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Gender-based Differences in Managers' Attitude to and Use of Analytics

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Abstract

With the on-going growth and near-ubiquity of the use of analytics within large corporations, managers are more and more likely to come into contact with analytics regularly in the workplace. As a gender gap exists between the number of male and female employees - and managers - in STEM (Science, Technology, Engineering and Mathematics) fields, it is important to understand whether differences in the use and attitude to this technology exist.

This dissertation aims to understand the differences in use of and attitude to analytics between female managers and their male counterparts. The factors considered for this study were based on those used in frameworks studying technology use and adoption such as the Technology Acceptance Model.

An online survey was conducted to collect data about these factors from a sample of managers of both genders. The data were then used to conduct quantitative analysis to compare managers' responses based on gender and, therefore, understand if there were any differences in use of or attitude towards analytics between male and female managers. Qualitative analysis of free-text responses was also used to further the understanding of male and female managers' points of view.

The results indicate that, while there are no differences between the way in which male and female managers use and approach analytics for most factors, female managers were more likely to believe that there was a difference in the attitude to analytics between managers based on gender. In addition, male managers were more likely to use certain types of analytics tools more frequently, as well as consider themselves more familiar with analytics overall. From a practical viewpoint, these findings are an important step towards dispelling stereotypes about the importance of gender in STEM fields and making sure that all employees are guaranteed the same opportunities in the workplace.