



"I VALUE MY FAMILY ABOVE ALL ELSE. THAT MEANS DOING WHAT I CAN TO MAKE THE WORLD A BETTER PLACE."



"COMPUTERS ARE PART OF MY DAILY ROUTINE, NOW, BUT I'M NOT TOTALLY USED TO THEM YET"



"I WANT TO HELP OTHERS FIGHT THE BATTLE MY MOTHER WENT THROUGH."

## BACKGROUND

A Professor of Education at the University of Michigan for 10 years now, Ellen has always been an active member of the Ann Arbor community. She cares deeply about doing her part to make the community and the world a better place. She is married to Dmitri, a Google AdWords marketing agent and has a 7 year old son named Jeremy.

## PERSONAL LIFE

Ellen enjoys gardening and spending time with her family. She uses the Internet at home for e-mail and searches for recipes once in a while, but prefers to spend time away from technology playing board games with her family or helping her son with his 1st grade homework. Ellen and her husband rescued a mixed breed puppy from the pound for Jeremy's last birthday. Ellen is in good shape at 40 years old, and enjoys biking to work in all seasons, and plans to for many years. She volunteers at the Ann Arbor Hands On Museum from time to time and enjoys shopping at the farmers' market with her family when the weather is nice. Ellen and her husband make sure to go to every one of Jeremy's soccer games. Ever since her mother died of breast cancer when Jeremy was only a toddler, Ellen has been reminded of just how precious life is and has cherished her family.

## GOALS

Ellen's first priority is her family. She wants to help provide for her family with her faculty position at the University of Michigan while leaving enough time to spend enjoying her son's younger years. "Kids only grow up once," she says. She also wants to give something back to the community she has been a part of for so long, and in the process set an example for her son to follow when he grows up. She volunteers for clinical research studies when she has time, especially when the results could help victims of breast cancer.

## SCENARIO - ELLEN CRANBERT

Ellen wakes up to the sound of the alarm clock on her husband's side of the bed. Another week has begun, and she's happy to have a minute for herself to mentally prepare for the day as her husband goes to take a shower. She heads to the kitchen to get started on waffles using the batter Dmitri made the night before. As the waffle iron heats up, she goes into Jeremy's room, gently shakes him and says, "Good morning, sweetie! Today your get to take your lizard to show and tell!" She lays out clothes for him and heads back to the kitchen once he's getting dressed.

Filling the waffle iron once, she grabs the paper from the front door and skims the headlines while she makes the first few waffles. Nothing too shocking, so she leaves it on the table for Dmitri and pours some juice. Soon Jeremy comes in and sees his waffle with a smiley face of jam on top. He grins and says, "Thanks, Mom!" After an uneventful breakfast, Dmitri walks Jeremy out to the curb to wait for the bus with his lizard cage, then drives himself to work. Ellen follows a few minutes later by bike.

Once at the office, Ellen checks her e-mail. She remembers that it's been a while since she checked the Engage website for new studies, so she goes to <http://www.umengage.org>. She follows her usual routine, clicking through several screens, ignoring most of the text, (she never understood it anyway), to reach the page of recently added studies. This is the way she almost always uses the site, because once she found something that worked for her, she stuck with it. She didn't want to have to read all the cluttered text on other pages.

As she looks through the 16 results, she notes on a piece of paper the phone numbers for four that are looking for healthy female participants. When Ellen browses the results, she has to click once for each category type, and then once on the name of the study, before reading through to see whether she qualifies or is interested. The descriptions on the search result page rarely ever make any sense to her, with long technical names like Pharmacokinetics or obscure drug names like XS109. She wishes there were a faster way to find the ones relevant to her!

Oops! As she's reviewing her list, she notices the contact information for the last study is identical to one of the previous studies. She double checks, and indeed, the study had been listed twice on the search results. She crosses that one off. She spends the next hour reviewing her slides for this week's lectures, including her seminar, "Gradeschool Ethics," in which she teaches aspiring teachers how to encourage children to share and treat each other with respect.

During her lunch break, Ellen calls the numbers she has written down while she reheats her leftovers from last night. For each call she makes, she asks a few questions. First, she makes sure she understands the point of the study. Then she verifies that she

is qualified, and asks about what would be required of her, and what risks to her health might be posed by participation. If everything sounds OK, she asks that the necessary paperwork be sent to her and an initial appointment be made. One of the studies requires an fMRI, and she decides not to do that one for the time being since she doesn't fully understand the technology.

In a few days, she receives the paperwork to look over and complete before participating in the study. She sends it in the next day, and a week later she is in an office where they perform several harmless tests and ask her questions.

When the study is done, Ellen receives a check in the mail to compensate her for her participation. She sends this money to a Breast Cancer Foundation devoted to researching the cause of breast cancer. She chooses this foundation because breast cancer was an important factor in her mother's death, and she also anticipates that she may be more susceptible to it as well.