# AI Familiarity Across Genders in It a Comparative Psychological Study

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*Abstract*— **The present study, AI Familiarity Across Gender in IT: A Comparative Psychological Study, investigates gender-based differences in familiarity, usage, satisfaction, and perceived fulfillment of future needs associated with Artificial Intelligence (AI) among IT professionals. AI has become a transformative technological force, increasingly deployed for automation, predictive analytics, process optimization, and decision-making within the IT sector (Dwivedi et al., 2021). Despite its rapid adoption, questions remain about whether gender influences AI engagement patterns and future expectations. A purposive sample of 30 IT professionals (15 male and 15 female) completed a structured questionnaire assessing their familiarity with AI applications, frequency of use, levels of satisfaction, and the extent to which they anticipated AI meeting future professional needs. Both descriptive statistics and inferential analyses, including one-way ANOVA, were employed to test for gender-related differences. Results revealed that although male professionals consistently reported slightly higher mean scores across all variables, the differences were not statistically significant. These finding challenges earlier assumptions of male dominance in technology adoption (Venkatesh & Morris, 2000) and points toward a narrowing gender gap, likely facilitated by equitable access to resources, inclusive workplace training, and digital skill development. The study contributes to ongoing scholarly discourse on digital adoption by highlighting the importance of inclusivity in AI integration. Furthermore, it offers practical implications for organizations, recommending larger and more diverse samples in future studies, as well as the inclusion of socio-demographic factors to better understand AI engagement in professional contexts.**

*Index Terms*— **Artificial Intelligence, IT professionals, gender differences, technology adoption, ANOVA**

## I. INTRODUCTION

Artificial Intelligence (AI) has emerged as a transformative force across industries, particularly in the IT sector. AI applications, ranging from automation to predictive analytics, are increasingly integrated into professional tasks (Dwivedi et al., 2021). As AI adoption grows, understanding patterns of familiarity, usage, and satisfaction among professionals becomes essential.

Prior studies highlight that gender may influence technology acceptance, with earlier research suggesting men demonstrate higher levels of familiarity and adoption (Gefen & Straub, 1997; Venkatesh et al., 2003). However, recent studies argue that the gender gap in technology adoption has been narrowing due to equal access to digital tools (Li et al., 2021). Investigating gender-related differences in AI usage among IT professionals may clarify whether disparities Persist in contemporary context.

The present study addresses this gap by comparing AI familiarity, usage, satisfaction, and perceived fulfillment of future needs between male and female IT professionals in India

## II. LITERATURE REVIEW

Gender and technology adoption have been widely studied through models such as the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003). Earlier findings reported higher technology confidence among men (Gefen & Straub, 1997). However, more recent research suggests these differences are context-specific and may be diminishing (Tarhini et al., 2016; Li et al.,2021). Studies in AI adoption highlight its increasing role in improving work efficiency, decision-making, and innovation (Brynjolfsson & McAfee, 2017). Despite growing literature, limited research specifically explores gender-based patterns in AI usage within the IT sector. This study seeks to contribute by providing empirical evidence from an Indian sample The literature indicates a clear evolution from early technology skepticism and gender-based barriers to a more inclusive environment where professional and educational exposure plays a significant role in equalizing opportunities. Therefore, this review establishes the foundation for hypothesizing that gender differences may no longer be statistically significant in professional AI adoption contexts.

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## III. METHODOLOGY

A quantitative, cross-sectional design was employed. The sample consisted of 30 IT professionals (15 male, 15 female) recruited through convenience sampling. Data were collected using a structured self-report questionnaire assessing four domains: AI familiarity, AI usage, satisfaction, and perceived fulfillment of future needs. The instrument was validated through expert review and pilot testing with 5 IT professionals before full deployment. Reliability testing was carried out, with Cronbach's alpha values exceeding the acceptable threshold of 0.70 for all domains. This ensured that the scales were internally consistent. Ethical considerations such as informed consent, voluntary participation, and data confidentiality were strictly maintained. Data analysis was conducted using SPSS 26. Descriptive statistics (means, standard deviations) were calculated, followed by one-way ANOVA to test for gender differences. Assumptions of normality and homogeneity of variance were verified prior to analysis.

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Results

Descriptive statistics and ANOVA results are presented below.

Table:1Descriptive Statistics of AI Familiarity, Usage, Satisfaction, and Fulfillment of Needs by Gender (N = 30)

| Variable | Gender | M | SD | n |
|---|---|---|---|---|
| AI Familiarity | Male | 7.51 | 1.19 | 15 |
| | Female | 6.95 | 1.27 | 15 |
| AI Usage | Male | 6.22 | 1.17 | 15 |
| | Female | 6.37 | 1.17 | 15 |
| Satisfaction | Male | 6.90 | 1.12 | 15 |
| | Female | 6.69 | 0.63 | 15 |
| Fulfillment of Needs | Male | 6.94 | 1.10 | 15 |
| | Female | 6.82 | 1.28 | 15 |

Note. M = Mean; SD = Standard Deviation.

Table:2 One-Way ANOVA Results for Gender Differences in AI Familiarity, Usage, Satisfaction, and Fulfillment of Needs

| Variable | df (between, within) | F | p |
|---|---|---|---|
| AI Familiarity | (1, 28) | 1.57 | .221 |
| AI Usage | (1, 28) | 0.13 | .720 |
| Satisfaction | (1, 28) | 0.41 | .528 |
| Fulfillment of Needs | (1, 28) | 0.24 | .626 |

Note. All results nonsignificant at $p < .05$.

