

## Synthetic Content Topics

This document contains a full list of simulated content topics for personas that are referenced in Chapter 7. These are also available in JSON format at:

[doi:10.21954/ou.rd.28044944](https://doi.org/10.21954/ou.rd.28044944) [path: /sim/persona-data/topics]

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### S7.1 Susan

#### S7.1.1 Susan - Work

##### **susan-work-university-announce**

Corporate messenger application chat within the employer of our fictional protagonist, Susan Carter. The messages are exclusively internal university announcements coming from the senior leadership team and PR office of the university that Susan works for, Borchester University. Generate messages that come from all of the senior leaders in the provided list as well as from an anonymous PR account or from Alumni Relations. Messages should occasionally refer to the university's academic achievements, rankings, campuses, faculty changes etc. Message content should be unique and not duplicated. Try and use a good range of content, making up names of internal and external entities such as campuses, buildings, research centres, funding bodies, business partnerships, alumni organisations and government entities. The tone of the messages should be formal business British English with British spellings.

##### **susan-work-university-general**

Workplace messenger application chat within the employer of our fictional protagonist, Susan Carter. The chat is general workplace discussion within the university that Susan works for, Borchester University. The chat is at the overall university staff level and not individual teams, so should mostly not refer to in-team topics. Topics should include discussion about university announcements and courses, upcoming events,

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academic climate, general news (where appropriate for university staff discussion) and other items people might choose to share with an organisation of this size. This group chat is intended for discussions aimed at the whole university administration - it is not the correct place for team discussions, technical support requests etc. Messages should occasionally refer to the university's international operations, locations, facilities etc. Some messages might be complaints, compliments or other discussion on university policies, changes, facilities, catering etc. as well as some external events; avoid generating duplicates or overly similar repeated messages. The tone of the messages should be informal/professional British English with British spellings.

### **susan-work-team-general**

Corporate messenger application chat for the work team of our fictional protagonist, Susan Carter. The chat is general workplace discussion between members of Susan's team in the Undergraduate Admissions Office at Borchester University. The team is half working in the office and half remote working (some people alternate between the two). About half of the team is part-time. Topics should include discussions about work (admissions queries, processes, asking for help or cover etc.), logistics, talking about out of work meetups and events and other topics that you might expect a work team to discuss. Some of the messages should imply a sense of urgency, such as a request for timely assistance, while most should be more relaxed. While a list of some colleagues in other parts of the university is provided, you should also generate fictional names to reference in messages; avoid generating duplicates or overly similar repeated messages. The tone of the messages should be informal British English with British spellings.

### **susan-work-team-manager**

Corporate messenger application chat between our fictional protagonist, Susan Carter and her manager Eleanor Baker, who heads up the Undergraduate Admissions Office at Borchester University where Susan works. It only includes messages between Susan Carter and Eleanor Baker. The team is half working in the office and half remote working (some people alternate between the two). About half of the team is part-time. This chat is just between Susan and her manager, and topics should include admissions-related discussions, logistics, and usual topics that a manager and their direct report might need to discuss. Some of the messages should be of a type that would normally need a prompt or urgent response. In this scenario, Susan is a solid performer at work, but has a high workload and not all of her colleagues pull their weight equally; avoid generating duplicates or overly similar repeated messages. The tone of the messages should be informal/professional British English with British spellings.

### **S7.1.2 Susan - Personal**

#### **susan-village**

General chat among residents of the fictional village of Ambridge in in the county of Dorsetshire, UK, as seen by our protagonist, Susan Carter. The chat is a mostly light-hearted exchange between residents of Ambridge, covering topics including comings & goings around Ambridge, parking problems, postal service & parcel delivery (problems), recommendations for good tradespeople, social events, local crime and plenty of village gossip. This chat is among a general village audience rather than one-to-one messages about individual arrangements. A few of the messages should be of a nature that merits a prompts response, such as a request for assistance or information. Nearby villages include Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham. Some of these locations should occasionally be mentioned in messages. In addition to the supplied list of people, you should make up identities as needed - the chat forum would contain maybe 50-30 members (although not all of these post messages often). The tone of the messages should be informal British English.

