

SND

'93 Workshop

Technology
panel
"handouts"

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How comfortable are you with technology?

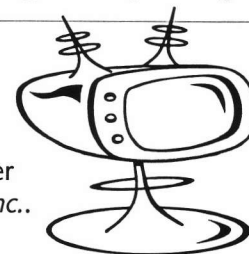
TO HELP YOU DEFINE WHETHER YOU ARE A "TECHNO-WIZARD" OR "TECHNO-PHOBE,"
CIRCLE THE NUMBER THAT BEST DESCRIBES YOUR FEELINGS ABOUT EACH OF THE
STATEMENTS BELOW. THEN TOTAL YOUR SCORE TO FIND YOUR "TECHNO-TYPE."

	N/A	Agree			Disagree	
My computer sign-on is still "new user."	0	1	2	3	4	5
I'm still afraid of "crashing" the system when I do something new.	0	1	2	3	4	5
When people talk about bytes and and RAM and ROM, I lose interest.	0	1	2	3	4	5
I enjoy new technology, the newer the better.	0	1	2	3	4	5
Pagination scares me. I don't want to deal with it.	0	1	2	3	4	5
The MIS department makes all computer decisions for my newsroom.	0	1	2	3	4	5
I have a computer at home and it is connected to the office.	0	1	2	3	4	5
I've never used a "Leaf" desk I'm not sure what it really does.	0	1	2	3	4	5
I often put in new software without even reading the manual.	0	1	2	3	4	5
Cyberspace is something that I'm not looking forward to using in the future.	0	1	2	3	4	5
Computers cost too much and are always changing so there is no way to stay aware of what's going on in technology.	0	1	2	3	4	5

Total score _____

See next page for results

This quiz to identify your "techno-type" was developed by Dell Computer and adapted by Howard Finberg, news executive, *Phoenix Newspapers, Inc.* for the Society of Newspaper Design workshop, Dallas, October, 1993



What's your "Techno-type"

Score: 0-27

28-38

39-55

Techno-Phobe

Techno-Boomer or Techno-to-Go

Techno-Wizard

Techno-Phobe

You avoid technology whenever possible, preferring low-tech solutions. You are uncomfortable with all the new machines that are being brought into the newsroom and think they get in the way of putting out the newspaper. The future scares you.

Techno-Boomer

You haven't used computers for too long, but you are studying hard because you know machines can make you smart. You would rather not deal with technical issues and hope that the people who are making the decisions will keep your needs in mind.

Techno-to-Go

While you have good computer skills, you much prefer to have the systems people keep things running without your knowledge of the problems and challenges (and opportunities). You would rather have someone else tell you what to do rather than read the documentation.

Techno-Wizard

You thrive with high-tech issues and want to use the latest technology to produce the newspaper and all the related products you see possible with those new machines you just ordered. You want to know what each computer can do to make your job easier or faster.



Prepared by Howard I. Finberg, Phoenix Newspapers, Inc. Adapted with permission from quiz prepared by Dell Computer (800-358-DELL)