

Are you a Victim of Technoism? A Holiday Assessment

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Technoism is defined as suppressed skepticism and blind compliance with regards to the technology revolution in our lives. During the holidays, gift lists most likely include the newest technology gadgets. How often do you buy just to be in the loop or how often do your children convince you they need the newest technology without assessing the need for the updated technology? Before buying for the holidays, take the assessment below and find out if you are a victim of Technoism. By looking at past behaviors, we can improve on current behaviors so you make good decisions this holiday season. Be completely honest when responding.

1. Across the top of the assessment, list last *five* technological gadgets or tools you purchased as gifts (holiday, birthday, etc.)
2. For each technological gadget, give yourself a point for every *yes* answer for the questions listed in the left column.
3. Total your points at the bottom and across for your final score.
4. Discover if you are a victim of Technoism by reading the assessment results below.

Last Five Technology Purchases:	1	2	3	4	5
You purchased it only so your gift recipient can keep up with trends rather than for its utility					
You purchased it even though the gift recipient has never used or never learned how to use the earlier version of the same type of technology to its full intent					
The purchase served as a tool to upgrade current technology the gift recipient already owns					
You purchased it because the gift recipient felt pressured by work, family, or friends to have "one"					
You purchased the technology as an impulse buy and still wonder why and/or regret it (e.g. for children who never use it)					
You purchased technology as gifts for family members and put it a yard sale within two years of purchase without getting your money's worth					
You purchased the technology for family members and found they could not understand the instructions and/or got poor customer service, and finally gave up on it					
**Add one more point for above if you or the gift recipient did not complain to the company					
You or your gift recipient felt a sense of importance and a sense of techno-savvy when purchasing (or using) this technology					
You purchased it, you or your gift recipient never fully used it to its full potential, yet ridiculed others for not having one "yet"					
You purchased this technology because the previous technology of its kind was outdated and/or the gift recipient needed it to function with the older technology he/she owns					
**Add one more point for above if you did not complain to the company about the short life or quality of your purchase					
TOTALS					

Grand Total:

0-20 Points There is Hope!! You purchase technology for what seems to be all the right reasons. You are more likely to assess and critically examine the techno-toys on your gift-giving holiday list. You may be more likely to complain about poor quality products and poor customer service and consider past history of products before buying the newest. If you score closer to the 20 point range, you need to be aware of Technoism in your life by practicing analysis and assessment in your personal life (it may help to read below). If you scored closer to the 0 range, it may be you are a secret technophobe and may consider utilizing a bit of technology. The right techno-decisions, carefully considered, will offer you tools to benefit certain areas of your and your gift recipient's life. The future will require some level of technological knowledge and purchasing a new technology for your gift recipient, after a needs assessment, may be a good decision if it will make life easier for the person.

21-49 Points You appear to be a victim of Technoism. Ask yourself why you demonstrate the assessment behaviors. You may wish to practice waiting and doing your homework before purchasing the latest and greatest techno-toy. Listen to others and their assessment of the technology while determining if it would be a good fit for your gift recipient's lifestyle. Question your fears and concerns (and your gift recipient's) about fitting into the technology revolution. If you understand your motives and thought processes, you will make intelligent decisions, demand higher quality and customer service, and speak against unnecessary technology dependencies at home, at work, and in our society. These things are necessary so you can reap the benefits of technology without becoming a victim of technology marketers either directly or indirectly through others. For example, when your children request the newest gaming gadgets, determine the extent of the usage of the present gaming system and what new features are offered on the new system. In other words, are the new features worth the dollars you will spend or would your gift giving monies be best spent elsewhere?

50 + points You are living a technology marketers dream. You are prone to purchase techno-gadgets as gifts without assessment so you have all the newest technology under your tree. You do not question or admit to questioning the need for more technology to utilize or manage technology previously purchased. There is no such thing as a "Technoism" doctor so looks like you are going to have to cure yourself. Before buying technology gadgets as gifts, ask yourself if it fits your gift recipient's lifestyle and if it serves a function in the lifestyle of your gift recipient. I once purchased a pay as you go cell phone for my nephew that he insisted he needed. He was unable to continue to add the minutes required to keep the phone functional due to financial limitations of a teenager. He now wants to upgrade his cell phone to one with a built in camera. Assessment is a much needed activity in the short marketing cycles of technological products. It is common for marketers and retailers to use the holiday season to take advantage of Technoism victims. In addition, your children, victims of trends and fads, will need you to make informed and educated decisions.