GenderMag Facet & Facet Value Definitions

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

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Motivations: Reasons for using technology

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

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

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

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 data

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."