Acceptance of Technical Innovations
What do I want to achieve with this workshop?

- Get to know the research field of DFIU
  - Understand who is interested in working in this field
  - Get to know each other and who is interested in which particular questions

- Share ongoing research
  - Feedback on research and further avenues to follow
  - Understand the link between technology and current challenges of society

- Explore new collaboration
- Explore collaboration opportunities
- Meet researchers with similar interests
- Learn more about other colleagues' thinking

- Potential collaborations
- Consider new ideas / collaborations
- Refresh the contact to the colleagues at KIT

- Get an overview about what is going on around that topic
  - I want to learn about the acceptance of new technology (geothermal energy in particular) and how we as scientists can facilitate and achieve acceptance.

- Brief insights and short discussion on recent questions in technology acceptance
Acceptance of technical innovations means for me...?

- a) decisions for adoption (incl. non-adoption, rejection, resistance)
- b) the role of professional actors for 'social acceptance'
- transforming an invention into a real innovation
- critical reflection of pros and cons of new technologies both from an individual and an aggregate perspective
- a measure of alignment of technology and individual preferences, beliefs, norms...
- A condition to change habits
- a predictor of the adoption of technologies
- the adoption of them in the use case
- investigate early adopters
- understanding interactions between social and technological 'spere'
- using technologies for the sake of society (including ALL stakeholders)
- designing and communicating innovations effectively
- A precondition to societal change - if acceptance is understood as an interactive process
- barriers hindering adoption
- public attitude towards specific technologies
Group 1: Which topics do we want to work on further?

Topics
- Geothermal energy
- Normative motives vs. financial motives based on experience
- Other energy topics: e.g., negative emission tech, sustainable heating, hydrogen

Methods
- How can we best measure "adoption"?
- How can we best include these data or big data in exploring technology from acceptance?
- How can behaviour be tracked, e.g., in a survey? What are the right questions to ask?
- Urban vs. non-urban context with regard to motives to adopt, e.g., TVs

Junior researcher

Center of Humans and Technology
- Ongoing platform for (ir)regular interaction/exchange
- Real-world experiments/real-world lab research?

Interdisciplinary science

Further ideas

Acquisition

Further ideas

Acceptance
- "Acceptance" is often used in a fuzzy way. It is a broad domain. "Adoption" could be an alternative, it is more about behaviour, but on the other hand it is narrow
- Acceptance has another dimension/relationship besides political acceptance

Communication activities
- Open and transparent data that are accessible for the population

EUCOR
- What is special about the EUCOR region in comparison to other European regions regarding acceptance of innovations?
- Specifics of the region?
- Comparative studies