**Systems administrator Frank Williams**

* Married
* Age: 65
* 1 child
* Educated, master’s degree

**Relevant information (work and habits):**

Frank likes to spend his time pursuing his hobbies, these generally include activities related to coding. He likes it when his hobbies align with that of his work and help him to keep up-to-date with the industry.

He works average hours but frequently takes his work home with him, this has led him to be quite skilled at working with the back end of computers and systems. However, this means that he isn’t quite as comfortable working with user interfaces and as a result he uses increasingly outdated methods of obtaining his news sources.

**News goals:**

* Wants his news to give him a larger picture of events in the world
* Needs his news sources to be credible and provide a range of views
* Would like to have his news delivered to him through means he is familiar with, e-mail being one relevant medium

**Digital literacy and frequency of news viewing:**

* Gets his news from the television, radio and occasional physical newspaper
* Work often provides opportunities for interesting news, this if often related to an area in his work
* Very comfortable with digital technologies, but not so much the new user interfaces that are appearing
* Feels like he is being left behind by the explosion of technologies, but thinks the old technologies are more trustworthy/reliable

**Social habits**

* Socialises a fair amount with his work team, but not often outside of work hours
* Has a few weekly events he attends, such as church
* Feels isolated from the newest trends in digital technology, feels that current methods of reporting news aren’t relevant to him (online digital news, not television or radio etc.)