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Large investments have been made by various governments for the deployment of broadband within their respective nations; however, the citizens of such countries have demonstrated a slow adoption of this technology.

The Handbook of Research on Global Diffusion of Broadband Data Transmission explores broadband adoption and the digital divide through a global perspective, providing up-to-date research on constructs such as relative advantage, utilitarian outcomes, hedonic outcomes, and service quality. Compiling cutting-edge research from over 100 noted experts in 29 countries, this invaluable reference source allows policy makers, internet service providers, and others to gain multicultural insight into what factors actively influence consumers' decisions to adopt broadband.