Are Men More Technology-Oriented Than Women? The Role of Gender on the Development of General Computer Self-Efficacy of College Students

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ABSTRACT

Previous research has studied gender differences in people’s perceptions and behaviors toward information technologies with mixed findings. In addition, the reasons causing these differences have been discussed but rarely empirically tested in the literature. In this study, we investigated the mechanisms through which gender affects the development of general computer self-efficacy (CSE) among college students. Results suggest that females feel less confident with computers because they have learned less and practiced less, and feel more anxious about using computers when compared with male counterparts. Implications from the research are also discussed.

Keywords: Gender, General Computer Self-Efficacy, Computer Knowledge, Computing Experiences, Computer Anxiety