



IT Identity and Project Behavior



Information
School

UNIVERSITY of
WASHINGTON



GAMER
GAME RESEARCH GROUP

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Committee:

- Michelle Carter (Co-Chair)
- Jinha Lee (CoChair)
- Joseph Janes
- Hala Anabi
- William Erdly (GSR)



My Background

01 Tabletop and Digital Games

02 Web Development and Project Management

03 2012 MSIM from the iSchool



My Academic Interests

0 1 IT Development > Project Management > Risk Management

0 2 IT > Digital Games

0 3 Identity > IT Identity



IT Identity

“The extent to which an individual views use of an IT as integral to his or her sense of self.”

—Carter & Grover, 2015



Structural Symbolic Interactionist Identity Theories



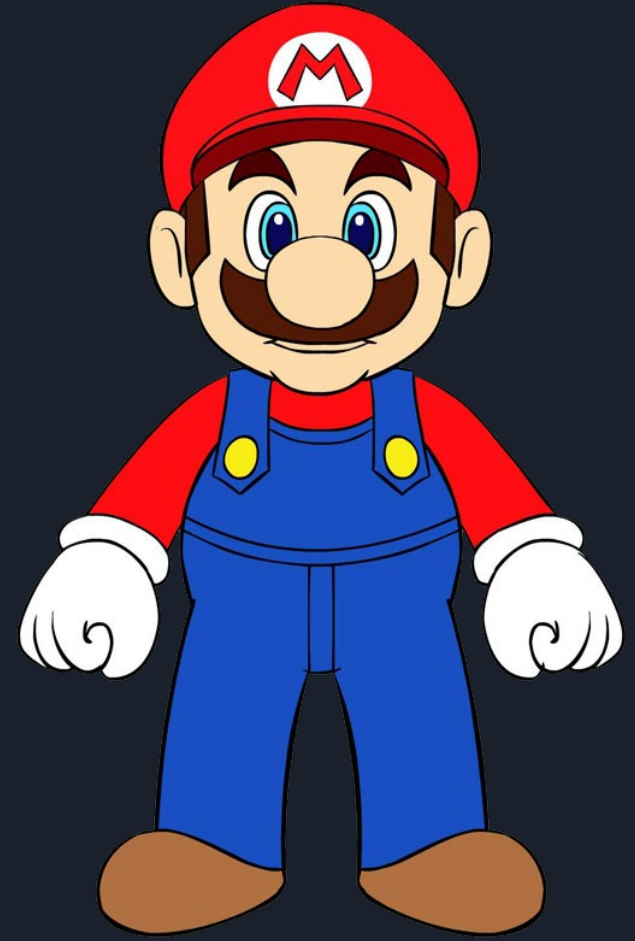
Structural Symbolic Interactionist Identity Theories

I am ...



Structural Symbolic Interactionist Identity Theories

I am ...







Structural Symbolic
Interactionist Identity
Theories

It's-a m e!...







Structural Symbolic Interactionist Identity Theories

It's-a me!...

1. ...a plumber.
2. ...a doctor.
3. ...an older brother.







Structural Symbolic Interactionist Identity Theories

It's-a me!...

1. ...a plumber.
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4. ...Italian.







Structural Symbolic Interactionist Identity Theories

It's-a me!...

1. ...a plumber.
2. ...a doctor.
3. ...an older brother.
4. ...Italian.
5. ...a romantic.
6. ...short.





Structural Symbolic Interactionist Identity Theories

It's-a me!...

1. ...a plumber.
2. ...a doctor.
3. ...an older brother.
4. ...Italian.
5. ...a romantic.
6. ...short.
7. ...a mushrooms aficionado.
8. ...a coin collector.
9. ...my hats.



Structural Symbolic Interactionist Identity Theories

It's-a me!...

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Type of
Identity

Role

Group

Person

Material





IT Identity

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IT Identity

“The extent to which an individual views use of an IT as integral to his or her sense of self.”

—Carter & Grover, 2015

...or,

“Who am I in relation to an information technology?”

