Dr. Cheryl Cottle

Research Statement

My doctoral study investigated the design plan used by organizations for the implementation of computer technologies into their organizations. The study focused upon whether organizations took a technology-driven approach or a socio-technical approach to needs assessment in their design plan to facilitate the integration of computer technologies. The study also investigated whether the design plan took a user-focused approach or an organization-focused approach, and if the human needs were looked at pro-actively or reactively.

As a result of my findings, my study advocates for a user-centered approach to the implementation of computer technology. This approach is socio-technical, socio-cultural, user-participatory and proactive in its design. My study is significant to the development of organizations, as it provides a framework for the implementation of computer technology. There are also significant implications for education, particularly as it applies to the introduction of computers in the curriculum.

My long-term research plans include investigating the impact of computer technology in diverse environments and focusing upon how human issues are dealt with during the process.

The following are research topics that I will like to pursue:

1. The impact of organizational culture on the adoption, and diffusion of computer technology with a focus on organizational culture and its impact on decision-making.
2. An investigation into the impact national culture has on users' perception of computer technology in furthering its use.
3. The use of a user-participatory approach to decision-making around computer technology adoption and its impact on the implementation processes.
4. The sociological and psychological implications of introducing new computer technologies with a specific focus on employees' dissatisfaction and resistance.
5. Investigate the impact of globalization on the implementation of computer technology in developing countries.
6. Examine issues around school restructuring and develop a strategy to facilitate the effective integration of computer technology into the curriculum using a socio-technical and socio-cultural framework.

As part of my continued academic and professional development, I am presently working on developing a literacy project for diverse at-risk audiences. This project would examine the theoretical and pedagogical implications of using multimedia technology as a medium for developing literacy in at-risk learners. In addition, I am also developing a web-based environment for collaborative knowledge building. The focus of this forum is to discuss issues around the adoption, diffusion, and infusion of computer technology in the workplace. This project is intended for individuals working in community-based organization. Its goal is to facilitate the generation of ideas and to enhance knowledge around the issues of technology implementation to better meet organizations' goals.