

A culturally-sensitive approach to technology acceptance: the process of applying the UTAUT2 model in the Philippines

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INTRODUCTION

Background

- Digital health can enrich care in developed healthcare systems but is increasingly also being proposed as a valuable (or at times the sole feasible) healthcare option in developing countries.
- Technology acceptance theory, such as the Unified Theory of Acceptance and Use of Technology (UTAUT & UTAUT2), can help to assess attitudes and design implementation strategies.
- However, it is necessary to critically evaluate models and instruments before transferring them to a different context.

Aims

- To develop a multi-step process to facilitate adaptation of a technology acceptance model to a novel digital health context.
- More specifically, to share processes and actions that were implemented to allow to evaluate and adapt the UTAUT2 model to capture relevant barriers and facilitators for telerehabilitation in the Philippines.

TAKE HOME MESSAGE

Working model for the Philippines

- By collaborating in the workshops, partners learned from each other's views and were able to make informed decisions on which barriers and facilitators might be at play in their context.
- The outcomes and approach are not a finalized product but a working model that can be updated with new insights and can guide upcoming data collection.

A common understanding

- Intensive interactive multidisciplinary workshops and discussions allow to develop a common understanding of how a technology acceptance model can be applied to and extended for a specific context.

ACTIVITIES & WORKSHOPS

1. Activity mapping & consensus definition

- Mapping current & planned rehabilitation activities.
- Building a consensus working definition of telerehabilitation: updating an existing definition to fit the current context.

2. Personas for model application

- Personas were created based on activity mapping & target population.
- Local researchers teamed up and identified barriers and facilitators from UTAUT2 or otherwise for each persona.

3. Reflection exercise on individual differences

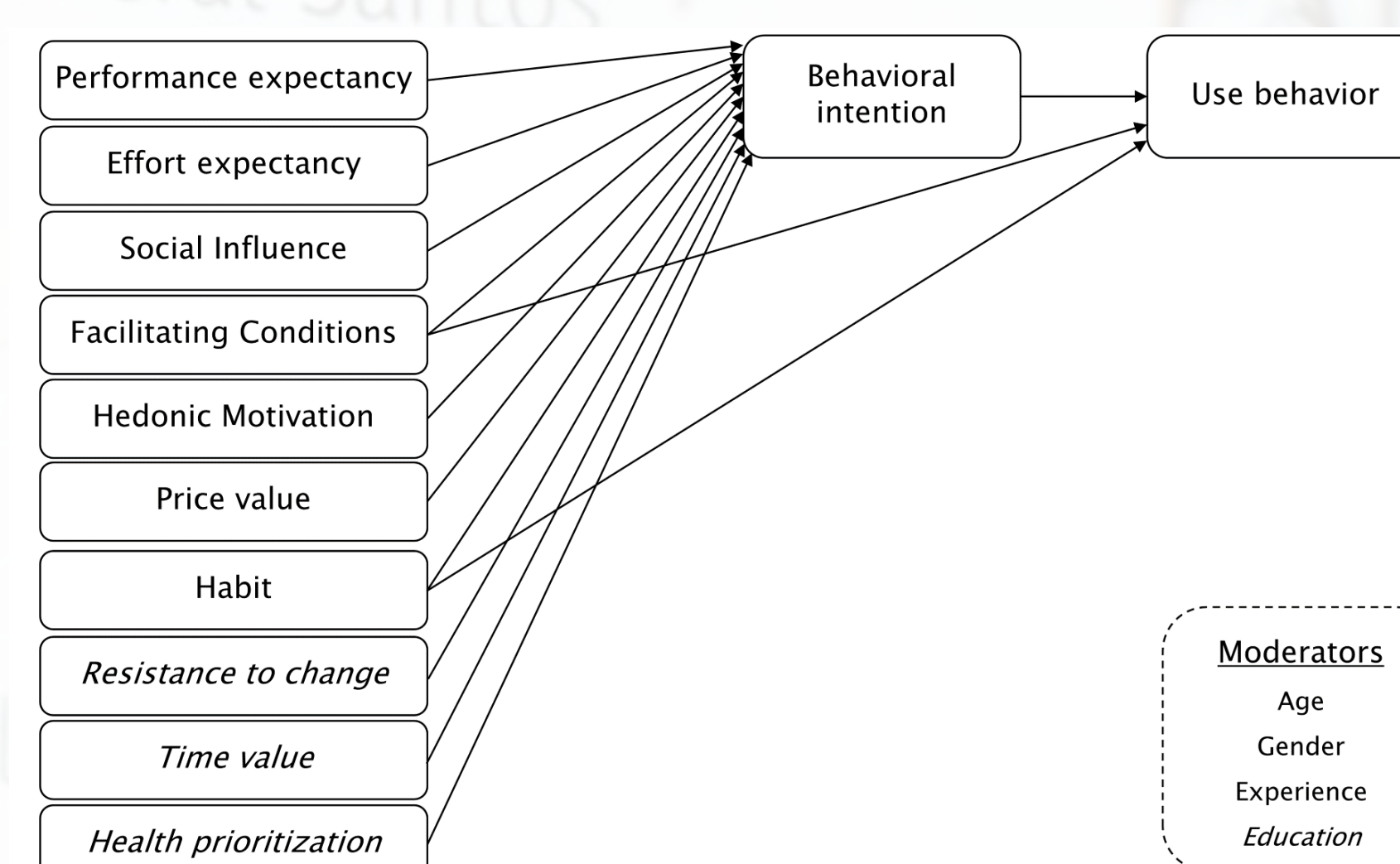
- Local researchers received a list of 33 personal attributes (e.g., likes to take risks, low digital literacy, willing to spend money).
- Potential moderators were presented as categorical variables and individuals were asked whether they would link certain attributes to one of these groups of individuals with the goal of Identifying the influence of potential moderators.

DESIGN OF A TAILORED UTAUT WORKING MODEL

Synthesis

- Reiteration of UTAUT implementations (in developing countries)
- Integration: Individual identification of technology acceptance predictors and moderators followed by group discussions

Tailored technology acceptance *working* model for the local context in the Philippines



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