



ARE **YOU** SUITED TO THE INTERNET ?

*Understand your QUIZ results
A report explaining the
research behind your score.*

DIANE SPENCER-SCARR

THIS REPORT IS BASED ON RESEARCH INTO DIGITAL ENGAGEMENT THAT REVEALED THE MECHANISM OF HUMAN-TECHNOLOGY ENGAGEMENT AND WHY IT AFFECTS PEOPLE DIFFERENTLY.

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ESSENTIAL POINTS

- Gregarious and very sociable people may struggle with Engagement
- People who cooperate or are amenable have an advantage
- Being task driven and high in diligence can amplify your engagement
- Rational decision-making could make it difficult to become digitally engaged
- Being comfortable with abstract ideas is a distinct advantage
- All of the good attitudes and traits you possess can still be combined in a way that works against you

ABOUT THE AUTHOR

Dr. Diane Spencer-Scarr is a systems specialist focusing on digital engagement and the second order cybernetic relationships that result

This report draws from the research and work of Dr Diane Spencer-Scarr who has studied how we engage with technology and how this is changing us and our societies. There is no other issue more universal and transformative at this time. Some of the results have been startling and counter intuitive. She found people who were successfully exploiting technology were doing simple things that anyone could copy. She believes these ideas should be shared. In this and other publications you will find ideas from her research that could benefit the world in an age driven by digital technology.

Diane's background was in the creative arts, education and business before she moved into academic research. She has an impressive list of publications and a distinctive name so a quick visit to Google will reveal her work!



WHY SHOULD YOU KNOW YOUR ENGAGEMENT SCORE?

You touch technology many times a day. It filters your incoming information and shapes your outgoing communications. It determines how the world sees you and how you see yourself. How well do you do it?



Humans are complex, the digital environment is also complex, so when the two interact in an intense and iterative way it quickly gets quite messy and confusing. You probably have firsthand experience of this and don't need to be reminded. But stand back far enough and patterns emerge that make it more understandable. Like unravelling tangled string you simply have to find one starting point and this simple quiz may be your starting point.

UNDERSTANDING YOUR SCORE

The quiz is a quick evaluation of key areas of personality that impact on engagement. The quiz first tested whether you were more likely to actively interact with other humans and draw energy from this interaction for use in your daily behaviours. It also tested your view of human nature and if you were more likely to hold optimistic views, value relationships and be willing to compromise. How you make decisions is also important. This collection of key factors interact and combine to help or hinder your digital behaviours.

Even though we all have primitive inherited responses, it is our responses during our lifetime that shape who we are.

QUESTION 1 EXAMINES THE ENERGY YOU GET FROM HUMAN INTERACTION

Individuals who scored high on this question are more likely to struggle with Internet technologies. People who like mixing with people and get a boost from the physical presence of others will have a hard time drawing the same energy via Internet technology. High scorers in this question need the buzz they get from physically being with others, such as being part of a group or crowd. The Internet is less likely to give them the same rewards because of its virtual nature. This question should be considered in conjunction with question two. The greater the difference between your scores for question one and two, the more likely it is that you will not be suited to the Internet.



However, depending on other factors this trend can be reversed or at least modified. To understand this, you need to examine your other answers, particularly question three because it can modify or amplify your behaviours.

Question three is a modifying factor because it relates to your capacity for persistence and tenacity for successful achievement of goals. If you scored high in question 3 it is likely that all your behaviours are being modified not just your Internet behaviours. For example, if you are highly efficient and feel driven to do the 'right thing' then the moment you receive an email or SMS you will feel

compelled to answer it. This will lead to a rapid reply and so on. Your desire to do the 'right thing' will modify all of your behaviour and the nature of the technology will draw you in to maintain the relationship. This is sometimes seen in excessive Facebook or similar activity. The combination of a desire to be part of a group, a sense of duty to reply and the relationship-building nature of the technology can switch a person from being potentially unsuited to the Internet to being totally immersed.

**There is no issue more
universal and
transformative than Digital
Engagement**

People who scored high on question 1 and who do become suited to the Internet may find that their Internet suitability tends to be limited to only specific media or sectors of the Internet.

QUESTION 2 EXAMINES HOW ACCOMMODATING YOU ARE

Individuals who scored high on this question will tend to be ideally suited to the Internet. The research showed that people who are comfortable working with others have an advantage. The reason being that they are likely to have an optimistic view of human nature and positive attitudes to fellow humans. These qualities aid relationship development on the internet where there are little or few traditional sensory and social cues. How you answered this question indicates you have probably already come to a range of conclusions and calculations. For example; the calculation of whether you gain more by cooperating with people as opposed to ignoring their feelings.



The explanation for the compatibility of these behaviours with Internet culture is quite complex and rooted in the fundamental principles that developed when the concept of the Internet was first formed. The Internet was to be a collaborative resource sharing system that had no hierarchal structure and functioned on cooperative goodwill and contribution by all users. People who scored high on this question naturally behave this way. They will tend to find much of the Internet a familiar and comfortable environment for them.

If you also scored high on question five, and are comfortable with abstract concepts, then you are not merely 'suited' to the Internet, it is highly likely that you have definite advantages. For example; the capacity to see potential uses of the Internet that others do not. Whether you are able to take advantage of this and use the technology to achieve goals beyond the ordinary will be modified by your answers to questions three and four.

