

# The I in Team: IT Identity and Project Behavior



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# My Background

01    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

02 IT ➤ Digital Games

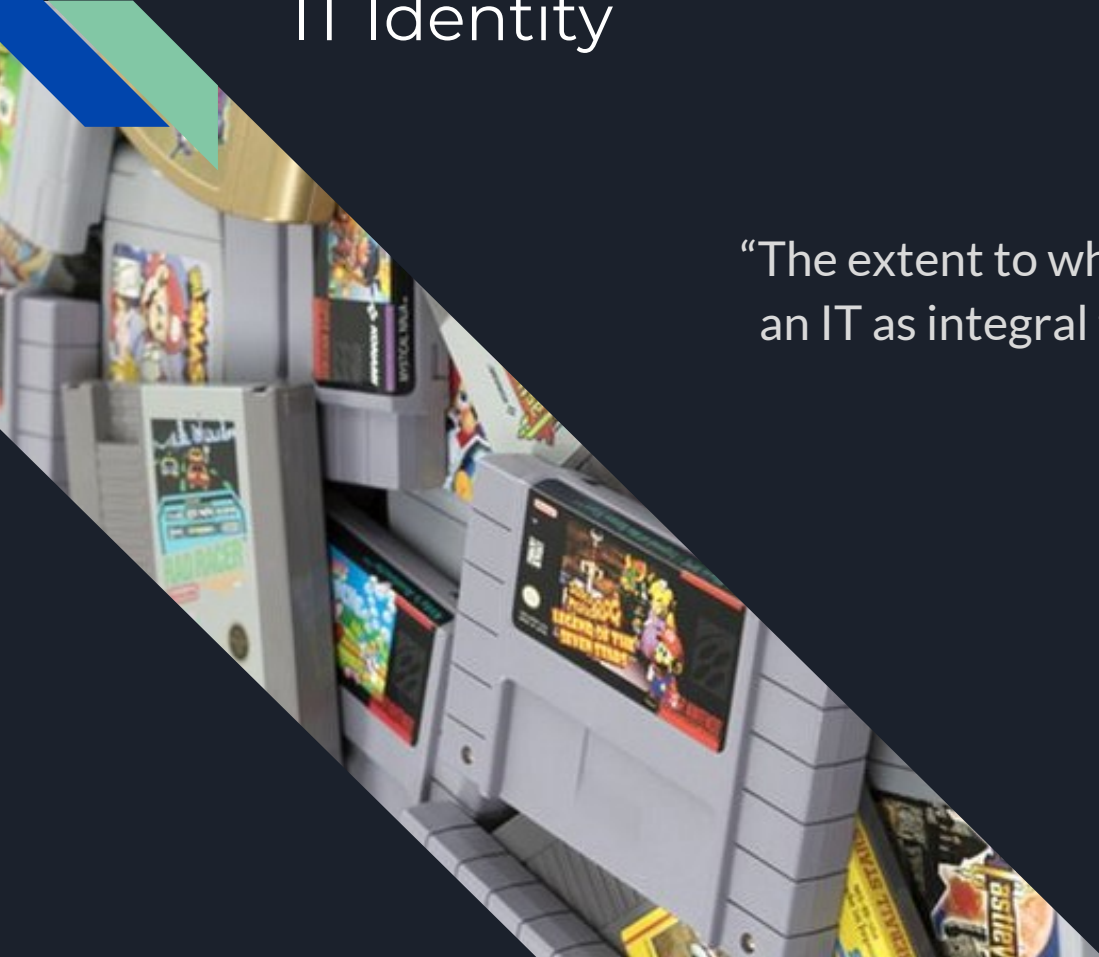
03 Identity ➤ IT Identity



# 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



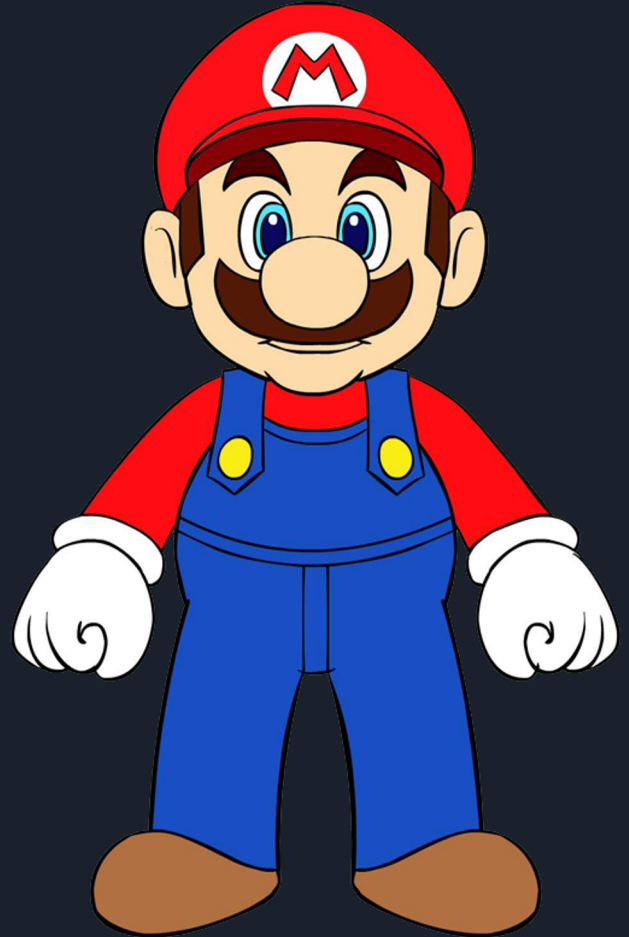
# Structural Symbolic Interactionist Identity Theories


