

# Skeptical Sally

## Primary Persona

#staycalmandcarryon  
#stoppanicbuying  
#crediblesourcesonly

### Bio

Sally considers herself to be quite informed in all things literature, from skimming the daily news on the New York Times to rereading Harry Potter for the umpteenth time. When a public health issue occurs, she finds herself constantly combing through the News App on her iPhone and checking in with her elderly parents. She rolls her eyes at the Facebook posts from her more over-enthusiastic friends. Sally believes she has a healthy dose of skepticism when it comes to the media because she is very much aware of the bias they have. She wants to make sure that she stays informed, but has a hard time understanding the data in scientific resources.

### Demographics

**Age:** 27

**Location:** San Francisco, California

**Education:** Bachelor's Degree in Literature

**Job:** Advertisement Agency

**Family:** Married, no kids. Has aging parents she doesn't see often.

**Pets:** Dog (Hammy)

### Habits/Behaviors

- Always on her phone.
- Stays informed through updates from The New York Times and CNN.
- Tends to read multiple articles from various sources on one topic.
- Checks with medical authorities on issues of public health.

### Primary Sources



The New York Times



### Goals

- To take reasonable precautions without overreacting to outbreaks.
- To feel assured that the sources she's using are credible and cross-referenced with experts in the field.
- To understand more about the science behind health issues.

### Motivations

- **Fear:** Worried about the people she loves, especially her parents who are old and more vulnerable to viral outbreaks.
- **Doubt:** Feels that news shared through social media postings by non experts aren't always credible and have misleading information.
- **Perception:** Has a general distrust of biased mainstream media reporting.
- **Knowledge:** Lacks expertise to fully understand scientific journals and reports

### Frustrations

- Believes the media puts revenue and interest before hard facts.
- Has a hard time understanding scientific journals, explanations, and data.
- Doesn't know when to take outbreaks seriously.
- Fed up with unreliable news from social media postings circulated by non experts.

“I don't think  
it's time to  
panic...yet.”

# Fearful Frank

## Secondary Persona

#maskup  
#donttouchme  
#abjectterror

### Bio

Frank considers himself a practical person and loves studying stories of the past to inform his present decisions. He chats on the phone with his mom every day and checks in on his Nani and Popi once a week during the nursing home's visiting hours. He is all too aware of the human body's shortcomings, so when he sees public health items on his Facebook news feed, he delves deeper into the internet to find all things related to the topic of discussion, indiscriminate of the source. He is dependent on public transportation, but he is careful to maintain a safe distance from strangers and avoids touching public surfaces when possible. He is constantly disinfecting his home and showers twice a day to keep himself clean and healthy. He has a crisis kit on hand because he does not want to be unprepared during an emergency.

### Demographics

**Age:** 33

**Location:** San Francisco, California

**Education:** Bachelor's Degree in Art History

**Job:** Museum Docent

**Family:** Single, has aging parents and elderly grandparents.

**Pets:** none

### Habits/Behaviors

- Commutes to and from work using public transportation.
- Always on his phone, checking his dedicated Facebook groups.
- Indiscriminately consumes various articles after seeing alarming headlines.
- Will occasionally read public health expert resources as a secondary source of information.

### Primary Sources



### Goals

- To stock up on basic supplies and food in case of emergencies.
- To be constantly updated with the latest news on public health issues through social media and news apps.
- To understand the severity of public health issues and outbreaks.

### Motivations

- **Fear:** Worried about getting sick and infecting his aging parents and grandparents, who are more vulnerable to health issues.
- **Preparation:** Proactive in preparing for an emergency situation ahead of the general public so that he can beat the panic-buy rush.
- **Convenience:** Social media is his preferred channel for information, because it is accessible and easy to consume.

### Frustrations

- Thinks people in general are under prepared for emergencies.
- Feels that people don't take public health issues seriously enough until it's too late.
- Believes that the mainstream media downplays headline stories and the real situations are worse than they are being portrayed.

“It’s pretty scary out there. Purell, anyone?”