

## Introduction to the Digital Mobile Services for Everyday Life Mini-Track

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During the last 20 years digital mobile services have become omni-present in everyday life. Services enable their users to be social, improve performance, be entertained and more. Mobile services leverage the latest and at same time constantly evolving technological advances that incorporate insights from human-computer interaction and social-psychology to offer rewarding and sometimes addictive user experiences. The combinations of network, IS, handset and other technologies offer humans a multitude of options when selecting mobile services in fiercely competitive markets. Users may creatively access and use mobile services in individual ways and in ways which go beyond their intended use. Services can be transformational, they can shape everyday practices, routines, and time allocations. Similar to all enabling technologies, there are also risks for harmful behavior and outcomes. This fast-moving field presents numerous challenges for researchers. We need to better understand factors and mechanisms that drive the development, adoption, use and ramp-down of these services during their lifecycles within social ecosystems.

Perceived or real improvements to one's everyday life are arguably the key goals driving individuals' use of digital mobile services. Services permeate interactions with other individuals, businesses and the government, they necessitate renewed discussions of digital inclusion and exclusion, they focus on digital competencies, and technology haves and have-nots. We need to understand and leverage the potential of mobile services to overcome challenges posed by social interactions, hybrid work arrangements and education, disruptions to traditional everyday routines included. The consequences of recent global crises have demonstrated the need for business continuity, information security, privacy, trust and resilience features in mobile services. Digital mobile services could alleviate loneliness, boredom, loss of productivity, lack of physical access to products, services, healthcare services and more. These developments again highlight the need for research.

Information systems science researchers are well positioned to advance our understanding. We build on the knowledge and theories to offer in-depth theoretical explanations and guidance to the users, developers, and regulators that dig deeper than the façade of the services at a time. The Digital Mobile Services for Everyday Life mini-track has since its very start in 2002 been an arena for innovative multidisciplinary research contributions.

Research in a myriad of everyday contexts of mobile services calls for methodological diversity and creativity. We are pleased to note this to be reflected in the two papers accepted to this year's mini-track. The accepted papers offer a representative overview of topical aspects of digital mobile services. The contributions were selected after extensive peer reviews and one round of revisions. The papers address personal data disclosure and factors that affect advertisement skepticism and, in turn, online shopping user experience.

The first paper *A Push for Obscurity: The Role of Social Influence on Mobile Location Data Disclosure* by Shoe and Cummings examines, what encourages mobile commerce users to disclose different amounts of location-based data to mobile commerce service providers. The authors organized an experiment where the impact of social influence data on data disclosure was investigated. The experiment followed a 3x2 treatment protocol by combining three user testimonial alternatives and two reciprocity norm alternatives.

The second paper *The Antecedents of Advertisement Scepticism and Its Effects on the User Experience of Social Influence Features in the Context of Online Shopping* by Makkonen et al. examines in a real-life online shopping context, how five personality and two demographic traits affect advertisement skepticism, and how advertisement skepticism, in turn, affects user experience. The so called "big five" personality traits, several demographic characteristics and online shopping user experience of 628 persons were measured to answer the questions above.