I am...



# Structural Symbolic Interactionist Identity Theories

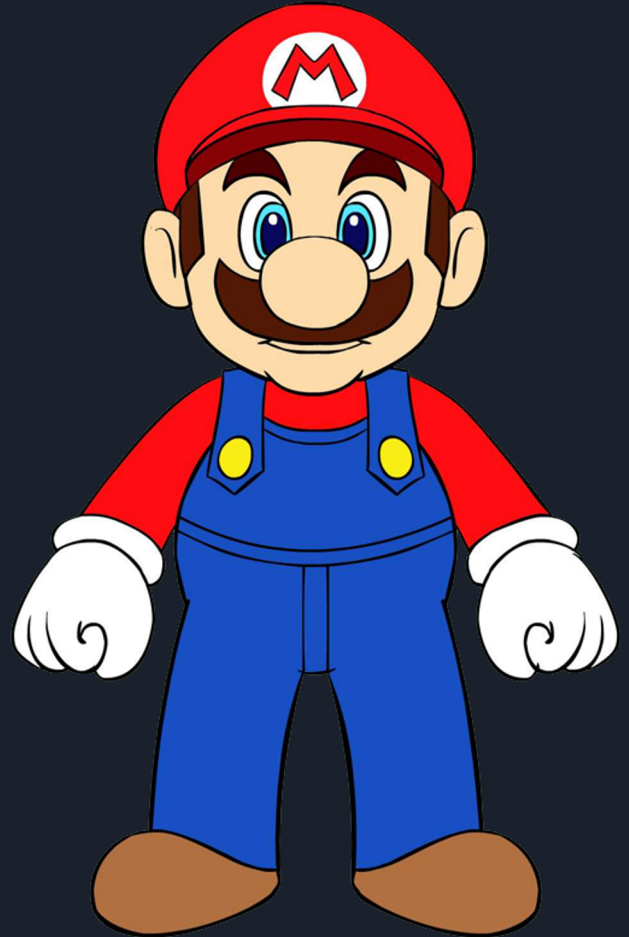
I am...






# Structural Symbolic Interactionist Identity Theories

It's-a me!...








# Structural Symbolic Interactionist Identity Theories

It's-a me!...

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

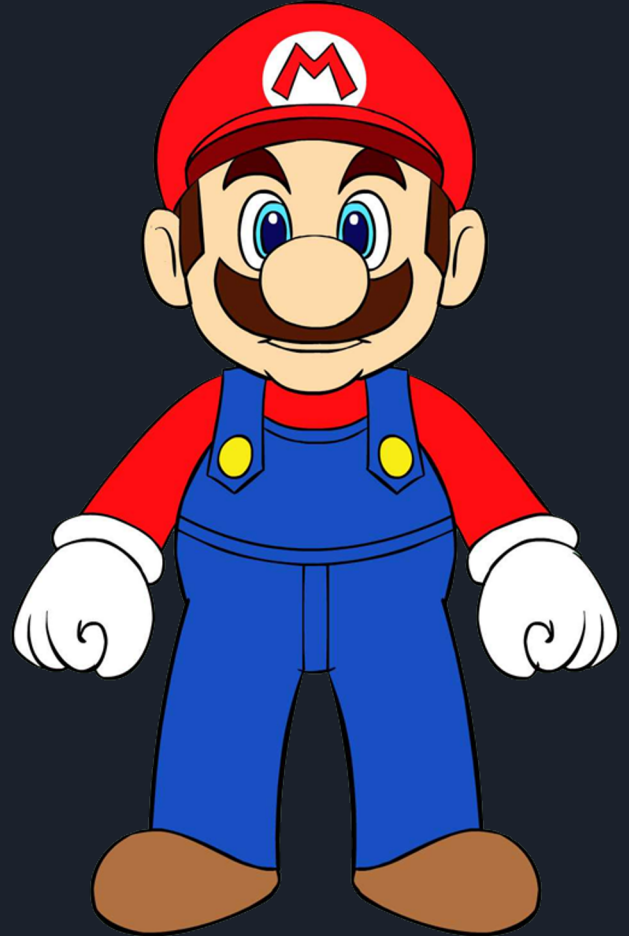





# Structural Symbolic Interactionist Identity Theories

It's-a me!...

