Tim[1]

- **49 years old**
- **Employed as a Professor**
- **Lives in São Paulo, Brazil**

Tim knows several routes to get to work from home and he's always exploring ways to optimize his trips into the office. Work starts with email, which he answers one at a time, as soon as he reads them. (Sometimes this backfires, if there is a second related message he hasn't read yet, but he doesn't mind sending a follow-up email.) Some nights he plays computer games with his online friends.

Background and skills

Tim works as a Computer Science Professor. He just moved to this employer 1 week ago, and their software systems are new to him. For Tim, technology is a source of fun, and he is always on the lookout for new computer software. He likes to make sure he has the latest version of all software with all the new features.

Tim has a PhD in CS, and refers to himself as a "numbers person" in his work in Human-Computer Interaction. He likes Math and uses it to analyze the data that arises in much of his work. In his free time, he plays the latest video games. He has the newest smart phone and a hybrid car. He downloads and installs the latest software, and experiments with its settings.

Motivations and Attitudes

- **Motivations**: Tim likes learning all the available functionality on all of his devices and computer systems he uses, even when it may not be necessary to help him achieve his tasks. He sometimes finds himself exploring functions of one of his gadgets for so long that he loses sight of what he wanted to do with it to begin with.

- **Computer Self-Efficacy**: Tim has high confidence in his abilities with technology, and thinks he's better than his peers at learning about new features. If he can't fix the problem, he blames it on the software vendor; it's not his fault if he can't get it to work.

- **Attitude toward Risk:** Tim doesn't mind taking risks using features of technology that haven't been proven to work. When he is presented with challenges because he has tried a new way that doesn't work, it doesn't change his attitudes toward technology.

How Tim Works with Technology and Learns

- **Information Processing Style:** Tim leans towards a *selective information processing style* or "depth first" approach. That is, he usually delves into the first promising option, pursues it, and if it doesn't work out he backs out and gathers a bit more information until he sees another option to try. Thus, his style is very incremental.

- **Learning: by Process vs. by Tinkering**: Whenever Tim uses new technology, he tries to construct his own understanding of how the software works internally. He likes tinkering and exploring the menu items and functions of the software in order to build that understanding. Sometimes he plays with features too much, losing focus on what he set out to do originally, but this helps him gain better understanding of the software.

[1]For distribution data on users similar to and different from Tim, see http://gendermag.org/ for customizable versions including customizable pronouns.