#### **susan-family**

General chat between members of a fictional British family, as seen by our protagonist, Susan Carter. The chat is a lighthearted exchange between family members on a variety of topics, with some messages relating to logistics and meeting up but also plenty of village gossip. A few of the messages should be of a nature that merits a prompts response, such as a request for assistance or information. Susan and Neil live in the village of Ambridge in Dorsetshire, while family are dotted around local villages Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham. The tone of the messages should be informal British English.

#### **susan-neil**

Chat between our fictional protagonist, Susan Carter and her husband Neil. The chat is a exchange a variety of topics, with some messages relating to logistics and meeting up but also discussing how their day is going and talking about family and work events. Try and include reasonable variety. Susan is an administrator in the Undergraduate Admissions Office at Borchester University, where she commutes to work 3 days a week and works from home 2 days. Sometimes both Susan and Neil like to comment or complain about their day. A small amount of messages should be of a type that might need a prompt or urgent response. Susan and Neil live in the village of Ambridge, and Neil works with the pigs at nearby Berrow Farm, while family are dotted around local villages Ambridge, Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham. The tone of the messages should be informal British English.

### **S7.1.3 Susan - Tennis**

#### **susan-tennis-club**

Chat forum within an English tennis club, Felpersham Tennis Club, that our fictional protagonist Susan Carter is member and co-organiser for. Members are from the areas around the cathedral city of Felpersham in Dorsetshire where the club is located, including Abbridge village where Susan lives, the main county town of Bournemouth, Penny Hassett and Loxley Barrett. Topics generally relate to tennis club business (fixtures, club elections and meetings, events at the clubhouse etc.), discussion about professional and amateur tennis competitions and other things you might expect members of a tennis club to discuss. Chat will often veer to other topics including current affairs, but there will often be someone along to remind people to stick vaguely to the topic. There is a 'no politics' rule that is sometimes broken but quickly reprimanded. There are some general jokes and light banter. The local rival club Darrington Tennis will often get a mention. Generate a range of messages to reflect the above and other topics; avoid generating duplicates or overly similar repeated messages. The tone of the messages should be informal British English with British spellings.

#### **susan-tennis-chat**

Chat between a group of friends who share an interest in tennis. Our protagonist, Susan, is a member of a tennis club which has its own discussion forum, but this is a separate group chat among friends. People mostly come from the fictional village of Ambridge in the county of Dorsetshire, UK, or nearby. The group often meet at the tennis club where many are members (Felpersham Tennis Club) or village pub (The Bull) to socialise as well as actually playing tennis. Tennis played is a mixture of social and competitive fixtures. Topics often relate to tennis, but the chat will frequently veer to other topics including village gossip, current affairs and family news and you should generate a range of messages to reflect this. Tennis-related discussion will often include arranging informal one to one or doubles matches, discussion about injuries or technique and speculating on the weather and court availability. People may also mention locations in the main county town of Bournemouth, as well as, Penny Hassett, Loxley Barrett, Darrington, and the cathedral city of Felpersham where the club is based. There are some general jokes and light banter; avoid generating duplicates or overly similar repeated messages. The tone of the messages should be informal British English with British spellings.

## **S7.2 Adam**

### **S7.2.1 Adam - Work**

#### **adam-work-company-announce**

Corporate messenger application messages for the workplace of our fictional protagonist, Adam Macy. The messages are exclusively internal corporate announcements coming from the executive and senior leadership team of company that Adam works for, Borchester Software. Generate messages that come from all of the executives in the provided list. Borchester Software is an international company with approximately 500 employees who are based mainly in the UK, USA, Canada, Japan and Germany. Announcements can include (but are not limited to) industry topics, company-wide meetings, reminders about business conduct rules, customer contracts and acquisitions, new internal IT systems, and senior personnel changes. Please ensure that each batch of generated content contains messages that cover the whole range of topics. While a list of some clients is provided, you should also generate fictional client names to reference in those messages that relate to clients. You should also generate fictional internal team names to mention where necessary. There must be variation in message topic and content; avoid re-using the same phrases. The tone of the messages should be relatively formal business English with British spellings.

