

# GenderMag Facet & Facet Value Definitions

\* All facet values are relative to an individual's peers

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## Motivations: Reasons for using technology

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Motivated by **task completion**: Preferring to use tech for what it enables one to accomplish. *Example*: "When it comes to technology, I only want to use it to get something done and move on with my life."

Motivated by **tech interest**: Preferring to use tech for the sake of enjoyment. *Example*: "I like learning everything a device can do. Moreover, I enjoy experimenting"

## Information Processing Style: Pattern of gathering data relative to taking action on that data

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**Comprehensive**: Preferring to gather enough information to form a complete understanding before taking action. *Example*: "I like having a complete picture of what I am working with before diving in. I do not work well with only selective knowledge"

**Selective**: Preferring to gather a small amount of information, act upon the first promising option, then repeat. *Example*: "I don't want to process any information I'm not 100% convinced will be useful to me"

## Attitude Towards Risk: Willingness to take technological risks

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**Risk-averse**: Preferring to perform tasks using familiar features that are more predictable over using unfamiliar technologies that may require extra time. *Example*: "I always worry about wasting my time and trying new things that might not turn out well."

**Risk-tolerant**: Not minding taking risks using features of technology that haven't been proven to work. *Example*: "I dive in headfirst and throw caution to the wind. The undo button tends to be my best friend"

## Computer Self-Efficacy: Self-judgement about ability to use technology

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**Low**: Less confident than peers about doing unfamiliar technological tasks. *Example*: "If it is completely foreign, I am more cautious or hesitant in my skill"

**High**: More confident than peers about abilities with technology. *Example*: "I will spend a lot of time trying to figure out new technology before giving up."

## Learning Style: Approach to forming an understanding of new technology features

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**By process**: Preferring organized learning, with information and experience being a guide. *Example*: "I like to follow a guide or tutorial when learning something new. Tinkering stresses me out."

**By tinkering**: Preferring playful experimentation with features new to the individual, forming their own understanding of how the technology works. *Example*: "I like to tinker and explore. I think the best way to learn about a feature is to try it out myself, rather than read about it."