

Abi (Abigail/Abishek) GenderMag Persona



- 19 years old
- Student in College of Business, Oregon state University
- Lives in Corvallis, Oregon

Abi has always loved learning languages. On her morning commute, she uses language learning apps to squeeze in some practice, maybe even attempting a quick conversation with the bus driver in their native tongue. For evening unwinding, she might volunteer at a local animal shelter, spending time with furry friends. She also likes watching historical documentaries and horror movies. Abi likes scanning all her emails first to get an overall picture before answering any of them.

Background and Skills

The technologies at Abi's new employer are new to her. Abi likes math and working with logic. She considers herself a numbers person. Abi thrives in environments that require problem solving and enjoys working with people. Abi is a first-year student in the College of Business and is eager to apply her skills and explore the world of business. While she's comfortable using technology for everyday tasks and research, she has no prior experience with business-specific software like accounting programs or data analysis tools. Abi is interested in public speaking and has recently joined the OSU leadership club.

Motivations and Attitudes

Motivations: Abi uses technologies to accomplish her tasks. She learns new technologies if and when she needs to, but prefers to use methods she is already familiar and comfortable with, to keep her focus on the tasks she cares about.

Computer Self-Efficacy: Abi has lower self confidence than her peers about doing unfamiliar computing tasks. If problems arise with her technology, she often blames herself for these problems. This affects whether and how she will persevere with a task if technology problems have arisen.

Attitude toward Risk: Abi's life is a little complicated and she rarely has spare time. So she is risk averse about using unfamiliar technologies that might need her to spend extra time on them, even if the new features might be relevant. She instead performs tasks using familiar features, because they're more predictable about what she will get from them and how much time they will take.

Attitude to Technology

Information Processing Style: Abi tends towards a comprehensive information processing style when she needs to gather more information. So, instead of acting upon the first option that seems promising, she gathers information comprehensively to try to form a complete understanding of the problem before trying to solve it. Thus, her style is "burst-y"; first she reads a lot, then she acts on it in a batch of activity.

Learning: by Process vs. by Tinkering: When learning new technology, Abi leans toward process-oriented learning, e.g., tutorials, step-by-step processes, wizards, online how-to videos, etc. She doesn't particularly like learning by tinkering with software (i.e., just trying out new features or commands to see what they do), but when she does tinker, it has positive effects on her understanding of the software.

¹Abi represents users with motivations/attitudes and information/learning styles similar to theirs. For more information, see <http://gendermag.org/foundations.php>