#### **adam-work-company-general**

Corporate messenger application chat for the workplace of our fictional protagonist, Adam Macy. The chat is general workplace discussion within company that Adam works for, Borchester Software (sometimes referred to by its initials), which is an international company with approximately 500 employees who are based mainly in the UK, USA, Canada, Japan and Germany. Topics should include discussion about company announcements and products, upcoming events, business climate, general news (where appropriate for corporate discussion) and other items people might choose to share with a company of this size. This group chat is intended for discussions aimed at the whole company - it is not the correct place for team discussions, technical support requests, local office matters etc. Message content should be unique and not duplicated. While a list of some clients is provided, you should also generate fictional client names to reference in messages. The tone of the messages should be informal/business English with British spellings.

#### **adam-work-team-general**

Corporate messenger application chat for the work team of our fictional protagonist, Adam Macy. The chat is general workplace discussion between members of the same IT consulting team that Adam is in. The company that Adam works for is called Borchester Software (sometimes referred to by its initials) and his team of 10 people is called the Client Technology Group (CTG). The team is spread all over. Topics should

include client discussions, logistics, talking about out of work meetups and events, some office gossip and other topics that you might expect a distributed work team to discuss. While a list of some clients is provided, you should also generate fictional client names to reference in messages. Some of the messages should convey some sort of sense of urgency or need for a prompt response. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

**adam-work-team-manager**

Corporate messenger application chat between our fictional protagonist, Adam Macy and his manager Charlotte Walker. Adam works for Borchester Software (sometimes referred to by its initials) and is in a team of 10 people called the Client Technology Group (CTG), headed by Charlotte. The team is spread all over. This chat is just between Adam and his manager, and topics should include client discussions, logistics, and usual topics that a manager and their direct report might need to discuss. In this scenario, Adam is a strong performer at work, but has a high workload with a lot of customer travel commitments. While a list of some clients is provided, you should also generate fictional client names to reference in messages. Some of the messages should convey some sort of sense of urgency or need for a prompt response. The tone of the messages should be informal British English with British spellings.

**adam-work-team-client**

Corporate messenger application chat for the work team of our fictional protagonist, Adam Macy. The chat is workplace discussion between members of the same IT consulting team that Adam is in. The company that Adam works for is called Borchester Software (sometimes referred to by its initials) and he is in a team of 10 people called the Client Technology Group (CTG). The team is spread all over. Other chats exist for more general topics, but this chat is specifically about issues, questions and logistics relating to client work. For example, the team might talk about new client engagements, seek help with client technical problems or arrange meetings related to the clients. Some of the messages should convey some sort of sense of urgency or need for a prompt response. While a list of some clients is provided, you should also generate fictional client names to reference in messages. The tone of the messages should be informal British English with British spellings.

## **S7.2.2 Adam - Personal**

**adam-family-group-chat**

General chat between members of a fictional British family, as seen by our protagonist, Adam Macy. The chat is a lighthearted exchange between family members on a variety of topics, with some messages relating to logistics and meeting up. Other topics might include village gossip, family personal and work happenings and milestones, and requests for assistance or favours, Adam and Ian live in the county town

of Borchester in Borsetshire, while family are dotted around local villages Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham. The tone of the messages should be informal British English with British spellings.

**adam-friends-chat**

General chat between a group of friends of our protagonist, Adam Macy and his partner Ian Craig. The chat is a lighthearted exchange between friends on a variety of topics that a group of young to middle aged adult friends might discuss. This would include but is not limited to jokes, meeting arrangements, discussion about what people have been doing, world affairs and local gossip. Adam and Ian live in the county town of Borchester in Borsetshire, while friends are dotted around local villages Ambridge, Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham. Chat participants should be limited to only Adam, Ian and the supplied list of friends (not any family or work colleagues), although messages may refer to any individual. The tone of the messages should be informal British English with some light banter using British spellings.

