3. The unstated assumption in this graph appears to be that as more households move to the wireless phone, there is a decline in landline use. The strength in Fischer's user heuristic model lies in "*emphasizing the users rather than the imperative properties of technology*" (Fischer 1992: p19). Applying this understanding to the users of landlines who have now moved to wireless phones allows us to understand the adoption curve. Fischer's analysis of "*who adopted the telephone, when, where, how and why: for what ends, and to what uses*" (Fischer 1992: p28) also helps us understand why landline use declined with the advent of wireless phones, that gave users the benefit of communication without the constraint of having to be in a particular location to do so. The interim technology that offered this benefit was the pager, which indicated that wireless phone adoption would be inevitable. If the graph were extended we would notice the wireless phone has given way to the smart phone, driven by user need for a mobile computing device. The commonality between consumers in 1992 who were *at a disadvantage owing to a lack of telephone access* (Fischer 1992: p191), and consumers who lack wireless access today further helps us explain the decline.

The above argument assumes that the advent of the wireless phone heralded the decline of the landline. Fischer's model looks at the advent of a technology from the point where it is launched in the consumer market, up until the point that it becomes ubiquitous and hence cannot explain the decline of the landline in isolation. The second weakness in the model is that Fischer considers artifacts as a whole; so, the telephone is one artifact and cannot be looked at as landlines and wireless phones. The trajectory of telephone adoption will show a spike in adoption to become even more of a mundane object as more people adopt the wireless phone.

Bijker's SCOT framework, however, relies on the core concepts of *(i) Relevant Social Groups (ii) Interoperative Flexibility and (iii) Closure* (Bijker 1995: p20) and looks at this

differently. The given graph considers two social groups, adults and children in the context of belonging to households that only have wireless connections, assuming that everybody else is a non-user. *'Powerless social groups – those who do not have the ability to speak up'* (Bijker 1995: p48) are ignored, which in this case constitutes people who still use the landline due to economic necessity and those who use neither (example: religious groups). An *artifact can be deconstructed into different artifacts* (Bijker 1995: p77) and applying that to the phone graph we will see that it can be split into landline phones, wireless phones and smartphones. The wireless phone, an artifact that offered features like flexibility, communication while on the move offered a design that aided its adoption amongst more and newer users (example: children) and thereby led to the decline in landlines. Closure indicates *a consensus amongst different social groups about the dominant meaning of an artifact* (Bijker 1995: p86). If this were the case, we would not have seen the advent of the smart phone or the tablet, which also performs similar functions. Therefore this aspect of theory emerges as a clear weakness when we attempt to explain the decline of the landline through this lens.

Word Count: 551