



13-11 YDAS

Newsletter 10

End-users perception and acceptance of the remanufacturing process



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Technology Acceptance: Putting End-Users at the Center of Innovation

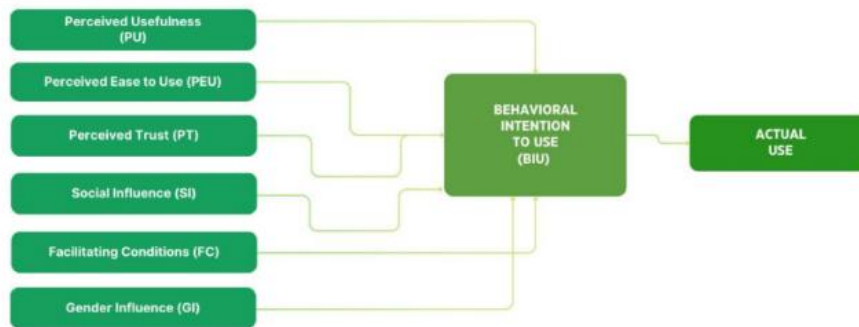
As technology continues to transform the way we work, communicate, and make decisions, understanding how people perceive and adopt new technologies has become increasingly important. This is why we place end-users and their perceptions at the center of our research activities.

Successful innovation depends not only on technical performance but also on users’ willingness to embrace new solutions. Factors such as usefulness, trust, and ease of use often determine whether a technology achieves its intended impact.

To better understand these factors, we conduct tailored survey initiatives that capture the experiences, expectations, and concerns of specific user groups. The evidence collected directly from end-users helps inform both technology development and implementation strategies.

Our approach is grounded in the **QETAM (Quantitative Effect and Technology Acceptance Modelling) framework**, which provides a structured methodology for assessing key dimensions of technology acceptance. By examining factors such as perceived usefulness, perceived ease of use, trust, social and gender influences, and facilitating conditions, QETAM helps us identify the drivers and barriers shaping technology adoption. The figure below provides an overview of the QETAM methodological framework.

Quantitative Effect and Technology Acceptance Modelling (QETAM)



To support this work, the ICSA-HUA research group has developed a dedicated platform that ingests raw survey data and generates both quantitative acceptance metrics and qualitative, LLM-mediated insights. These outputs provide intuitive visualizations and actionable findings that support evidence-based decision-making and technology adoption strategies.

Our commitment to advancing research on technology acceptance was further strengthened through our participation in the **Technology Acceptance Workshop** held in Modena, Italy, on 29 May. The event brought together representatives from ten EU-funded projects to exchange methodologies, experiences, and best practices for user-centered technology assessment. Among the key insights from the session was the finding that a lack of transparency in emerging technologies can reduce end-user trust, contributing to reluctance in their adoption.

By combining tailored surveys, the **QETAM framework**, and a robust analytical platform, we help organizations better understand technology acceptance and user behavior, ensuring that innovation remains accessible, relevant, and aligned with the needs of its intended users.