From iPhone to EyePhone

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NOTE: This is a shortened version of the presentation that does not include the results of the recent survey. These results will be published separately, soon! References are listed on the last slide.
Agenda

In the next 20 minutes, we will talk about:

• Which new technologies will we expect?
• How do these technologies influence consumers, companies, and societies as a whole?
• What do Americans think about these technologies?
Trend 1:

There is always something new coming. Always!
Trend 2:

Technologies are merging.
Trend 3:

Technologies become fashion and wearable.
Trend 4:

Reality and Virtuality will merge.
What comes next?

– Trends –

1. Technologies evolve.
2. Technologies merge.
3. Technologies become fashion and wearable.
4. Reality and Virtuality will mix.

– Future –
What are the Top Technology Companies doing?

Zuckerberg Confirms Facebook Is Working On Augmented Reality
...it’s kind of seamless. Maybe it’ll be contacts or glasses....

Amazon Wants To Take On Google Glass And HoloLens, Files Augmented Reality Glasses Patent

This is Samsung’s hybrid of Google Glass and HoloLens
A new patent shows what Samsung is up to in the world of augmented reality

Google wants Glass-like headsets with holographic displays
Definition Smart Glasses:
“Augmented Reality Smart Glasses are defined as wearable Augmented Reality (AR) devices that are worn like regular glasses and merge virtual information with physical information in a user’s view field.” Synonyms are AR Smart Glasses, smart glasses, or data glasses.”

Augmented Reality
What does this development mean for consumers, companies, and societies as a whole?
Proposition 1

We will experience new forms of entertainment.
Proposition 2

We will experience new forms of socializing.
Proposition 3

We will experience new forms of navigation.
Proposition 4

We will experience new forms of collaboration.
Proposition 5

New opportunities for Product Development.
Proposition 6

Goodbye Privacy: The Privacy Paradox.
Question:

What Do Americans Think About Smart Glasses?

Sample:
- About 1000 US consumers
- Representative online survey
- Morpace Omnibus
- October 2015

Bryan Krulikowski
- Vice President, Morpace Inc.
- UofM-Dearborn Alumnus

Prof. Philipp A. Rauschnabel, PhD
Prof. Young K. Ro, PhD
Percentage of US respondents that agree with the following statements

To what extent do you agree with the following statements about smart glasses in general?
I think that...


The results with regards to privacy are quite similar!

n=1002
Respondents do not trust Google data privacy policy very much!


<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>SD</th>
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<tbody>
<tr>
<td>Knowledge about smart glasses</td>
<td>4.54</td>
<td>2.24</td>
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<tr>
<td>Social norms</td>
<td>1.38</td>
<td>1.06</td>
</tr>
<tr>
<td>Expected ease of use</td>
<td>3.69</td>
<td>1.47</td>
</tr>
<tr>
<td>Expected self-presentation benefits</td>
<td>2.32</td>
<td>1.59</td>
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<td>Expected functional benefits</td>
<td>2.75</td>
<td>1.61</td>
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<tr>
<td>Brand attitude towards the manufacturer</td>
<td>4.96</td>
<td>1.74</td>
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<td>Privacy image of the manufacturer</td>
<td>3.03</td>
<td>1.72</td>
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<tr>
<td>Technology innovativeness</td>
<td>3.61</td>
<td>1.71</td>
</tr>
<tr>
<td>Attitude towards using smart glasses</td>
<td>2.71</td>
<td>1.74</td>
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<tr>
<td>Adoption intention</td>
<td>1.93</td>
<td>1.39</td>
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<tr>
<td>Age</td>
<td>31.82</td>
<td>13.14</td>
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<tr>
<td>Gender</td>
<td>0.41</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Rauschnabel & Ro (2015) Exploratory Smart Glasses Adoption Model

No significant effect!

No significant effect!

No significant effect!

No significant effect!


n=201
Driver Analyses:

Does Privacy REALLY Matter?
What REALLY drives the Adoption of Smart Glasses?

Morpace/UMD Smart Glasses Driver Matrix

Real Influence on usage intention

Average Perception

positive

negative

low

high

COMING SOON

Empirical Driver analyses:
Path Modeling Mplus 7.1.
Simultaneous estimation, MLR
Controlling for age, gender and familiarity with the smart glasses technology
What remains:

The Privacy-Paradox

People complain about the risk of losing their privacy.

But it doesn’t drive their behavior.
Excting
Future
Ahead

Thank you.
• Slide 4
  • Antique / Old Phone: http://www.cityofdubrovnik.com/useful-phone-numbers/
  • Analog / Old Phone: http://boomerscruzin.com/inspiration/pick-up-the-phone/
  • Old Nokia Cellphone: http://www.mat.ucsb.edu/~g.legardy/academic/courses/03w200a/projects/wireless/cell_technology.htm
  • iPhone: http://www.apple.com/shop/buy-iphone/iphone6

• Slide 5:
  • Man: http://www.thetricalper.com/2012/11/12/photo-20-years-later-all-these-things-now-fit-in-your-pocket/
  • iPhone: http://www.apple.com/shop/buy-iphone/iphone6

• Slide 6:
  • Selfie: https://twitter.com/theyellenshow/status/513047046563983362
  • Apple Watch: https://gigaom.com/2015/01/27/apple-watch-goes-on-sale-in-april-on-schedule-says-tim-cook/

• Slide 7:
  • Augmented Reality Tablet: http://syrusgold.com/services/augmented-reality/

• Slide 8:
  • AR photo: http://thegadgetflow.com/blog/meta-glasses-exhibit-tony-stark-style-living-fascinating-holographic-interface/

• Slide 16:
  • Girl multitasking photo: http://barbarawassermancoaching.com/category/multitasking/
  • Skype picture: https://www.microsoft.com/microsoft-hololens/en-us/experience
  • Kingsman picture: http://123wtf.me/2015/05/30/wtf-kingsman-2014/

• Slide 17:
  • Design picture: https://www.microsoft.com/microsoft-hololens/en-us/experience
  • Roof picture: https://www.pinterest.com/pin/49842188373763419/

• Slide 18:
  • Glasshole picture: https://i.ytimg.com/vi/FH29FNC99k/maxresdefault.jpg
  • Garden hedge picture: http://blog.baumschule-newgarden.de/2013/05/01/pflegeleichte-heckenpflanzen-mit-wenig-aufwand-zu-einer-wunderschonen-gartenhecke/

• Slide 26
  • Cube: https://www.pinterest.com/ficklerjh/paradox/