Identities are the Source of Behavior





Project Management

Project:

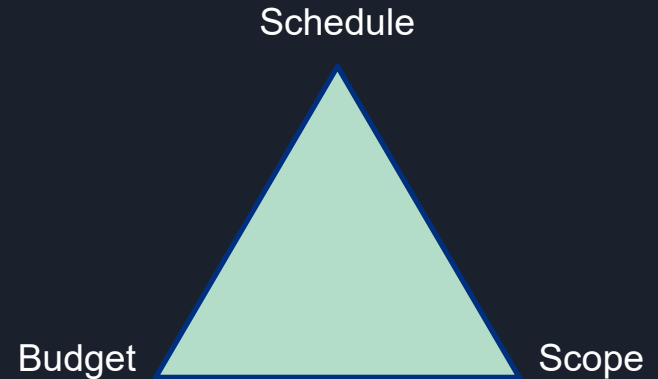
“a *temporary* endeavor undertaken to create a *unique* product, service or result”



Project Management

Project:

“a *temporary* endeavor undertaken to create a *unique* product, service or result”

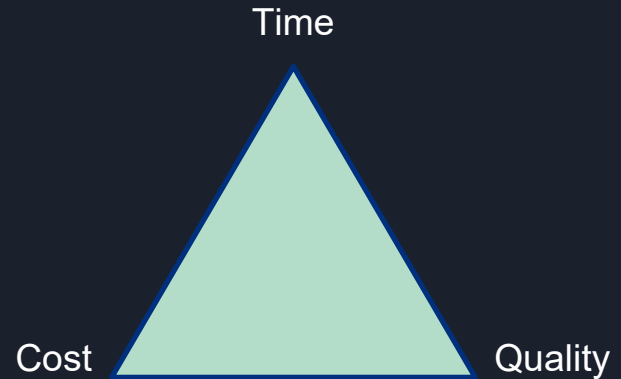




Project Management

Project:

“a *temporary* endeavor undertaken to create a *unique* product, service or result”





Project Management

- Integration
- Scope
- Time
- Cost
- Quality
- Procurement
- Human resources
- Communications
- **Risk management**
- Stakeholder management



Risk Management

Risk:

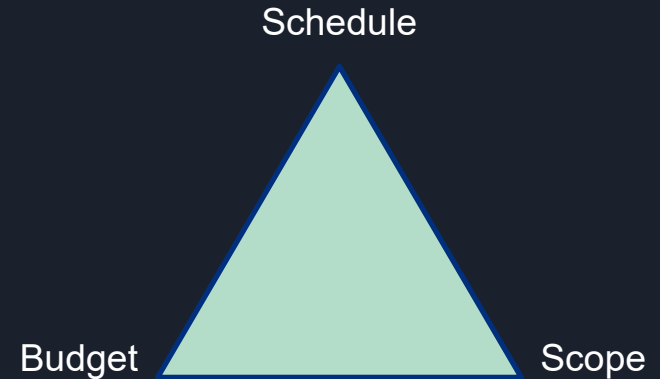
“factors that can, when present, adversely affect a project”



Risk Management

Risk:

“factors that can, when present, adversely affect a project”

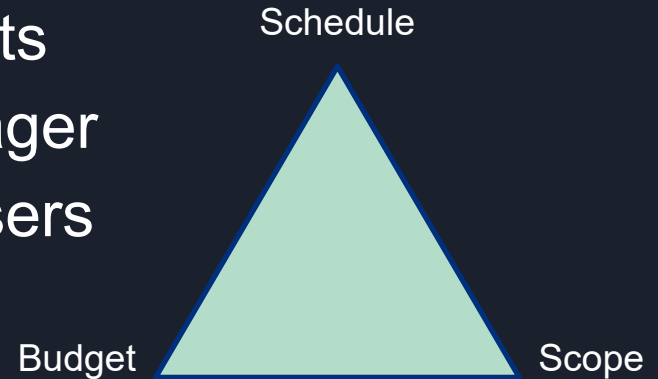




Risk Management

Sample Risk Factors:

