage of other mobile-phone-services we can see that the *convinced all-round-users* are the most intense users of all services – the contrary is true for the *reserved sparse-users*. The *show-offs* as well as the *self-rewarders* not only watch TV via their mobile phones, but also use other media services like listening to mp3s or listening in on their mobiles (see table 11).

Table 11: Usage of other mobile phone services

	RWI	SO	RSU	SR	CAU	F-value	η^2
Taking pictures	1.8 ^a	1.7 ^a	2.1 ^b	1.9 ^{ab}	1.6 ^a	4.0**	4.0
Shooting videos	2.7 ^a	2.5 ^{ab}	3.2 ^c	2.8 ^a	2.4 ^b	8.2***	8.2
Listening to mp3s	2.3 ^{ab}	1.8 ^c	2.5 ^a	2.3 ^a	1.9 ^{bc}	5.5***	5.5
Sending pictures	3.7 ^{ab}	3.7 ^{ac}	4.1 ^d	4.1 ^{cd}	3.4 ^b	6.8***	6.8
E-Mailing	4.7 ^a	5.2 ^b	5.3 ^b	5.3 ^b	4.9 ^a	7.4***	7.4
Playing games	3.4 ^{ab}	3.1 ^b	3.8 ^a	3.6 ^a	3.1 ^b	5.6***	5.6
Watching videos	3.1 ^{ab}	2.7 ^a	3.6 ^c	3.2 ^b	2.7 ^a	8.9***	8.9
Listening in	4.2 ^a	5.0 ^b	4.9 ^b	4.4 ^a	4.2 ^a	8.5***	8.5
Going online	2.5 ^{ab}	2.6 ^{ac}	2.9 ^c	2.8 ^{ac}	2.2 ^b	6.0***	6.0
Video telephony	4.6 ^{ab}	4.6 ^a	4.9 ^a	4.8 ^a	4.3 ^b	4.6**	4.6

RWI: The reserved well-informed, SO: The show-offs (n=179), RSU: The reserved sparse-users (n=133), SR: The self-rewarders (n=159), CAU: The convinced all-round-users (n=215) Agreement on a five-point-scale from six-point-scale from 1=very often to 6=never **p<0.01, ***p<0.001, means marked by different characters differ significantly

5 Conclusion

Early adopters of MobileTV are – at least in part – quite different to the classical concept of early adopters in the diffusion process. As shown above, we can distinguish five different types of MobileTV-users in Germany: the *reserved well-informed*, the *show-offs*, the *reserved sparse-users*, the *self-rewarders* and the *convinced all-round-users*.

Our starting hypothesis of the ‘lonely adopter’ is not at all true for the *show-offs* and the *convinced all-round-users*. Both usage clusters appoint social prestige to their usage of MobileTV and consequently do talk to their peers about MobileTV and demonstrate their usage to them. Thus these user types mostly fit the concept of early adopters, supporting the diffusion process of an innovation. Only one point is quite unusual to early adopters: especially the *show-offs* have the lowest educational level of

all Mobile-TV-user-types. Whether this is a drawback to the future diffusion of MobileTV would be an interesting question for future research.

The three user clusters *reserved well-informed*, *reserved sparse-users* and *self-rewarders* in contrast can really be described as 'lonely adopters'. Despite they do use MobileTV and sometimes attach high importance to their usage of MobileTV, they don't share this experience with their peers. Neither do they talk to them on this subject, nor do they show their usage of MobileTV. And their peers have quite negative normative evaluations towards the service. They consider it to be a rather useless gadget. Thus these user clusters do at no means support the diffusion process of MobileTV, as they do not try to convince their peers to use MobileTV and their peers are not willing to be convinced.

Summing up, we have to state that until now the providers of MobileTV have failed giving any prestige to the usage of MobileTV for the almost part of users. In order to make a success out of this service the providers will have to address this topic – and not only the technical improvement of the service.

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