The I in Team: IT Identity and Project Behavior

> Information School UNIVERSITY of WASHINGTON



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## My Background

### O1 Tabletop and Digital Games

## 02 Web Development and Project Management

#### 03 2012 MSIM from the iSchool



## My Academic Interests

### 01 IT Development >> Project Management >> Risk Management

## O2 IT $\succ$ Digital Games

#### O3 Identity $\succ$ 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





lam...



lam...







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



- 1. ...a plumber.
- 2. ...a doctor.
- 3. ...an older brother.
- 4. ...Italian.



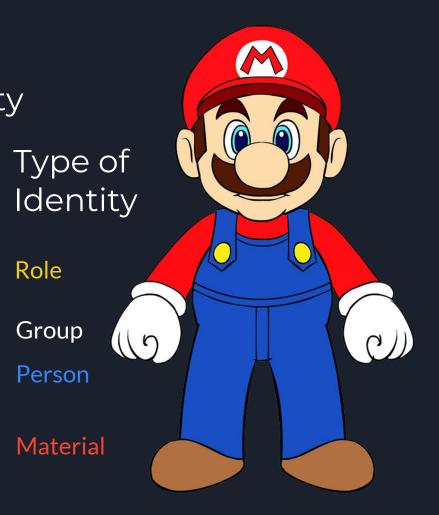
- 1. ...a plumber.
- 2. ...a doctor.
- 3. ...an older brother.
- 4. ...Italian.
- 5. ...a romantic.
- 6. ...short.



- 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.







# 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

# 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



## Identities are the Source of Project Behavior



# Agile Methods and IT Identity



# Highly Consumerized Goods and IT Identity

SME - Inventory - Inventory			
System • New • Lookup • Search Views • Tools • Affiliates • Help • New Features and addons • Rate Usl Advanced Search • 🖓			
Back 🚽 🚮 Hom	sme 🛛 🚰 Ereferences 📄 🖬 Çalculator 🛛 🔞 Calendar 🛛 🎯 Help Desk 📄 🎆 BarCoding 🛛 🎡 Activities 🛛 🔯 Dispatch 📄 🗇 Search 👘 🐼 QverView 👘 🗐 🗐	p <u>e</u> n	
Sales	🔴 New 🤎 Search - 🎵 Navigate - 🔍 First 🕲 Prior 🕲 Negt 🕲 Leat 🎯 Refresh. 🎯 Edit 🕲 Delete 🕠 Prior	nt/Email +	
Customers Service & Install	No View Filter Applied Showing Active Inventory (Record 492 of 1822 records)	-	
Receivables			
Inventory	Rem Name A-C5777 Rem Number A-C5777		
		~	
📂 🔛	Notes - QB item Active 🐑 Actions - 🏠 Active	vities 🔹	
Inventory	On Hand: 79 Reserved: 1 Available: 78 UnAllocated: 71 Cost: \$2,696.00		
19	On PO: 0 JIT Count 23 RMA Out: 0 Allocated: 7 Retail Value: 45,925.00		
Packages	Kit Items Purchase History Transaction History Stored Documents Journal Activities Link Options Sna	oShot	
	Details and Settings Ordering Information Vendors Pricing Levels Price Books P Stock Material Deta	ils	
Services	Item Name &-C5777 Item Number A-C5777		
2	Description LCD Wall Mount - 15-20", Black, 3 axis adjustable 👝 Parenk Rem 🔽 🔍		
Vendors	System Type CCTV 💌		
<u>/</u>	Group Code  Msc. equipment  Photo Options		
Purchase Orders			
<b>B</b>	Item Cost \$34.00 Retail \$75.00 Cust. Warranty Months 0 🚖		
	Condition New Vendor Warranty Months 0		
Returns	Status Labor Hours 0.00		
<b></b>	Default Location CCT-Lakeland V MTBF 0.00		
Transfers	Man. Park Number (A-CS777 N N Number (A-CS777 N N N N N N N N N N N N N N N N N N		
	Add to Cust EQ Serialized Force Jt		
	Class View Maintain Price Books Don't update cost when receiving from PO		
	SheF Bin Show on Tech Partal		
	HW Version SW Version		
Assets			
Help Desk			
Reports			



Two Inventory Management Systems



## My Research Question

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





# Recruitment

#### Breadth, Not Depth

- Across IT
- Multiple Job Roles





# Methods

#### Qualitative

- Twenty Statements Test (TST)
- Critical Decision Interviews

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17.1 am	



# Contribution

- Extend IT Identity
- Inform HR Decisions &
  Development Practices



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