

## Digitalization among "digital immigrants": The tale of requirement or personal characteristics?

Miri Ayali

Supervisors: Dr. Ina Blau & Dr. Daphne Raban

In the last decade the variety of Internet application has become an essential tool for many people. Despite the increase digitalization within society, there are significant differences in the level of adoption - differences between the generations and individual differences within generations. One approach focuses on the differences between the generations (Prensky, 2001) attributing to the generation of "digital natives" skills that lack the "immigrants." However, according to the Diffusion of Innovations Theory (Rogers, 2003) the rate of adopting new technologies normally distributed in the population and can be explained by individual differences. This study compares the use of digital devices between three generations in relationship to intrinsic and extrinsic motivation. 120 Israelites Hebrew speakers completed self-report questionnaire examining intrinsic and external motivation and the degree of use of different applications. The participants were recruited using the "snowball" methodology while maintaining a variety of occupations, education levels, and geographic distribution. Further semi-structured interviews will be conducted with 12 of respondents. The participants of quantitative and qualitative investigation belong to three age groups (aged 20 - 30, aged 40-50 and aged 60 and over) representing different generations, with equal gender representation in each age group. On the theoretical level the study compares two explanations for the differences in the adoption rate of digital tools - explanation emphasizes individual differences versus differences between generations. The findings provide implications for increasing the scope and pace of the adoption of digital tools in different ages and diverse professional and personal contexts.