

# MI 349 Week 3 Persona Worksheet Lab

Justin Kim

## **Name**

Ricardo Ishikawa

## **Quote**

“Without action, we will see no change”

## **Who is it?**

Ricardo is a student in the Media and Information program at Michigan State University. Much like his fellow millennials is somewhat of a political activist who tries to protest and make changes to social injustices in any ways that he can. His interest in technology and political activism is a perfect combination for his interest in internet activism.

## **What goals?**

The goals are to inform others about internet activism and the profound effects it is capable of having in driving for social change. The need is to educate people so the movement can grow larger and more can be done

## **What attitude?**

We hope that people are motivated to come to the website to become better educated on the topic. There is not necessarily a service being offered by the site, but rather it is meant to be more informational

## **Which behavior**

Somewhat who might go to this website to learn might eventually become more active in internet activism. That is the ultimate goal in the end. I hope they go to the site to gain more information rather than just be ignorant to the issue perpetuating a cycle misinterpretation of the purpose behind the activism