Abi (Abigail/Abishek) GenderMag Persona

- 24 Years old
- IT
- New jersey

abi is a young woman who just completed her bachelor's, She is an IT for a small school and each day she has her morning coffee. She gets along well with students whose Chromebooks she repairs, even keeping lollipops and other small candies for kids that come visit her office. She is well-liked among her peers and strives to keep a smile on her face when facing any sort of strife in the work place. 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 got into IT after finding out that fixing her own errors was fun. She soon applies her skills and knowledge to help others. She got her bachelors degree to ensure she has her foot in the door when it comes to applying jobs.

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 <u>rarely has spare time.</u> So she is <u>risk averse about using unfamiliar technologies that might need her to spend extra time</u> 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 <u>gathers information comprehensively to try to form a complete understanding of the problem before trying to solve it.</u> 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 <u>process-oriented learning,</u> e.g., tutorials, step-by-step processes, wizards, online how-to videos, etc. <u>She doesn't particularly like learning by tinkering with software</u> (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.

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