Chapter 7

Comparing the Current and Future Use of Electronic Services

Abstract

The previous chapter (Chapter 6) examined the differential usage of the Internet in broadband and narrowband environments. However, the previous chapter excluded the comparison of current and future consumer use of various electronic services and applications at home and in the work place in the UK. A recently published report that was submitted to the Department of Trade and Industry (DTI), UK, suggests that the penetration of broadband is likely to promote the usage of advanced Internet content and applications; however, due to the lack of data at present, it is difficult to support this theoretical claim (Analysys, 2005). The Analysys report states, “Much has been made of the requirement for countries to invest in broadband communications infrastructure, and to promote its usage. Increased take-up of broadband access services is expected to stimulate usage of advanced Internet content and applications by consumers and by businesses, thus changing individuals’ behaviour, creating new industries, or increasing productivity in existing industries. However, data to prove the theory is hard to come by” (Analysys, 2005).

Copyright © 2008, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.
This implies that examining the current trend of consumer behaviour towards the uses of various emerging electronic services will not only help to encourage their further adoption and use, but also to promote the adoption of broadband. Utilising this reasoning as a motivating factor, this chapter progresses a step further towards understanding the trend of current and future uses of various online/electronic services at home and in the work place in the UK. Having introduced the aim of the chapter, the next section presents the findings. Finally, a concluding discussion to the research presented in this chapter is also provided. It is important to mention that the research methodology and the theoretical basis for this chapter is already presented and discussed in previous chapters. Therefore, this chapter does not include these elements and, instead, solely presents empirical data in the form of charts.

Adoption and Use of Electronic Services and Applications

A total of 41 online services belonging to seven different categories (see Chapter 6) were included to examine the current and future use of the Internet at home and in the work place in the UK (Figures 7.1-7.7). These seven categories comprised communications (five online services), information seeking (seven online services), information producing (four online services), downloading (six services), media streaming (five services), e-commerce (eight services), and other activities that included entertainment activities (four services), social and personal (two services), and e-government (Figures 7.1-7.7).

Communications

Figure 7.1 indicates that for communication purposes within the home, e-mail was used the most (100 percent), followed by in the workplace (94 percent). The communication related Internet activities that were utilised as categories included instant messaging, online chat, video conferencing and voice over Internet (VoIP). When determining the reported future use of email, it was found that it was slightly lower (99 percent) than the current rate of use at home.

This is because some of the respondents did not provide their responses for the future use of e-mail. Within the communications category, utilising the Internet for instant messaging purposes was the second most widely used online activity both at home (59 percent) and the work place (33 percent). Its future use is also reported to increase as 70 percent of the respondents agreed that they intended to use the Internet for sending instant messages in the future. Comparatively, video conferenc-
6 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the product's webpage:
www.igi-global.com/chapter/comparing-current-future-use-electronic/6968?camid=4v1

www.igi-global.com/e-resources/library-recommendation/?id=1

Related Content

Emerging Areas of Research in Business Data Communications
Debashis Saha and Varadharajan Sridhar (2013). Web-Based Multimedia Advancements in Data Communications and Networking Technologies (pp. 294-301).
www.igi-global.com/chapter/emerging-areas-research-business-data/71902?camid=4v1a

Empirical Case Study of Binary Options Trading: An Interdisciplinary Application of Telecommunications Methodology to Financial Economics
www.igi-global.com/article/empirical-case-study-binary-options/75162?camid=4v1a

Scheduling, Binding and Routing System for a Run-Time Reconfigurable Operator Based Multimedia Architecture
www.igi-global.com/article/scheduling-binding-routing-system-run/62990?camid=4v1a