

# Tim (Timara/Timothy)<sup>1</sup>



- \_\_\_\_\_ years old
- Employed as a(n) \_\_\_\_\_ . Work starts with email, which he answers one at a time, as soon as he reads them. \_\_\_\_\_
- Lives in \_\_\_\_\_, \_\_\_\_\_

## Background and skills

\_\_\_\_\_ their software systems are new to him.

\_\_\_\_\_. Tim says he's a "numbers person", \_\_\_\_\_ Tim likes Math and knows how to think with numbers. \_\_\_\_\_

\_\_\_\_\_ enjoys learning about software and using new technologies.

## Motivations and Attitudes

- **Motivations:** Tim likes learning all the available functionality on all of \_\_\_\_\_ devices and computer systems \_\_\_\_\_ uses, even when it may not be necessary to help \_\_\_\_\_ achieve \_\_\_\_\_ tasks. \_\_\_\_\_ sometimes finds \_\_\_\_\_ exploring functions of one of \_\_\_\_\_ gadgets for so long that \_\_\_\_\_ loses sight of what \_\_\_\_\_ wanted to do with it to begin with.
- **Computer Self-Efficacy:** Tim has high confidence in \_\_\_\_\_ abilities with technology, and thinks \_\_\_\_\_'s better than the average person at learning about new features. If \_\_\_\_\_ can't fix the problem, \_\_\_\_\_ blames it on the software vendor; it's not his fault if \_\_\_\_\_ can't get it to work.
- **Attitude toward Risk:** Tim doesn't mind taking risks using features of technology that haven't been proven to work. When \_\_\_\_\_ is presented with challenges because \_\_\_\_\_ has tried a new way that doesn't work, it doesn't change \_\_\_\_\_ attitudes toward technology.

## How Tim Works with Technology and Learns

- **Information Processing Style:** Tim leans towards a *selective information processing style* or "depth first" approach. That is, \_\_\_\_\_ usually dives into the first promising option, pursues it, and if it doesn't work out \_\_\_\_\_ backs out and gathers a bit more information until \_\_\_\_\_ sees another option to try. Thus, \_\_\_\_\_ style is very incremental.
- **Learning: by Process vs. by Tinkering:** Whenever Tim uses new technology, \_\_\_\_\_ tries to construct \_\_\_\_\_ own understanding of how the software works internally. \_\_\_\_\_ likes tinkering and exploring the menu items and functions of the software in order to build that understanding. Sometimes \_\_\_\_\_ plays with features too much, losing focus on what \_\_\_\_\_ set out to do originally, but this helps \_\_\_\_\_ gain better understanding of the software.

<sup>1</sup>For distribution data on users similar to and different from Tim, see <http://gendermag.org/> for customizable versions including customizable pronouns.