Introduction to the Minitrack on Digital Mobile Services for Everyday Life

Walden, Pirkko; Dahlberg, Tomi; Sell, Anna

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

Pirkko Walden
Institute for Advanced Management
Systems Research (IAMSR), Turku,
Finland
pirkko.walden@abo.fi

Tomi Dahlberg
Turku School of Economics
at University of Turku
Turku, Finland
tomi.dahlberg@utu.fi

Anna Sell
Åbo Akademi University
Turku, Finland
anna.sell@abo.fi

Digital mobile services are omni-present in everyday life, helping their users to be social, improve themselves, be entertained and much more. Mobile services leverage the latest technological advances and incorporate insights from human-computer interaction and psychology to offer rewarding and 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 appropriate mobile services in individual ways and in ways transcending their intended use. Services can be transformational, shape everyday practices, routines and time allocation. This fast-moving field presents ample challenges for researchers.

The improvement of everyday life is arguably the key goal driving individuals' use of digital mobile services. These services increasingly permeate interactions with businesses and government, necessitating renewed discussions of digital inclusion and exclusion, digital competencies, and technology haves and have-nots. At the time of writing, the Covid-19 pandemic heightens our dependence on technologies in everyday life activities. We need to understand and leverage the potential of mobile services to overcome challenges posed by social distancing, distance work and education and the disruption of everyday routines. Mobile services could alleviate loneliness, boredom, loss of productivity, lack of physical access to products, services, healthcare services and more. After the pandemic, we will probably establish new-normal everyday lives, including increased deployment of mobile services. This again highlights the need for research.

Information systems science researchers are well positioned to advance our understanding about the role(s) of digital mobile services in everyday life. We need to build on the knowledge and theories within this research area to offer theoretical explanations and to provide guidance to the users, developers, and regulators of mobile services. The Digital Mobile Services for Everyday Life mini-track has since its very start in 2002 been an arena for innovative research contributions that open up new perspectives and insights to better deploy and use mobile technologies, applications and services.

Research in myriad everyday contexts of mobile services calls for methodological diversity and creativity. We are pleased to note this to be reflected in the six papers accepted to this year's mini-track. The accepted papers offer a representative overview of topical aspects of digital mobile services for everyday life. The contributions were selected after extensive peer reviews and one round of revisions. Three papers address digital wellness and three papers other mobile services.

In her paper *Using a Digital Coach to Promote Physical Activity to University Students with Low Levels of Physical Activity: A Qualitative Intervention Study*, Kettunen found that digital coaching can indeed motivate students with low levels of physical activity by giving them better self-awareness of exercising.

The second paper *Changes in the Use Intention of Digital Wellness Technologies and Its Antecedents Over Time: The Use of Physical Activity Logger Applications Among Young Elderly in Finland* by Makkonen et al. found the use intention and most of its antecedents to decline over time as well as some changes in the effects of the antecedents on use intention.

The third paper *Using a Physical Activity Application to Promote Physical Activity Levels Among Aged People: A Follow-Up Study* by Kari et al. found a modest but positive change in the physical activity levels among the participating aged people.

The fourth paper *Switching Behaviour in Mobile Messaging Services – It's a Question of Context, Content, and Features of the Service* by McKenna et al. is using the Push-Pull Mooring framework to find the reasons behind customer decisions when choosing between smart phone messaging services.

The fifth paper *Snake Detection and Classification Using Deep Learning* by Yang and Sinnott reports on a fascinating experiment exploring convolutional neural network models that can be used in a mobile setting.

The final paper *The Impact of IT Mindfulness on Complex Task Performance* by Jarvelainen et al. studies how IT mindfulness or mindlessness affect students' performance in a complex task. It was found that IT mindfulness has a positive effect on complex task performance but there is no support for IT mindlessness to have a negative effect on complex task performance.