

JOHN WADE: ASSOCIATE PROFESSOR OF ENGLISH

“KEEP ME UP TO DATE, BUT DON’T BORE ME WITH THE DETAILS”



+ 26

+ EMPLOYED BY THE UNIVERSITY OF GEORGIA

+ MASTERS FROM UNIVERSITY OF WISCONSIN

+ INTERMEDIATE COMPUTER SKILLS

+ MULTITASKING KING

+ YOUNG PROFESSIONAL

+ POLITICALLY MODERATE

+ LIKES: NPR.ORG, CNN.COM, ESPN.COM

+ DISLIKES: FOXNEWS.COM, DRUDGEREPORT.COM

KEY GOALS

John just moved to the (relatively) more conservative town of Athens, Georgia from Madison, Wisconsin. He is looking to keep up with national news, but doesn't have time to watch a news channel, or listen to NPR all day. He wants a wide range of news, but desires something he can glance at throughout the day. Check out ConvergeSE for 2012!

DAY IN THE LIFE

He teaches a variety of classes through out the day. Between classes he checks his email, grades papers, and keeps an eye on his Twitter feed. He tries to stay off of Facebook at work, but at home he uses it to communicate with his girlfriend back in Wisconsin.

He is definitely a digital native. He has no trouble navigating the internet and often uses his smart phone to check his email and favorite blogs. He isn't too keen on learning how to do much else with them though. It isn't unusual for John to have more than one tab going at a time, constantly switching between student's papers, social media, and news sites. He likes to read both traditional news sites such as NPR, CNN, and Huffington Post. Additionally, he likes pop culture aggregation sites like BuzzFeed and Reddit, but prefers Gawker over other sources.

WHY GAWKER

John likes to use Gawker primarily because of its clean design and easy, fast, readability. While he likes other news sites, he finds them to be either too busy (cnn.com), do not update enough (npr.org) or do not show enough content “above the fold” (huffingtonpost.com). Gawker's side bar continuously updates throughout the day, while the main article updates two or three times a day. The sub-articles in the scrolling side bar offer quick summaries of the stories as well as a teaser image. Additionally, he can scroll down and see the previous top stories directly “below the fold” and news stories for Gawker's sister sites.

Although John prefers Gawker over other sources, there are a few things about the site that bother him. The commenting section is incredibly difficult to navigate despite multiple redesigns. It also took him awhile to figure out how to search for specific articles. When trying to look at the site on his smart phone, it often crashes his mobile browser. While John likes the variety of stories that Gawker provides, he wishes they would focus more on serious news and write less misleading headlines.

WAYS JOHN ACCESSES THE INTERNET

+ IPAD

+ IPHONE

+ PERSONAL LAP TOP

+ WORK DESK TOP