

THINK CRITICALLY

Handwrite your responses in the space below; 2 sentences each.

1. What are the differences among the five groups identified in the adoption curve?
 2. Provide an example of the use of technology in banking, investment, and insurance businesses.
 3. Which of the following is NOT one of the decisions businesses make about technology adoption? _____
 - a. type
 - b. competition
 - c. use
 - d. timing
 4. An _____ curve represents the stages for an innovation to be accepted by individuals and businesses.
 5. _____ are very resistant to change and very conservative in their purchase behavior.
 - a. innovators
 - b. early adopters
 - c. late adopters
 - d. laggards
 6. True or False? _____ Mobile banking through the use of cell phones is one of the newest forms of customer service technology.
 7. When making online payments, the most common form of payment used by consumers is _____
 - a. cash
 - b. paper check
 - c. credit card
 - d. debit card
 8. Which category of financial service businesses has been one of the last to accept and implement consumer-oriented technology? _____
 - a. banking
 - b. investments
 - c. consumer finance
 - d. insurance
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TEAMWORK

Discuss in pairs or small groups and then write your conclusions below.

9. Discuss with your team how the adoption curve is demonstrated by people in your school, family, and neighborhood by the purchase and use of new technology products. Discuss whether you can see examples of the adoption curve in how businesses in your community begin to use new technology.