QUESTION 3 EXAMINES HOW PERSISTENT YOU ARE IN REACHING GOALS

This question probes an individual's reliability, tenacity or persistence. Scoring high in this area is a great advantage to most people in the real world. Their planning, persistence and tenacity generally leads to successful achievement of goals. Their considered behaviour in pursuit of goals is often perceived as intelligence. However in the digital world this can work against you depending on other factors.

Scoring at the extremes of this question (either high or low) can have a significant affect on how you engage with technology because it will amplify your behaviours, particularly those behaviours related to questions one and two. Whether your changed behaviours will be considered 'good' or 'bad' will depend on your personal and social objectives. For example if your high score in this leads to excessive use of social media it could be considered being a 'bad' thing but if you are involved in online marketing this would be highly advantageous. It is therefore very important to understand your unique behavioural profile.



If you scored low in this area then your ability to 'switch off' from the persistent intrusion of social media and stay focused on other issues may in fact be an advantage and you will manage your time, avoid distractions and resist the addictive micro-rewards. It all depends on your unique behavioural profile.

QUESTION 4 EXAMINES YOUR DECISION-MAKING STYLE

Scoring high on this question indicates that you think things through analytically before taking action. Traditionally this way of coming to a conclusion has been highly regarded. Since Socrates, being rational and analytical has been considered the superior way to make decisions. In the digital world it is not so clear cut and even possibly reversed. Over millennia humans have found that certain responses are more advantageous if taken rapidly without conscious thought. For example, we may instinctively get out of the way of a large object that is approaching at speed before recognising it as a friendly dog.

The real world balance between logical vs intuitive responses appears to be different in the digital environment. Research found that intuitive thinkers are at an advantage because your decision-making style determines the speed at which your Internet behaviours are likely to be amplified. It is this amplification that contributes to the divergent levels of success that can be observed across a range of people when using the same technology.



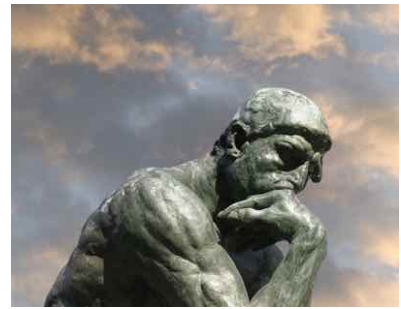
While this insight is still under investigation it appears that individuals who make decisions easily and rapidly have an advantage because functioning online requires thousands of micro decisions. Those who respond intuitively trust their instinctive responses and this results in accelerated behaviour responses and outsourcing of cognitive processing. This leads to an increase in behavioural learning. A more rational thinker appears to have a slower learning curve and does not get this beneficial effect.

By simply being aware of where you fit on this scale you open the possibility of improving your intuitive response time and knowing when to use it or not.

QUESTION 5 EXAMINES HOW YOU FEEL ABOUT ABSTRACT CONCEPTS

Research found that people who could cope with abstract concepts are definitely more suited to the Internet. This is hardly surprising when you consider that the entire digital world is an abstract construct. If you scored high on this question as well as question two, the combination means you most probably scored top results. If this is not the case then check what is dragging your score down.

We cannot all be comfortable with abstract ideas but once you know where you fit on the scale you can find ways to improve. You can also use your other advantages to compensate and thus amplify your behaviours constructively.



QUESTION 6 EXAMINES YOUR EMOTIONAL RELATIONSHIP TO TECHNOLOGY

Research showed that while some people are very capable and eminently skilled in using digital technology and have all of the 'correct' attitudes and habits, they still feel they are struggling with technology. They are in fact using it well but at an emotional level they are struggling.



An example of this would be an IT professional who is stressed by their volume of emails or by their mobile phone. A common phrase heard during research was "it's a love/hate relationship that I have with my phone". Question five probes this perception.

If you feel technology is holding you back or causing you some form of stress, then you really need to do something about it. That may be easy to say, but hard to do!

On the other hand if you feel you are doing just great, you may be deluding yourself. Please check that things are as they should be in your world. You don't want to one day wake up and say "I thought I was mastering technology, but it was in fact the master of me!"

To see if you have unresolved problems look for time wasting, anxiety, stress and lack of productivity.

SUMMARY

How you work all of this together is up to you because your circumstances are unique in a genuine sense and you live in a unique environment.

Only you will truly know what feels right – you have to work out your own solutions in life and no other person can tell you definitively who or what you are. If answers do not ‘feel right’ then you should seek a deeper truth. The role of this research is to present you with the means and methods for finding your own unique truth and start towards useful solutions.

If you would like to read more about these concepts go to <http://spencer-scarr.com/resources/>.



WHAT 'S NEXT?

As you can see there is an interaction between the elements that a simple quiz cannot adequately calculate.

There are also additional surveys you can take to give you a better and more specific profile. A more detailed profile gives you a blueprint to manage your behavioural evolution and use technology to your advantage.

Go to <http://spencer-scarr.com/resources/evaluation/> to find out more.

We are currently developing an App called ‘Digital Cognitive-System Solution’ that will allow people to accumulate their own answers over time and provide feedback and insights unique to them and their situation. This system will allow you to probe your profile to greater depth and ultimately help you to understand the awesomeness that is you.

We believe people will like this tool and find it a fun and constructive way to track and monitor their own progress as they shape their behaviours to achieve what they want out of life.

If you would like to be kept informed you can sign up and be notified when it is released.

As a human you have both biologically inherited responses and responses that you acquire over the course of your lifetime.
Understanding how they work can change your life.