

# Appendix C: Fictional Reader Profiles Used for Interviews

## Profiles Used with Female Interviewees

### Alexandra

Alexandra loves books and her last year's English teacher assigned novels that she enjoyed reading. This year, however, her teachers seem to be assigning more and more online reading and fewer books. Recently, her social studies teacher asked her to find news stories with an RSS tool, Google Reader, and she would have much rather looked at newspapers or magazines. She doesn't understand why all of her friends want Kindles and iPads when her school has a great library. She does do some social networking because she posts her book reviews on Goodreads, but she prefers to have an actual book in her hand as compared to another device.

### Maggie

Maggie enjoys keeping up with her friends on a variety of social websites, including Facebook, Twitter, and Pinterest. While she spends most of her time scrolling through posts and offering comments, every once in a while she will click on a link to view a video or read a story that one of her friends has posted. She posts links to stories that she finds interesting, most often about movies and music. She uses her smartphone to get assignments from school websites, but she rarely reads novels unless it is required. Maggie is very close to her grandmother, who lives in another state, and they keep in touch via email, which she checks every day.

### Robin

Robin has discovered that there are many apps she can use to read news about her latest passion: gaming. After a friend introduced her to World of Warcraft, she wanted to learn strategies for the game, and she has been reading online discussion boards via her smartphone. She loves playing games on her phone, particularly ones that have interesting characters and plots. She also likes social apps where she can connect with her friends and family. She doesn't understand why teachers can't use some of these ideas in school; games tell stories, too. Her mom in particular likes word games, and Robin enjoys chatting with her as they play Words with Friends.

### Sally

Sally got her first Kindle two years ago, and she has borrowed a number of books from the public library and even more from Amazon's lending library. Periodically, she will use some of the money she earns babysitting to buy a particular book that she has enjoyed and knows she will want to read again later. As she reads her ebooks, she uses the dictionary feature to identify words that she doesn't understand. She also shares quotes from the books she reads on Goodreads.com so she and her friends can talk about the stories they enjoy. While she does do some reading on the Web, she regularly reads teen magazines that come in the mail. She is hoping to get the new Kindle Fire so she can subscribe to her magazines digitally.

### Tabitha

Tabitha is a fan of both the Harry Potter and the Twilight series, having read each of the books at least twice. She loves to read fan fiction stories on the Web about the characters in these books, and since she got an iPad last year, she has begun to compose some of her own stories. She often provides feedback to other writers and enjoys sharing links to her work through Facebook. More recently, she found a website called "Inanimate

Alice,” which is a transmedia story that includes images, music, text, games, and short videos to create chapters in a Web-based novel. She enjoys this type of multimodal experience and is trying to figure out how to create her own transmedia story. While she rarely checks news sites, she does have Yahoo as her homepage, and every time she opens her Web browser, she reads the news headlines.

## Profiles Used with Male Interviewees

### Andy

Andy loves books and his last year’s English teacher assigned novels that he enjoyed reading. This year, however, his teachers seem to be assigning more and more online reading and fewer books. Recently, his social studies teacher asked him to find news stories with an RSS tool, Google Reader, and he would have much rather looked at newspapers or magazines. He doesn’t understand why all of his friends want Kindles and iPads when his school has a great library. He does do some social networking because he posts his book reviews on Goodreads, but he prefers to have an actual book in his hand as compared to another device.

### Max

Max enjoys keeping up with his friends on a variety of social websites, including Facebook, Twitter, and Pinterest. While he spends most of his time scrolling through posts and offering comments, every once in a while he will click on a link to view a video or read a story that one of his friends has posted. He posts links to stories that he finds interesting, most often about movies and music. He uses his smartphone to get assignments from school websites, but he rarely reads novels unless it is required. Max is very close to his grandfather, who lives in another state, and they keep in touch via email, which he checks every day.

### Randy

Randy has discovered that there are many apps he can use to read news about his latest passion: gaming. After a friend introduced him to World of Warcraft, he wanted to learn strategies for the game, and he has been reading online discussion boards via his smartphone. He loves playing games on his phone, particularly ones that have interesting characters and plots. He also likes social apps where he can connect with his friends and family. He doesn’t understand why teachers can’t use some of these ideas in school; games tell stories, too. His brother in particular likes word games, and Randy enjoys chatting with him as they play Words with Friends.

### Steven

Steven got his first Kindle two years ago, and he has borrowed a number of books from the public library and even more from Amazon’s lending library. Periodically, he will use some of the money he earns to buy a particular book that he has enjoyed and knows he will want to read again later. As he reads ebooks, he uses the dictionary feature to identify words that he doesn’t understand. He also shares quotes from the books he reads on Goodreads.com so he and his friends can talk about the stories they enjoy. While he does do some reading on the Web, he regularly reads magazines that come in the mail. He is hoping to get the new Kindle Fire so he can subscribe to magazines digitally.

### Tito

Tito is a fan of the Lord of the Rings series, having read each of the books at least twice. He loves to read fan fiction stories on the Web about the characters in these books, and since he got an iPad last year, he has begun to compose some of his own stories. He often provides feedback to other writers and enjoys sharing links to his work through Facebook. More recently, he found a website called “Inanimate Alice,” which is a transmedia story that includes images, music, text, games, and short videos to create chapters in a Web-based novel. He enjoys this type of multimodal experience and is trying to figure out how to create his own transmedia story. While he rarely checks news sites, he does have Yahoo as his homepage, and every time he opens his Web browser, he reads the news headlines.