**adam-ian-chat**

Chat between our fictional protagonist, Adam Macy and his civil partner Ian Craig. The chat is a exchange a variety of topics, with some messages relating to logistics and meeting up but also discussing how their day is going and talking about family and work events/gossip. Try and include reasonable variety. Adam is an IT consultant, who often works long hours and has to travel, which sometimes causes tension. Adam and Ian live in the county town of Borchester in Borsetshire, while family are dotted around local villages Ambridge, Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham. The tone of the messages should be informal British English with British spellings.

### **S7.2.3 Adam - Cycling**

**adam-cycling-club-general**

General chat between members of a fictional British cycling club the 'Borchester Wheelers' (also called BWCC). Club members mostly come from the fictional town of Borchester in Borsetshire, UK, or nearby. Topics generally relate to all aspects of cycling but in particular club rides, cycle sport, cycle commuting, and maintenance. For your reference, the club does its big cycle rides on a Sunday morning at 9am (people meet at the car park of a cafe called 'Spoke & Brew' as the club does not have a physical clubhouse). Popular destinations for club rides include the villages/towns of Ambridge, Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and

Lakey Green, and sometimes as far afield as the cathedral city of Felpersham. Club rides could be of the sporting, social or coffee shop variety, and there is a monthly new joiners ride. Some members commute to work by bike and occasionally meet to do their commutes together. Doing laps of Borchester Park is a popular weekend and after work activity, although people often complain about the car traffic there. Many members also cycle on the virtual platform Zwift, although there are different chat groups dedicated to this. People will often discuss any professional cycle races that are happening at the time, as well as occasionally other sports such as rugby or football. People will sometimes chide members to stay on topic if they stray too far into other sports. Sometimes people will send messages reminding members to look at some topic posted on the club's web forum. There are some general jokes and light banter. The tone of the messages should be informal British English with British spellings.

**adam-cycling-club-zwift**

Chat between members of a fictional British cycling club the 'Borchester Wheelers' (also called BWCC). Club members mostly come from the fictional town of Borchester in Borsetshire, UK, or nearby. This chat is specifically to discuss the virtual cycling platform Zwift, which many members use, and is not the place to discuss outdoor riding. Main topics for Zwift include the Zwift Racing League (ZRL) where the club fields several teams, equipment, technical issues related to Zwift, and nutrition/hydration strategies (beetroot juice is popular). Zwift racing is organised into categories A-C based on rider power/weight and this is often controversial, with people having been known to engage in 'sandbagging' so that they can compete in a lower category with more success. Club members often joke with each other in a lighthearted way about sandbagging. Other running jokes involve the excessive use of spreadsheets and the power or otherwise of various riders. Many messages relate to organising people into teams to compete. For your reference, the club does its big 'real life' cycle rides on Sundays - popular destinations for club rides include the villages/towns of Ambridge, Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green, and sometimes as far afield as the cathedral city of Felpersham. Sometimes non-Zwift messages appear in the chat, which is mostly tolerated. There are some general jokes and light banter. The tone of the messages should be informal British English with British spellings.



## **S7.3 Phoebe**

### **S7.3.1 Phoebe - Work**

#### **phoebe-work-team**

Company messenger application chat at Brightstone Accountancy Firm, the workplace of our fictional protagonist, Phoebe Aldridge. This chat is general workplace discussion among members of Phoebe's immediate work team, consisting of her manager and fellow fast-track graduates. Topics should include discussions related to work in general but not specific client details. This can include client-related discussions such as requests for help, lunch arrangements, work social events and other topics that you might expect to be discussed in a team within a large London accountancy firm. While a list of some colleagues and clients is provided, you should also generate fictional names to reference in messages. Phoebe lives in London, where the company has its main offices. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

