

# Understanding the adoption process of national security technology: An integration of diffusion of innovations and volitional behavior theories

Presented by: **Michael J Egnoto , PhD**  
**University of Maryland START Center**

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# The 'So what?'

- National security technologies (NSTs: like portable RN detectors) are here to stay.
- However, people don't quite like them and voluntary adoption is low.
- What are the factors that contribute to attitude and adoption intention formation?
- How can we increase voluntary adoption?

## NST: Portable radiation detectors (PRDs)

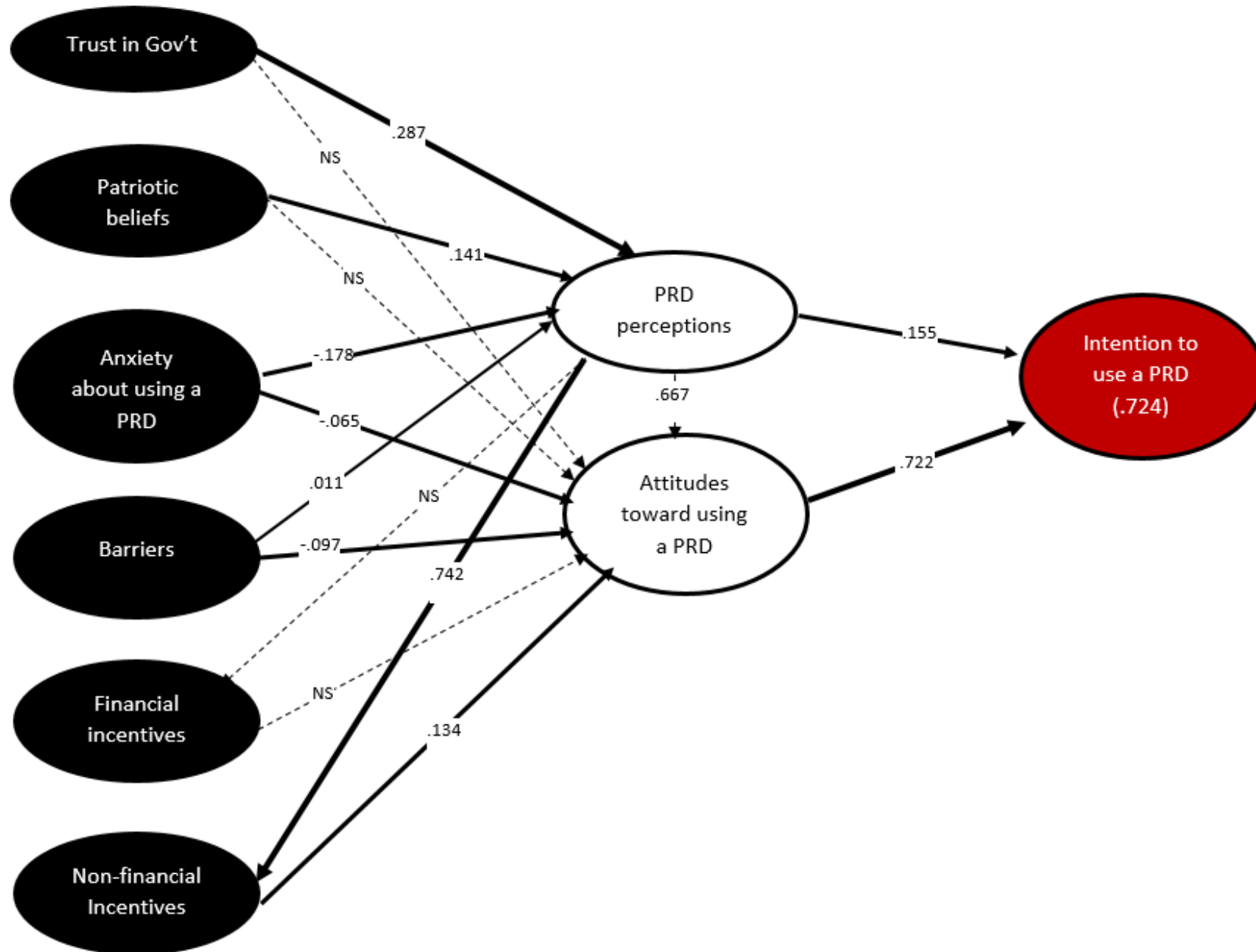


Sample PRD next to deck of playing cards

- Radiation detection devices carried on the person
- Ideal for comprehensive coverage of large areas at an affordable price
- Require substantial numbers of people (e.g. 10,000's) to adopt detection devices in major urban areas

# Theoretical Framework for Studying NSTs in Public

- Explanatory framework:
  - Diffusion of Innovations (Rogers, 2003)
- Predictive modeling:
  - Theory of Reasoned Action (Ajzen & Fishbein, 1980)
    - Behavioral intention determination as a three-level process
    - External factors -> attitudes -> behavioral intention (~ actual behavior)



# Conclusions

- No money, No problem.
- There was a positive (even though small) effect of barriers on perceptions of PRD characteristics: social stature.
- Anxiety had a stronger effect on perceptions of PRD characteristics and attitudes than barriers: “fear of the unknown”.
- People ARE willing to get involved.
- WE can set the mental map.

## But does this work with Police?

- police are a unique population
- Motivations differ from general population
- Mandates are ineffective at establishing buy-in

# Findings





# Key Results Police Specific

- Use of local expert and personnel
- Integration into existing routines
- Comprehension of purpose
- Device saturation is legitimate concern

# Contact

**Mike Egnoto**  
**[megnoto@umd.edu](mailto:megnoto@umd.edu)**

**[www.start.umd.edu](http://www.start.umd.edu)**