

This paper reports from a case study of the introduction of a web-based groupware application – Lotus QuickPlace™ – in a large European financial organization. Our study challenges the commonly held assumption in DOI research that “all use is equal”, implied when DOI is used to study the adoption of technologies. The underlying problem is that in order to understand the diffusion of groupware, we need to distinguish between two separate innovations. The first is directly related to the DOI “innovation-decision process” - centered on the technology as the innovation. The second innovation is more related to how the technology is put to use. This has consequences for devising strategies for the diffusion, and we suggest a strategy for diffusing virtual workspaces, which combines the DOI framework's one-way communication with the two-way communication of a participative approach

Key words: Virtual Workspaces, Groupware, Adoption, Diffusion of Groupware, Participative approach