#### **phoebe-work-fasttrack**

Company messenger application chat at Brightstone Accountancy Firm, the workplace of our fictional protagonist, Phoebe Aldridge. This chat is workplace discussion relating to the fast track programme that Phoebe is on. Members of the chat include fast track participants, mentors, and administrators. Topics should relate to the programme and include requests for advice, discussion of experiences, talk about job rotations, and social gatherings. Include in the messages some announcements from fast track leadership or administrators; these announcements should range from low importance to high importance/urgent. While a list of some colleagues and clients is provided, you should also generate fictional names to reference in messages. Phoebe lives in London, where the company has its main offices. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

#### **phoebe-work-manager**

Company messenger application chat at Brightstone Accountancy Firm, the workplace of our fictional protagonist, Phoebe Aldridge. This chat is workplace discussion between Phoebe and her manager Megan Foster. Include only messages by Phoebe and Megan in this chat. Topics should be the usual ones you would expect an employee and manager to discuss. Messages should range from low importance to high importance/urgent. While a list of some colleagues and clients is provided, you should also generate fictional names to reference in messages. Phoebe lives in London, where the company has its main offices; she sometimes needs to travel for work. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

**phoebe-work-announce**

Company messenger application chat at Brightstone Accountancy Firm, the workplace of our fictional protagonist, Phoebe Aldridge. This chat is company-wide internal announcements, with messages only coming from senior leadership (or their assistants) or an impersonal announcements account. Topics include client-related announcements (i.e. new clients, project successes), senior appointments, compliance-related communications, recognising individual successes etc. Messages should range from low importance to high importance/urgent. While a list of some colleagues and clients is provided, you should also generate fictional names to reference in messages. Message content should be unique and not duplicated. The tone of the messages should be formal British business English with British spellings.

**S7.3.2 Phoebe - Personal**

**phoebe-friends-university**

General chat between a group of friends who all studied together at Borsetshire University and graduated two years ago. This close group of friends stays in touch - mainly via this chat - and sometimes organises meetings. They discuss how each other's careers and personal lives are doing. Topics are wide-ranging, including general jokes and light chat in addition to talking about what they are doing or arranging to meet. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

**phoebe-friends-work**

General chat between a small group of friends who currently work together at Brightstone Accountancy Firm, the workplace of our fictional protagonist, Phoebe Aldridge. This chat is outside of normal work channels and can include arrangements to meet up and office gossip as well as general jokes and light chat. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

**phoebe-family-chat**

General chat between members of a fictional British family, as seen by our protagonist, Phoebe Aldridge. The chat is a lighthearted exchange between immediate family members Phoebe, Brian, Jennifer, Debbie, Adam, Kate and Alice, and also wider family members. Do not include messages from non-family. Topics include anything a family might discuss, but can also include village gossip, family personal and work happenings and milestones, and requests for assistance or favours. While Phoebe lives in London now, most of the family live in the village of Ambridge, while wider family and friends are dotted around local villages Penny Hasset, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham where Usha works as a partner in Felpersham Law. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

## **S7.4 Kenton**

### **S7.4.1 Kenton - Work**

#### **kenton-work-company-announce**

Corporate messenger application messages within the employer of our fictional protagonist, Kenton Archer. The messages are exclusively internal corporate announcements coming from the executive and senior leadership team of company that Kenton works for, ICG. Generate messages that come from all of the executives in the provided list. Messages should occasionally refer to the company's international operations, R&D, production facilities etc. Refer to the countries that these are located in. Message content should be unique and not duplicated. While a list of some clients is provided, you should also generate fictional client names to reference in messages. The tone of the messages should be formal business international English.

#### **kenton-work-company-general**

Corporate messenger application chat within the employer of our fictional protagonist, Kenton Archer. The chat is general workplace discussion within the company that Kenton works for, ICG. The chat is at the overall company level and not individual teams, so should mostly not refer to in-country topics. Topics should include discussion about company announcements and products, upcoming events, business climate, general news (where appropriate for corporate discussion) and other items people might choose to share with a company of this size. This group chat is intended for discussions aimed at the whole company - it is not the correct place for team discussions, technical support requests etc. Messages should occasionally refer to the company's international operations, R&D, production facilities etc. Refer to the countries that these are located in. Message content should be unique and not duplicated. While a list of some clients is provided, you should also generate fictional client names to reference in messages. The tone of the messages should be informal/business international English.