## IV. DISCUSSION

Findings indicate that while males reported slightly higher mean values, gender differences in AI familiarity, usage, satisfaction, and fulfillment of needs were not statistically significant. This aligns with contemporary research that suggests increasing digital inclusivity has minimized gender-based disparities (Li et al., 2021; Tarhinietal.,2016). The results challenge earlier claims of strong gender gaps in technology adoption (Gefen & Straub, 1997; Venkatesh et al., 2003) and support the notion that professional environments provide equal exposure to AI tools regardless of gender. The implications of these findings extend to organizational training programs, suggesting that gender-neutral approaches to AI capacity-building are sufficient. However, the limited sample size (N = 30) restricts generalizability. Future studies with larger, diverse populations are recommended. Additionally, qualitative approaches could provide deeper insights into the lived experiences of professionals adopting AI tools.

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## V. CONCLUSION

The findings of the present study indicate that gender does not significantly influence familiarity, usage, satisfaction, or perceived fulfillment of future needs with respect to Artificial Intelligence (AI) among IT professionals. Although male participants reported marginally higher mean scores across all measured variables, these differences were not statistically significant, thereby suggesting that both male and female professionals engage with AI tools in relatively similar ways. This outcome aligns with contemporary research that highlights a reduction in gender-based disparities due to equal access to digital technologies, organizational training initiatives, and inclusive workplace practices.

The results challenge earlier assertions of a pronounced gender gap in technology adoption and support the notion that professional environments are becoming increasingly gender-neutral in providing exposure to AI. The implications extend to organizations, where training programs and capacity-building strategies can be designed without gender-specific distinctions, focusing instead on universal access, skill development, and fostering an inclusive digital culture.

Nevertheless, the study's limited sample size (N = 30) restricts the generalizability of the findings. Future research should address this limitation by employing larger, more diverse populations and by adopting mixed-method approaches to capture both quantitative outcomes and qualitative experiences. Such investigations could provide deeper insights into how contextual factors such as organizational culture, leadership support, and resource availability interact with demographic variables to shape AI adoption.

In conclusion, this study contributes to the growing body of literature on equitable technology adoption, emphasizes the narrowing of gender differences in the IT sector, and underscores the importance of inclusive strategies for the successful integration of AI in professional contexts.

## VI. LIMITATION

The present study is not without its limitations, which should be acknowledged when interpreting the findings. First, the sample size was relatively small (N = 30), which limits the statistical power of the analyses and reduces the generalizability of the results to the larger population of IT professionals. Second, the study was conducted within a specific context, and participants were not drawn from multiple regions or diverse organizational settings; therefore, the results may not capture variations across industries or cultures. Third, the study relied exclusively on self-reported questionnaires, which are prone to response biases, such as social desirability and subjective overor underestimation of AI familiarity and satisfaction. Fourth, the cross-sectional design captures data at a single point in time and does not allow for examination of changes in gender differences as AI adoption evolves. Finally, the study focused only on four variables familiarity, usage, satisfaction, and perceived fulfillment of future needs while omitting other influential factors such as organizational training, leadership support, ethical concerns, or digital literacy levels.

## VII. FUTURE IMPLICATIONS

Despite these limitations, the study offers several important implications for future research and practice. Future studies should incorporate larger and more diverse samples across multiple industries and geographical contexts to improve representativeness. Employing longitudinal research designs could provide valuable insights into how gender differences in AI adoption develop over time. Moreover, the use of mixed-method approaches, including qualitative interviews or focus groups, may help uncover deeper insights into professionals lived experiences with AI. On a practical level, the findings suggest that organizations should prioritize gender-neutral training programs and inclusive policies to promote equitable AI adoption. Future research may also expand the scope by examining additional factors such as age, job role, organizational culture, and ethical perspectives in order to develop a more comprehensive understanding of AI engagement in the IT sector

## VIII. APPENDIX A: RESEARCH QUESTIONNAIRE

Section I: Demographic Information
1. Name: SHAFEEN TAJ
2. Gender: FEMALE
3. Age: 29 years
4. Qualifications: MSC PSYCHOLOGY (Student)

Section II: Familiarity and Use of AI
(Please evaluate the following statements on a scale of 1 to 10)
1 = Strongly Disagree, 10 = Strongly Agree
No. Statement Rating (1–10)
1 I am knowledgeable about the term Artificial Intelligence.
2 I have undergone training in AI-related tools or software.
3 I utilize AI-based tools in my daily professional activities.

4 I am confident in my capacity to quickly learn new AI tools.
5 I believe I have a grasp of how AI influences my job role.

Section III: Satisfaction with AI
No. Statement Rating (1–10)
6 I am pleased with how AI tools contribute to enhancing my productivity
7 I feel that AI simplifies my work and enhances efficiency
8 AI applications in my area of expertise are both relevant and practical
9 I am content with the level of support and training available for AI tools
10 Overall, I hold a positive outlook on AI within my work environment

Section IV: AI and Meeting Future Requirements
No. Statement Rating (1–10)
11 I believe AI will keep progressing in my field.
12 AI has the potential to meet future business or organizational demands.
13 I am getting ready for AI-related progressions in my profession.
14 AI will boost job opportunities and positions in the future.
15 I am optimistic that AI will have a positive long-term impact on society.

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