

LifeHacker's "How I Work" series

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In writing this report, primary data were used from primary sources. According to <https://library.ithaca.edu/r101/>, A primary source gives firsthand evidence about a person or a work of art. Also, Raggi (2021) stated that the primary data can be collected through different methods such as interviews and questionnaires. I selected ten interview cases from LifeHacker's "How I Work" series. Each interview focused on one technology or concept to give a thorough understanding of the subject matter the interview was about. The three themes I used were: **women**, **people who worked in the technical field**, and **people who worked in the creative field**.

1. **Women**: from the ten cases I chose, there were six women who succeeded in different businesses:

- **Lisa Lucas** was a National Book Foundation executive director. She was also an educational outreach consultant. <https://www.linkedin.com/in/lisa-lucas-2108b15> Lisa was a Senior vice president of Pantheon book. Also, she increased existing public programs and pioneered new works including literature for justice. Furthermore, she became an analytical journalist in Florida and New York. In addition, she was a reporter for the New York Daily News.
- **Vanna White** was a co-host of the "Wheel of Fortune" entertaining game show. Her job was to uncover letters on the show's puzzle board. Part of the success of the show was because of the two cohosts: Pat Sajak and Vanna White. <https://www.biography.com/personality/vanna-white> Vanna was a letter-turning model who was chosen out of 200 applicants to join the show that was watched by about 40 million people. Vanna hit letters on the long-running game show for more than 6000 episodes and had worn over 5700 evening dresses.

- **Mari Takahashi** was an executive producer, writer, editor, and host at Smosh Games. (https://smosh.fandom.com/wiki/Mari_Takahashi) Mari joined the entertainment corporation Smosh after co-founding Smosh Games which was an iconic YouTube channel with over seven million contributors. She became the main host of many series such as Game Bang and Mari Fun Time. Also, she appeared in several videos such as the Minecraft show.
- **Susan McPherson** was the founder of McPherson and a communications consultant and advisor. <https://www.linkedin.com/in/susanmcpherson> Susan was a leader who focused on building connections and social impact networks. She was a speaker who helped develop organizations and foundations. She was also the advisor of a women-led technology program. Furthermore, she was an advisor to a number of nonprofit corporations such as the “Girls Who Code” organization.
- **Shan-Lyn Ma** was the chief executive officer of Zola's smart free tool to streamline development for events such as wedding planning. <https://www.refinery29.com/en-us/2019/04/227073/zola-cofounder-shan-lyn-ma-woman-entrepreneur> Together with her founder, Shan-Lyn Ma organized and operated the organization for the wedding registry. Shan-Lyn Ma built online products after assessing many business ideas. She used her expertise to improve the online services for customers.
- **Grete Eliassen** was a champion skier and women’s sports supporter. <https://www.greteski.com/about> Grete is a professional skier who earned medals six times and four times she was the United States Open Freeskiing Winner.

Because of her considerable support to the women's sports foundation, Grete received the "Yolanda L. Jackson Give Back" award. Afterward, she served as the president of the same foundation. She also was a trainer to the contestant's young ladies. Grete achieved the Hip Jump world Record as she reached speeds of 60 miles per hour downhill, and hit the custom 30-foot feature that no woman ever came close to that record.

2. **people who worked in the technical field:** from the ten people I chose, there were three who had the theme of working in the technical field. They were either experts, champions, or designers in that field.
 - **David Murphy** was an expert publisher and was able to teach people about both hardware and software technology. In his posts (<https://lifehacker.com/author/thedavidmurphy>), David managed a team of publishing evergreen technology stories to create Lifehacker's top-performing vertical at 115 million overall pageviews. The technology page issued more than 80 articles each month. He also showed people how to locate their local and external Internet Protocol (IP) address and how to check the battery health on all kinds of apple devices.
 - **Eric Gundersen** was a chairperson of the board of administrators at Mapbox. Mapbox was a software company that was located in Washington, D.C. Eric was chief executive officer in that company <https://www.mapbox.com/> He organized products and also built products in an incremental way using OpenStreetMap. Eric helped a business grow that would go public by joining a company backed by enormous SoftBank technology. He made maps with precise locations using certain

kinds of technology tools that allowed the team to have a better job to be able to aid agencies as a result. He would sell those maps to the developers. The developers then would be able to make advanced applications and websites for the customers to use.

- **Charlie Deets** was a WhatsApp product designer. <https://www.whatsapp.com/>

Charlie made the WhatsApp application free to download. It had secured and easy tools that would help sort and responding to messages. Charlie helped the users to try new things that were both mobile and desktop device-friendly. For example, he gave the option to users to try popover overlap which contains the material in a web browser without the need to create a new window.

3. **people who worked in the creative field:** from the ten people I chose, there was one who had the theme of people who work in the creative field.

- **John Suh** was a LegalZoom chief executive officer. This network of attorneys had about six million customers. if anyone needed an attorney, he or she could visit the office of a lawyer to get help as needed. However, I never heard or even thought that people could get legal issues solved through online sources. Therefore, I considered LegalZoom a very creative field.
<https://www.legalzoom.com> John was an officer from whom customers could get legal help through ongoing access to his network of attorneys. Also, LegalZoom would help the customers' businesses to run smoothly so they can manage their companies. Finally, LegalZoom would help start their will or trust to protect their families' future with a plan.

References:

D, A. R., & Raggi, M. (2021). From collection to integration: Non-parametric Statistical Matching between primary and secondary farm data. *Statistical Journal of the IAOS*, 1–11.