- Inexperienced team members
- Unstable organizational environment
- Unclear system requirements
- Inexperienced project manager
- Lack of cooperation from users
- Immature technology

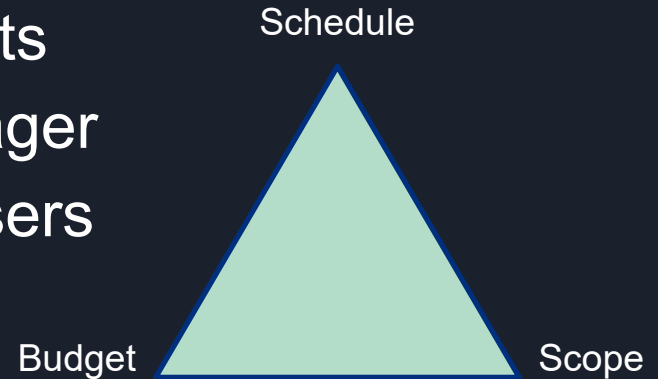




Risk Management

Sample Risk Factors:

- **Inexperienced team members**
- Unstable organizational environment
- Unclear system requirements
- Inexperienced project manager
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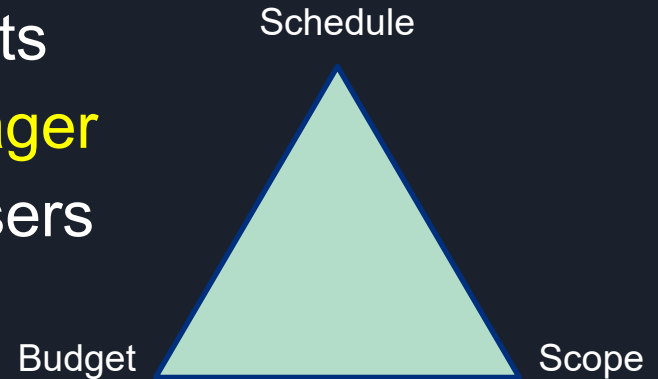




Risk Management

Sample Risk Factors:

- **Inexperienced team members**
- Unstable organizational environment
- Unclear system requirements
- **Inexperienced project manager**
- Lack of cooperation from users
- Immature technology



Identities are the Source of Behavior





Identities are the Source of Project Behavior



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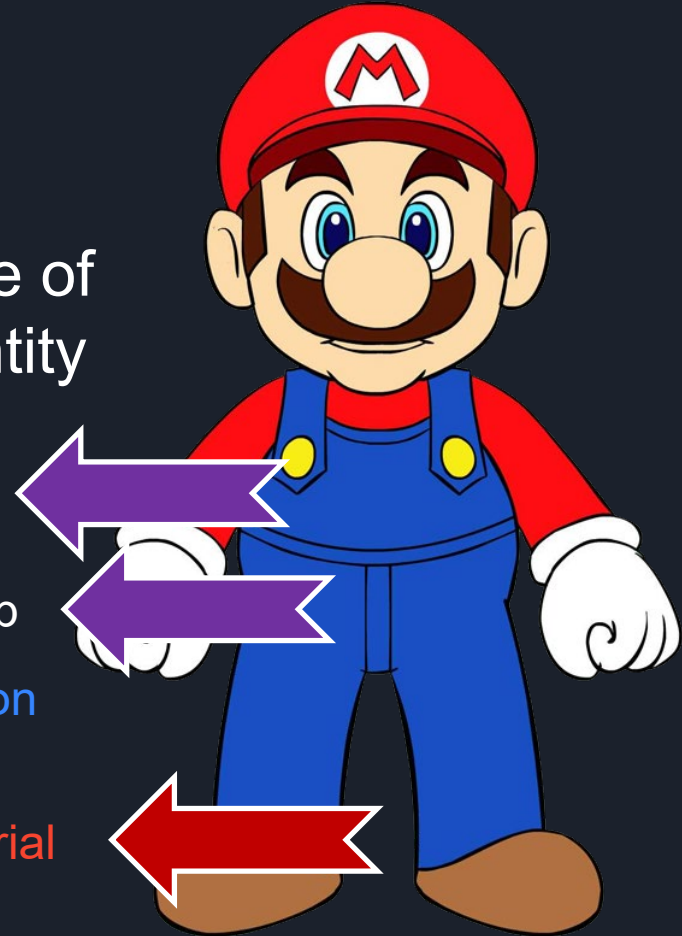
Type of
Identity

