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2. **Degree Title:** MSc in Management of Information Systems
3. **Dissertation Title:** Is Ireland Embracing the Mobile Application Paradigm Shift?
4. **Supervisor:** Dr. Denise Leahy
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6. Text:

Smart device applications available for download from App Stores have exploded exponentially. Small downloadable software packages on Smartphone, Tablet, Phablet or iPad, commonly known as 'an app', have become an integral part of life for numerous users throughout many countries, with varying levels of usage and functionality.

With ubiquitous app availability for Ireland, this study examines user acceptance and usage of Smart device apps for users over 18 years of age. The purpose was to gain an understanding regarding the potential impact and level apps play in the context of Irish daily life in 2015.

The study examined: Is Ireland Embracing the Mobile Application Paradigm Shift?

The study was conducted using a Pragmatism methodology, with a deductive approach adopted. A Survey (i.e. Interviews and Questionnaire) strategy was implemented to provide relevant feedback from app teams and users today. Interviews with Irish app development companies were completed. A survey on a sample of the Irish population was also undertaken to allow deeper understanding.

Quantitative and qualitative primary data was gathered via the interviews and the online survey. Findings were enhanced by examining existing literature (secondary data) to ascertain comparisons concerning acceptance and interactions for app usage in Ireland. The study applied the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model (i.e. consumer-focused constructs and key moderators) as the chosen research driver on a shorter time frame.

Findings describe how Ireland does appear to be embracing the "Download the app..." culture with high levels of app usage reported. But study results suggest challenges remain to be resolved for greater acceptance. The results show a high percentage of usage exists in Ireland, but fewer users perform meticulous tasks or in-app purchases using apps. Therefore, high influence from trusted sources (e.g. family or friends) may be necessary for superior user adoption.