## **GenderMag Facets Survey**

From the GenderMag Project (<a href="http://gendermag.org">http://gendermag.org</a>)

Where available, how to cite: ACM Digital Library. It's in the supplemental materials for this paper:

[Vorvoreanu et al. 2019] Mihaela Vorvoreanu, Lingyi Zhang, Yun-Han Huang, Claudia Hilderbrand, Zoe Steine-Hanson, Margaret Burnett, "From Gender Biases to Gender-Inclusive Design: An Empirical Investigation", 2019 CHI Conference on Human Factors in Computing Systems Proceedings (CHI 2019), May 4-9, 2019, Glasgow, Scotland, UK. ACM, New York, NY, USA. Paper 53. 14 pages. <a href="https://dl.acm.org/doi/10.1145/3290605.3300283">https://dl.acm.org/doi/10.1145/3290605.3300283</a>

You can also download it directly from <a href="http://gendermag.org">http://gendermag.org</a>

	Disagree			Neither Agree			Agree		
Co				Nor Disagree			Completely		
1. I am able to use <insert of="" technology="" type=""> when</insert>	1	2	3	4	5	6	7	8	9
a. I have just the built-in help for assistance.									
b. I have seen someone else using it before trying it myself.									
c. no one is around to help if I need it.									
d. someone else has helped me get started.									
e. someone shows me how to do it first.									
f. I have used similar technology before, to do the same task.									
g. I have never used anything like it before.									
2. I am not confident about my ability to use and learn <insert of="" technology="" type="">. I have other</insert>									
strengths.									
3. I make time to explore <insert of="" technology="" type=""> that is not critical to my job.</insert>									
4. One reason I spend time and money on <insert of="" technology="" type=""> is because it's a way for me</insert>									
to look good with peers.									
5. It's fun to try new <insert of="" technology="" type=""> that is not yet available to everyone, such as</insert>									
being a participant in beta programs to test unfinished <insert of="" technology="" type="">.</insert>									
6. I enjoy finding the lesser-known features and capabilities of the <insert of="" technology="" type=""> I</insert>									

use.					
7. I explore areas of <insert of="" technology="" type=""> before it is time for me to use it.</insert>					
8. I'm never satisfied with the default settings for my <insert of="" technology="" type="">; I customize them in some way.</insert>					
9. I want to get things right the first time, so before I decide how to take action, I gather as much information as I can.					
10. I always do extensive research and comparison shopping before making important purchases.					
11. When a decision needs to be made, it is important to me to gather relevant details before deciding, in order to be sure of the direction we are heading.					
12. I avoid "advanced" buttons or sections in <insert of="" technology="" type="">.</insert>					
13. I avoid activities that are dangerous or risky.					
14. Despite the risks, I use features in <insert of="" technology="" type=""> that haven't been proven to work.</insert>					

If agree on Questions	
1a, 1b, 1c, 1d, 1e, 1f, 1g	High Self Efficacy (Tim)
2	Low Self Efficacy (Abi)
3, 4, 5	Motivations: Technology for its own sake (Tim)
6, 7, 8	Learning: Tinkerer (Tim)
9, 10, 11	Comprehensive Information Processing (Abi)
12, 13	Risk Adverse (Abi)
14	NOT Risk Adverse (Tim)

## Interpretation key:

- Facet values: All facet values are relative to their peers, not "absolute values".
- Definition of "their peers": Unless there is some compellingly better source of data about "their peers", we usually define "their peers" as meaning the other participants in the study. (If there are multiple treatments, we use ALL participants regardless of what treatment group they were in.).
- Tim vs. Abi Comparisons: For each facet, we define people more like "Tim" as being participants above the median of "their peers", and people more like "Abi" as being participation below the median. Since we're using median as the dividing point, that means that the number of Tim's and Abi's will be about equal. What you do with participants directly on the median is up to you. We usually call them Tims if there are slightly more Tim's than Abi's, or vice versa if there are more Abi's than Tim's.
- Analysis note: Although a few people are "pure Abi" (all 5 facets on the Abi side of the median) and a few are "pure Tim", most have a mix of facets. For this reason, it's much more useful to analyze by facet (ie, all low-self-efficacy people vs all high-self-efficacy people, then all risk-averse people vs all risk-tolerant people, and so on for the other facets) than it is to lump all the facets together to classify a whole person as an Abi or Tim. (See [Vorvoreanu et al. 2019] for examples.)