



# Audience Builder

## Gong-Yoo

AGE:  
37 years old

LOCATION:  
Seoul, South Korea

OCCUPATION:  
Entrepreneur

EDUCATION:  
University, MBA

LANGUAGES:  
Korean (fluent),  
English (basic)

### Technology comfort level



### Writing comfort level



#### Samsung Laptop

**PRIMARY USE:** Emails, writing for work and his blog



#### iPhone

**PRIMARY USE:** Calling, messaging on KakaoTalk, social media (Facebook, Kakao Story, Instagram)

## Background

Gong-Yoo started his own management consulting business after working in the private sector for many years. He lives in Seoul with his wife and two young children. He has a university degree in accounting and an MBA. He spends most of his

time working, and when he's not working or with his family, he writes on management practices for his Naver blog and meets potential clients over dinner or at professional events.

## Tech Habits

He has a personal Windows laptop which he uses for his work and writing, and an iPhone which he uses frequently for business calls and to monitor and post on social media. He writes for his own Naver blog, which is among the top-rated business blogs on Naver. He also contributes to Naver forums on business and management, in an effort

to further promote his expertise. He uses the internet quite a bit for work, but it took him some time to learn how to customize his Naver blog. Now he moves fluidly between Naver and his various social media accounts, constantly updating his various online profiles.

## Perceptions of Wikipedia

Gong-Yoo first learned about Korean Wikipedia 8 years ago. He finds it extremely useful for explaining new topics, and does research on both Korean and English Wikipedias often when writing about a new topic on his blog. He learned that

anyone could edit Wikipedia only recently, when he read about this in a news article. He knows that Wikipedia can be edited by amateurs, but doesn't know anything else about how editing works, and the related policies.

## Experience Goals

- To add links and content from his work that will appear on Wikipedia instantly and publicly, without being disputed or removed

## End Goals

- To increase awareness of the specific management practices he specializes in
- To have his work appear in the top results of Google searches
- To drive traffic, particularly potential clients, to his business website

## Challenges

- Understanding and abiding by Wikipedia's conflict of interest policies

## Editing Journey

