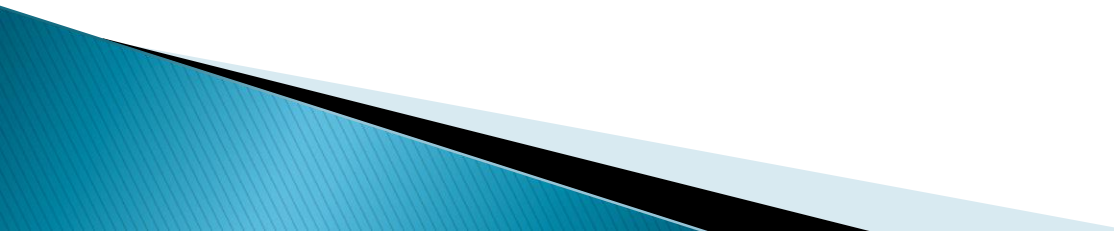# Gender and personality traits' effect on self-perceived tech savviness

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Motivation

▸ Tech savviness is became useful in today's world

▸ Can we predict tech savviness considering other personality traits?

▸ There is a gap in literature; the closest research investigated impact of personality traits on frequency of use of:

  ◦ videogames (e.g. play video games on a computer, and play video games on a console);

  ◦ general computer use (e.g. create documents for school, save images/graphics);

  ◦ communication (e.g. talk on a cell phone, and instant message with friends).

Data and methodology

- Data were collected in February 2017 in Slovakia
- Paper-based questionnaire
- 136 respondents
- Likert scale (strongly disagree to strongly agree)

- General Linear Model in SPSS

Dependent variables

- The paper investigates whether gender and/or personality traits influence tech savviness
- The instruction was

  Please indicate to what degree you agree with the following statement:

  People consider me to be tech savvy

  I consider myself tech savvy

Independent variables
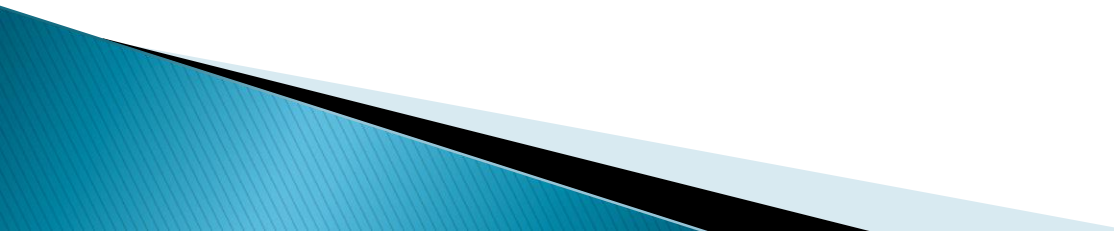
- Gender
- Big Five Inventory – 10 question version

I see myself as someone who...

- ◦ ... is reserved
- ◦ ... is generally trusting;
- ◦ ... tends to be lazy
- ◦ ... is relaxed, handles stress well
- ◦ ... has few artistic interests
- ◦ ... is outgoing, sociable
- ◦ ... tends to find fault with others
- ◦ ... does a thorough job
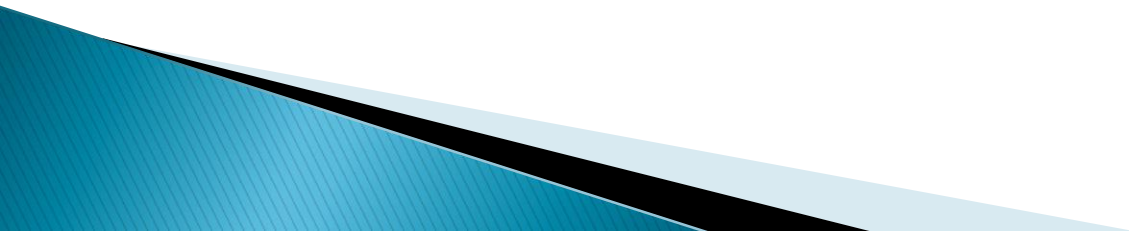- ◦ ... gets nervous easily
- ◦ ... has an active imagination

Results

- Tech savviness significantly depends on
- Neuroticism – negative (in both model)
- Gender – males higher (in the eyes of others)

Conclusions

- Now that it was discovered that less neurotic people are more tech savvy, it is advisable to dig deeper, and to use BFI-2 or HEXACO in order to identify which facets ("subdimentions" of personality traits) matter
- BFI-2 contains 3 facets per personality trait
- HEXACO contains 4 facets per personality trait
- It is necessary to consider gender as a control variable

Thank you for your attention

Questions, comments, suggestions