



Technophobia: The Psychological Impact of Information Technology

Mark J. Brosnan

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Technology is taking over all aspects of life. Yet studies have shown that up to one half the population is 'technophobic'. This means having negative opinions or being anxious about information technology like personal computers. This book examines the origins of technophobia - what it is, who has it and what causes it.

The impact of gender is examined and the social and cognitive psychological factors underlying technophobia are reviewed and combined into an overall psychological model. Techniques for reducing technophobia are discussed, and the effect of technophobia on everyone from school children to teenagers is analysed. *Technophobia* will be useful both for academic study of the area, and for those devising IT policy in schools, business and government.

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