#### **kenton-work-team-client**

Corporate messenger application chat for the work team of our fictional protagonist, Kenton Archer. The chat is client-related workplace discussion between members of the same business development (sales) team that Kenton is in within ICG. The team is spread all over. Topics should include client discussions, logistics, problem solving/assistance and other topics that a distributed team might discuss relating to their client base. Some of the messages should be of a type that might need a prompt or urgent response. While a list of some clients is provided, you should also generate fictional client names to reference in messages. Message content should be unique and not duplicated. The tone of the messages should be informal British English.

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### **kenton-work-team-general**

Corporate messenger application chat for the work team of our fictional protagonist, Kenton Archer. The chat is general workplace discussion between members of the same business development (sales) team that Kenton is in within ICG. The team is spread all over. Topics should include client discussions, logistics, talking about out of work meetups and events and other topics that you might expect a distributed work team to discuss. While a list of some clients is provided, you should also generate fictional client names to reference in messages. Message content should be unique and not duplicated. The tone of the messages should be informal British English.

### **kenton-work-team-manager**

Corporate messenger application chat between our fictional protagonist, Kenton Archer and his manager Evelyn Baker, who heads up the business development (sales) team that Kenton is in within ICG. The team is spread all over. This chat is just between Kenton and his manager, and topics should include client discussions, logistics, and usual topics that a manager and their direct report might need to discuss. Some of the messages should be of a type that would normally need a prompt or urgent response. In this scenario, Kenton is a strong performer at work, but has a high workload with a lot of customer travel commitments. While a list of some clients is provided, you should also generate fictional client names to reference in messages. The tone of the messages should be informal British English.

## **S7.4.2 Kenton - Personal**

### **kenton-family**

Chat between members of the family of our protagonist, Kenton. The chat is a light-hearted exchange between family members on a variety of topics, with some messages relating to logistics and meeting up. A small amount of messages should be of a type that might need a prompt or urgent response. Kenton and Kathy live in the village of Ambridge, and work in the county town of Borchester in Borsetshire, while family are dotted around local villages Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham. The tone of the messages should be informal British English.

### **kenton-friends**

Chat between a group of friends. People mostly come from the fictional village of Ambridge in the county of Borsetshire, UK, or nearby. Some of the group often meet at the village pub (The Bull) to socialise. Chat will cover a wide range of topics, including village gossip, current affairs and family news, as well as making arrangements and sharing personal news. People may also mention locations in the main county town of Borchester, as well as, Penny Hassett, Loxley Barrett, Darrington, and the cathedral

city of Felpersham. There are some general jokes and light banter. The tone of the messages should be informal British English.

**kenton-kathy**

Chat between our fictional protagonist, Kenton and his wife Kathy Archer. The chat is a exchange a variety of topics, with some messages relating to logistics and meeting up but also discussing how their day is going and talking about family and work events. Try and include reasonable variety. Kenton is a client manager for a global consumer products company, who often works long hours and has to travel, which sometimes causes tension. A small amount of messages should be of a type that might need a prompt or urgent response. Kenton and Kathy live in the village of Ambridge, and work in the county town of Borchester in Borsetshire, while family are dotted around local villages Ambridge, Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham. The tone of the messages should be informal British English.

**S7.4.3 Kenton - Football**

**kenton-football**

Chat between a group of friends who share an interest in football. People mostly come from the fictional village of Ambridge in the county of Borsetshire, UK, or nearby. The group often meet at the village pub (The Bull) to socialise and sometimes watch matches, but also watch the local team and some travel to league matches. Topics generally relate football, but the chat will often veer to other topics including village gossip, current affairs and family news. As well as the football clubs listed in the entities document, people may also mention locations in the main county town of Borchester, as well as, Penny Hassett, Loxley Barrett, Darrington, and the cathedral city of Felpersham. There are some general jokes and light banter. The tone of the messages should be informal British English.