Role

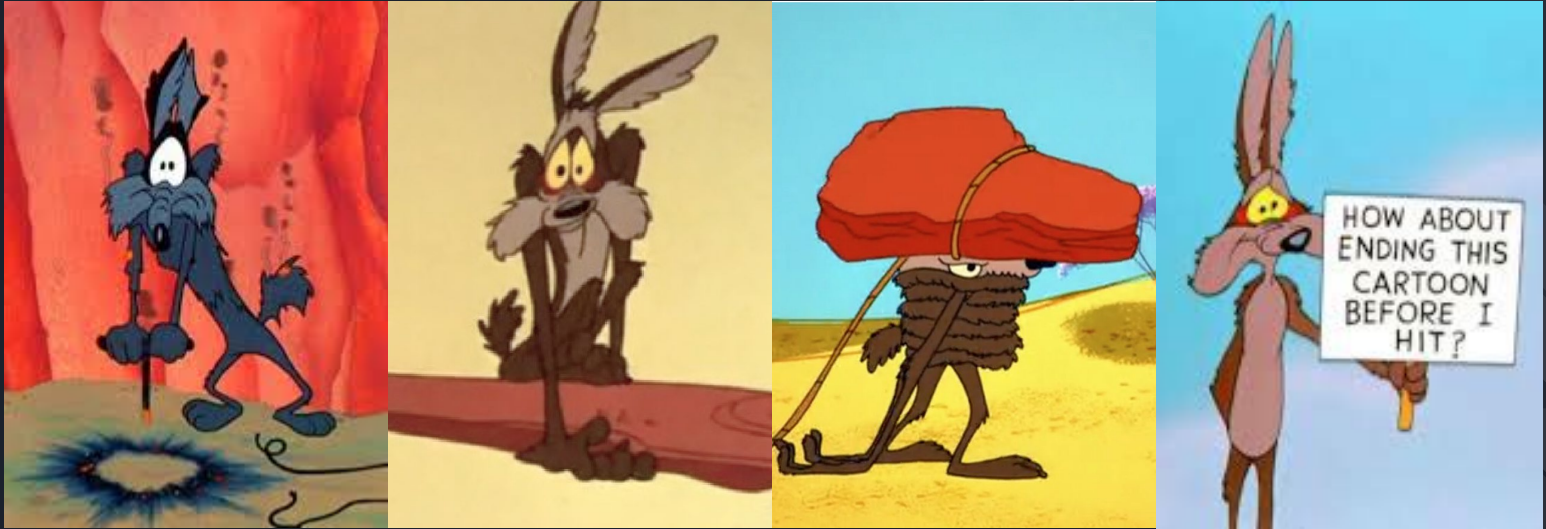
Group

Person

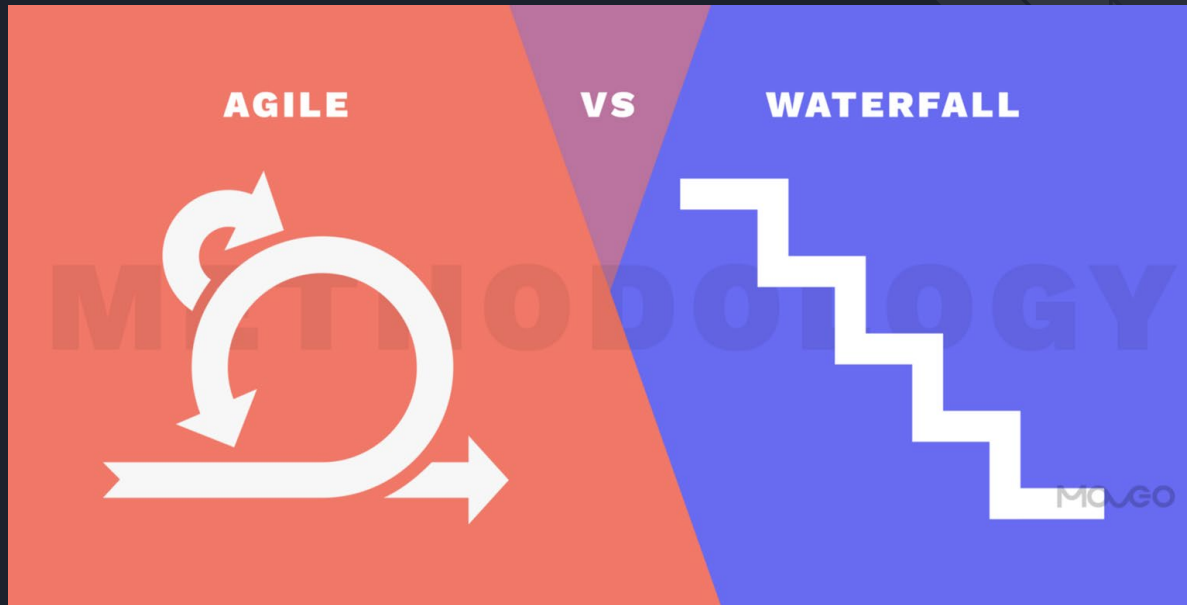
Material



We're Failing to Stop Failure



Agile Methods and IT Identity



Highly Consumerized Goods and IT Identity

The screenshot shows a software interface for managing inventory. The main window displays details for item A-CS777, which is a "QB Item" and is "Active". The item is described as "LCD Wall Mount - 15-20", Black, 3 axis adjustable arm". The interface includes various tabs such as "Notes", "Purchase History", "Transaction History", "Stored Documents", "Journal", "Activities", "Link Options", and "Snapshot". The "Details and Settings" tab is currently selected, showing fields for Item Name, Description, Item Code, Condition, Status, Default Location, Man. Part Number, Class, Shelf, Bin, HW Version, and SW Version. There are also fields for Item Number, Parent Item, System Type, Group Code, Cust. Warranty Months, Vendor Warranty Months, Labor Hours, MTBF, and checkboxes for "Non-Taxable", "Preapproved Purchase Order", "Non-Inventory", "Add to Cust. EQ", "Serialized", "Force JK", "Is Active", "Maintain Price Books", "Don't update cost when receiving from PO", and "Show on Tech Portal".