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

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.

Type of  
Identity

Role

Group

Person

Material





# 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?”

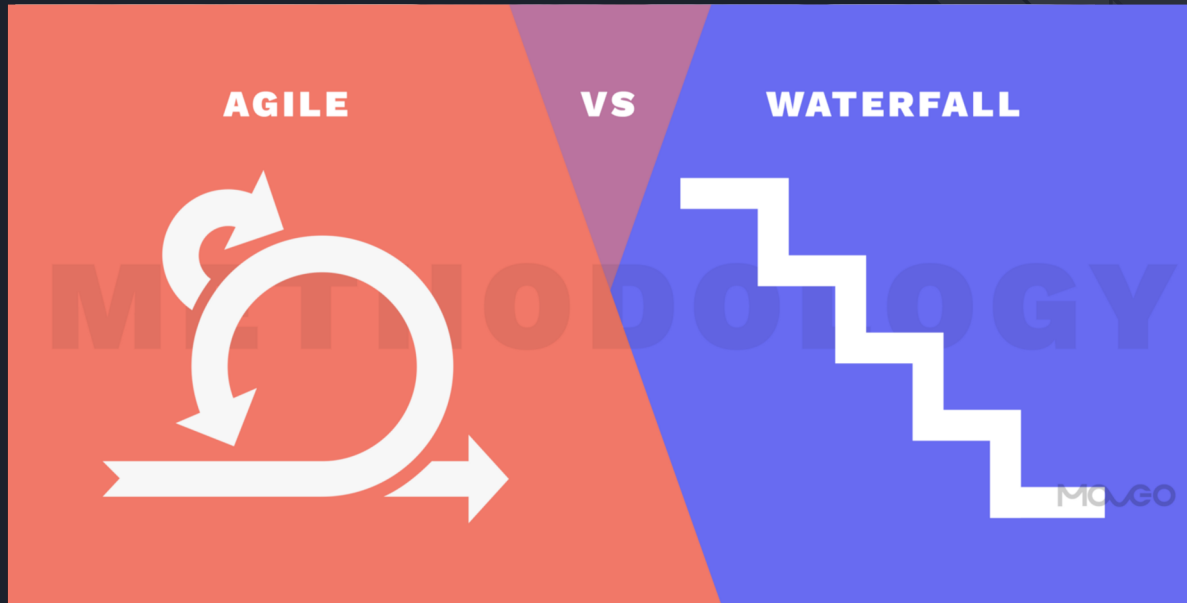
# Identities are the Source of Behavior



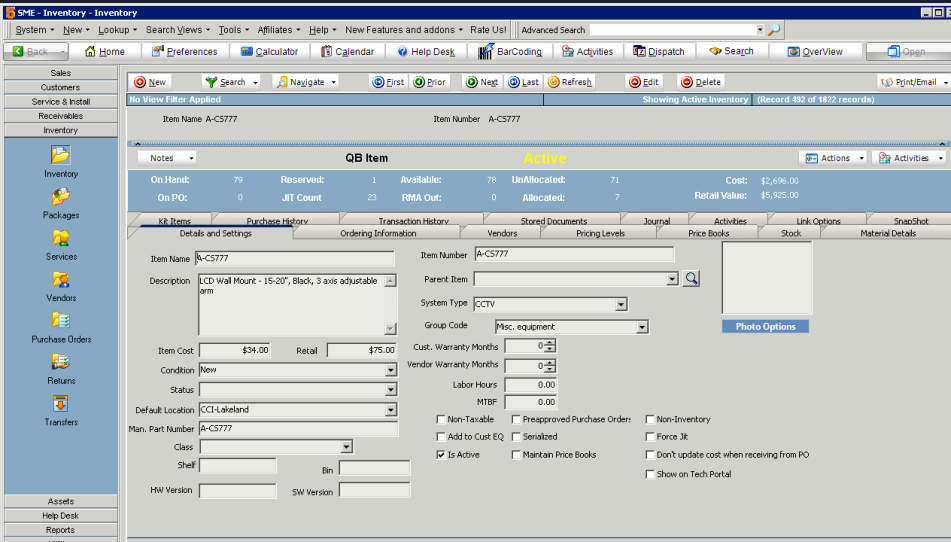
# Identities are the Source of Project Behavior



# Agile Methods and IT Identity



# Highly Consumerized Goods and IT Identity



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?







# Recruitment

## Breadth, Not Depth

- Across IT
- Multiple Job Roles





# Methods

## Qualitative


- Twenty Statements Test (TST)
- Critical Decision Interviews

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	



# Contribution

- Extend IT Identity
- Inform HR Decisions & Development Practices



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