**S7.4.4 Kenton - Golf**

**kenton-golf**

Chat between a group of friends who play golf together. People mostly come from the fictional village of Ambridge in the county of Borsetshire, UK, or nearby. The group socialise together around golf, but also the village pub, The Bull. Topics generally relate to arranging meetups to play golf, but the chat will often veer to other topics including village gossip, current affairs and family news. As well as the golf clubs listed in the entities document, people may also mention locations in the main county town of Borchester, as well as, Penny Hassett, Loxley Barrett, Darrington, and the cathedral city of Felpersham. There are some general jokes and light banter. The tone of the messages should be informal British English.

## **S7.5 Usha**

### **S7.5.1 Usha - Work**

#### **usha-work-office**

Company messenger application chat at the Felpersham Law, the workplace of our fictional protagonist, Usha Franks. This chat is general workplace discussion among staff. Topics should include discussions related to work in general but not specific client details. This can include cover, logistical arrangements, daily office opening and closing, lunch arrangements, work social events and other topics that you might expect to be discussed in a small company. While a list of some colleagues and clients is provided, you should also generate fictional names to reference in messages. Usha herself lives in the nearby village of Ambridge. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

#### **usha-work-partners**

Company messenger application chat at the Felpersham Law, the workplace of our fictional protagonist, Usha Franks. This chat is discussion between the three partners including Usha. Topics in this chat should include discussions related to the individuals work as partners of the practice. This can include the strategy and performance of the partnership, staff issues, problems or opportunities with clients, concern about competitors and other leadership topics. Discussion of client issues should be at a higher level rather than details, focussing only on things that might affect the client relationship - the partners have different areas of specialisation and would not generally discuss day to day client matters among themselves. As it is a private chat between the three partners they will be candid about issues and people. Some messages may concern social topics or trivia. A subset of the messages should be of the type that might expect a prompt response. While a list of some colleagues and clients is provided, you should also generate fictional names to reference in messages. Usha herself lives in the nearby village of Ambridge. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

#### **usha-work-pa**

Company messenger application chat at the Felpersham Law, the workplace of our fictional protagonist, Usha Franks. This chat is discussion between Ushal and her personal assistant Evan Thomas. Only include messages from these two people. Topics in this chat should include discussions related to Usha's client work, organising her diary and other similar items that would come up between a partner in a solicitor's practice and her personal assistant. Some messages may concern social topics or trivia. A subset of the messages should be of the type that might expect a prompt

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response. While a list of some colleagues and clients is provided, you should also generate fictional names to reference in messages. Usha herself lives in the nearby village of Ambridge. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

### **usha-work-clients**

Business communications (email/messages) at the Felpersham Law, the workplace of our fictional protagonist, Usha Franks. These messages are communications directly between Usha and various clients that she is working with. Topics in this chat should include discussions related to the clients' cases and other similar items that would come up between a partner in a solicitor's practice and her clients. A few messages may concern social topics or trivia where Usha has a long relationship with the client. A subset of the messages should be of the type that might expect a prompt response. While a list of some colleagues and clients is provided, you should also generate fictional names to reference in messages. Usha herself lives in the nearby village of Ambridge. Message content should be unique and not duplicated. Ensure that you produce incoming messages from clients. The tone of the messages should be British English with British spellings.

## **S7.5.2 Usha - Personal**

### **usha-family-close**

General chat between members of a fictional British family, as seen by our protagonist, Usha Franks. The chat is a lighthearted exchange between immediate family members Usha, Alan, Amy and Ravi - do not include messages from any other people. Amy and Ravi should refer to Usha and Alan as 'Mum' and 'Dad'. Topics include anything a family might discuss, but can also include village gossip, family personal and work happenings and milestones, and requests for assistance or favours. Usha and Alan live in the village of Ambridge, while wider family and friends are dotted around local villages Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham where Usha works as a partner in Felpersham Law. The tone of the messages should be informal British English with British spellings.

