

Abstract

In 1994 Orlikowski and Gash enhanced and articulated the notion of Technological Frames as a systematic way for examining and understanding technological developments in organizations. A decade later, in 2004, Davidson and Pai expressed concern that while Technological Frames were widely cited in academic discourse on technological implementations and design, the incidence and adoption of the model as an analytical framework for socio-cognitive analysis and interpretation of Information Technology in Organisations was very low.

As Technology Frame Research becomes more meaningfully applicable with our ever increasing attachment towards technology, I present a qualitative methodological framework I designed and adopted. With my theoretical lens I describe, analyse and interpret the technological frames a group of Physics teachers embraced with respect to the Internet. Results obtained present distinct technological frames of reference reminiscent to the context they were addressed in.

Hopefully my input will make available another point of reference and instil more interest in this fascinating but albeit sporadically researched area of Technological Frames