On Hand:	79	Reservent:	1 <th>Available:</th> <td>78<th>UnAllocated:</th><td>71<th>Cost:</th><td>\$2,696.00</td></td></td>	Available:	78 <th>UnAllocated:</th> <td>71<th>Cost:</th><td>\$2,696.00</td></td>	UnAllocated:	71 <th>Cost:</th> <td>\$2,696.00</td>	Cost:	\$2,696.00
On PO:	0	JIT Count:	23	RMA Out:	0	Allocated:	7	Retail Value:	\$5,925.00



Two Inventory Management Systems

My Research Question

In what ways, if any, does self identification with an IT under development affect project team members' personal risk-related decision-making behavior on IT projects?





Research Approach

- Post-Positivist Critical Realism
- Qualitative Methods
- Comparative Case Studies
- Analytic Induction



Research Design

	Utilitarian Product	Cultural Product
Outsourced Product	Case One	Case Two
Internal Product	Case Three	Case Four



Research Design



	Utilitarian Product	Cultural Product
Outsourced Product	Case One	Case Two
Internal Product	Case Three	Case Four





Research Design

	Utilitarian Product	Cultural Product
Outsourced Product	Case One	Case Two
Internal Product	Case Three	Case Four





Recruitment





Data Collection

Twenty Statements Test (TST)

2. I am
3. I am
4. I am
5. I am
6. I am
7. I am
8. I am
9. I am
10. I am
11. I am
12. I am
13. I am
14. I am
15. I am
16. I am
17. I am