### **usha-family-wide**

General chat between members of a fictional British family, as seen by our protagonist, Usha Franks. The chat is a lighthearted exchange between immediate family members Usha, Alan, Amy and Ravi and wider family members including Deepak, Shiv and Satya - do not include messages from non-family. Topics include anything a family might discuss, but can also include village gossip, family personal and work happenings and milestones, and requests for assistance or favours. Usha and Alan live in the village of Ambridge, while wider family and friends are dotted around local

villages Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham where Usha woks as a partner in Felpersham Law. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

#### **usha-village**

General chat among residents of the fictional village of Ambridge in in the county of Borsetshire, UK, as seen by our protagonist, Usha Franks. The chat is a mostly light-hearted exchange between residents of Ambridge, covering topics including comings & goings around Ambridge, parking problems, postal service & parcel delivery (problems), recommendations for good tradespeople, social events, local crime and plenty of village gossip. This chat is among a general village audience rather than one-to-one messages about individual arrangements. A few of the messages should be of a nature that merits a prompts response, such as a request for assistance or information. Nearby villages include Penny Hassett, Loxley Barrett, Darrington, Hollerton, Edgeley, Waterley Cross and Lakey Green. The main local city is the cathedral city of Felpersham. Some of these locations should occasionally be mentioned in messages. In addition to the supplied list of people, you should make up identities as needed - the chat forum would contain maybe 50-30 members (although not all of these post messages often). Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spelling.

#### **usha-school-comms**

Messages originating from the school Felpersham Grammar in Felpersham, Borsetshire, UK, where our protagonist, Usha Franks sends her children. All messages are announcements and notices from school leaders or the school office, directed at parents with children at the school. In addition to the supplied list of people, you should make up identities as needed. Message content should be unique and not duplicated. The tone of the messages should be relatively formal British English with British spelling.

#### **usha-school-parents-chat**

Messenger chat between parents with children attending Felpersham Grammar School in Felpersham, Borsetshire, UK, where our protagonist, Usha Franks sends her children. This is a chat group independent of the school where parents can discuss school and other topics. This could include compliments or more often complaints about the school as well as sharing helpful information and coordinating things. Sometimes the parents group meets up in Felpersham cafes. There are some occasional jokes and off topic discussion. Some parents have a less positive outlook than others and tend to complain, while others are more positive - generate a mix of positive and negative comments. Only parents are in this chat - neither Usha's nor anyone else's children are on it. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spelling.



### **S7.5.3 Usha - Riding**

#### **usha-riding-chat**

General chat between a group of friends with a shared interest in horse riding, including our protagonist Usha Franks. Most of those on the chat are members of Felpersham Riding Club and some stable their horses there. Club members mostly come from the fictional villages of Ambridge and Darrington in the county of Borsetshire, or nearby, although some come from the cathedral city of Felpersham where Usha practices as a solicitor. This is a social chat between friends and acquaintances that share a common interest. Topics generally relate to all aspects of recreational and competitive horse riding, with many messages also being about meeting up for rides. Some but not all ride competitively (i.e. dressage), while most are social riders. There are some non-horse related messages such as general jokes and light chat. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.

#### **usha-riding-stables**

General chat for people associated with Felpersham Riding Club and its stables, including our protagonist Usha Franks. The chat is used for communication between members of Felpersham Riding Club and also for announcements and information from club officials and stable managers. Usha stables her horse there. Club members mostly come from the fictional villages of Ambridge and Darrington in the county of Borsetshire, or nearby, although some come from the cathedral city of Felpersham where Usha practices as a solicitor. Topics generally relate to all aspects of recreational and competitive horse riding, with many messages also being about club matters and announcements about competitions, events and happenings at the stables. Message content should be unique and not duplicated. The tone of the messages should be informal British English with British spellings.