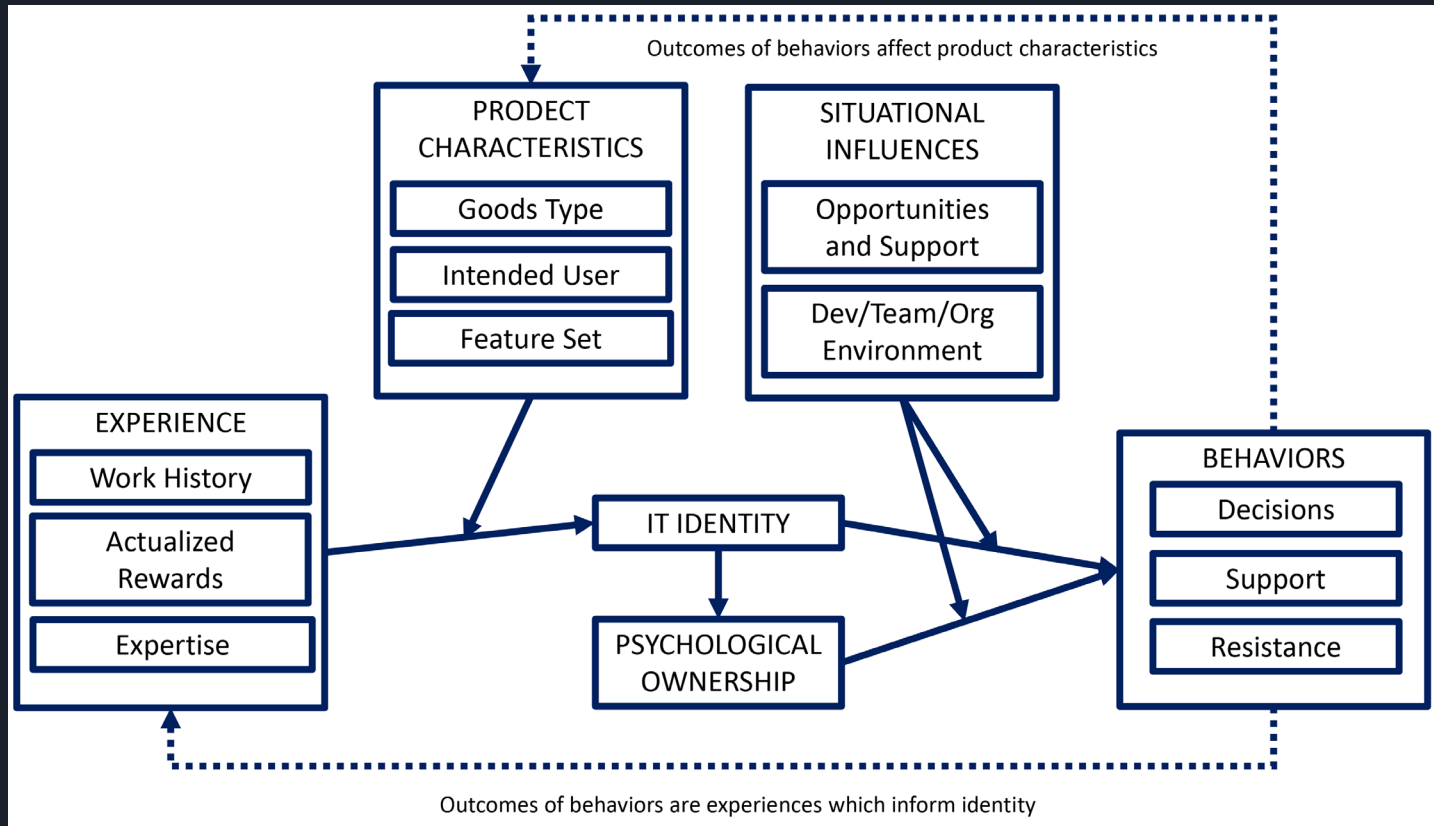


Data Collection

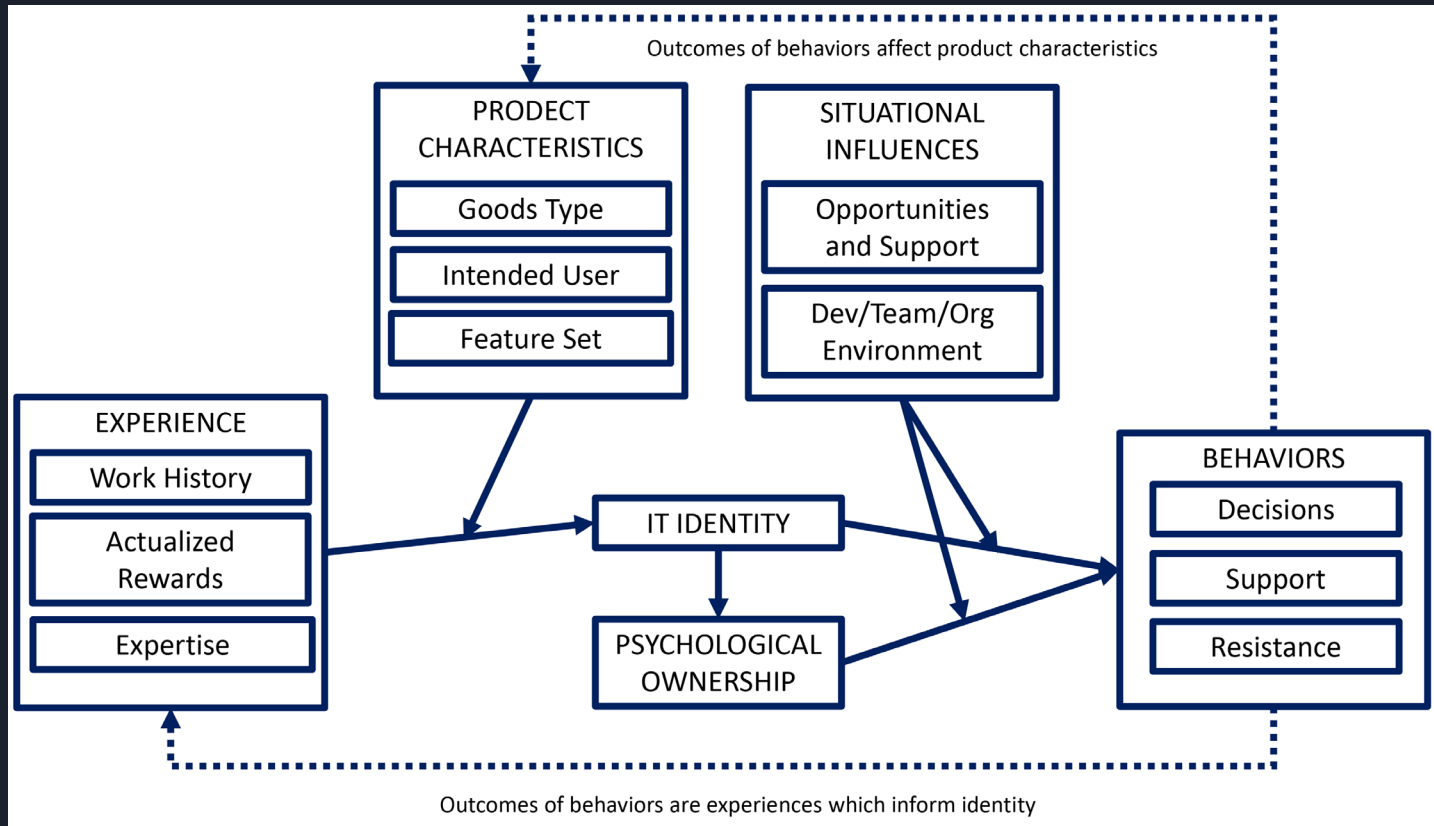
Semi-Structured Critical Decision Interview



Analysis & Model



Analysis & Model





Contribution

- Extend IT Identity
- Inform HR Decisions & Development Practices





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