

Job	Education	Age	Church
religious profession secular profession	elementary junior high high-school college	child teen college adult	house church small church medium church large church denomination
senior pastor assistant pastor church administrator Sunday School teacher missionary chaplain	college graduate seminary Sunday School		churchgoing regular irregular occasional never
teacher professor student			
author famous person blogger			

Relationships		
spouse	single	Christian family (current)
fiance(e)	in a short-term relationship	non-Christian family (current)
significant other	in a long-term relationship	Christian family (upbringing)
parent	married	non-Christian family (upbringing)
child	separated	
uncle / aunt	divorced	
godparent	widowed	
cousin		
grandparent	dating a Christian dating a non-Christian	
friend	married to a Christian	
churchgoer	married to a non-Christian	
co-worker	partner converts to Christianity	
boss	partner converts away from Christianity	

Religion	Background	
experienced Christian	political views	good health
new Christian	theological views	poor health
nominal Christian	theological tradition	good vision
	theological education	reading glasses
	view of inerrancy	poor vision
	view of gender language	
non-Christian		
seeker	literacy level	emotion
casual anti-Christian	primary language	love
militant anti-Christian	familiarity with churchspeak	happiness
of a different faith (active)		anger
of a different faith (nominal)	socio-economic status (current)	fear
	socio-economic status (upbringing)	sadness

Where		
home	retreat	church
work: on the job	vacation	youth group
work: on break	hiking / camping	during sermon
school: in class	exercising	during service
school: out of class	another country	Sunday School
homeschool	camp	small group
prison	library	worship
	store	VBS
driving a car	cafe	personal devotions
riding in a car	restaurant	family devotions
riding in a church van	hotel	commuting (work / school)
on mass transit	combat	running errands
in an airport		on a long trip
on an airplane		
worship		while also
singing	music (performance)	surfing the web
silent prayer	preaching	emailing
spoken prayer	requesting prayer	chatting (IM)
greeting others	benediction	texting
communion	kinetic	listening to music
tithing	time for children	listening to the radio
silence	drama	watching TV
confession	visual art	talking to someone in-person
giving thanks	baptism	on the phone
meditation	commissioning / recognition	during a crisis
liturgy / recitation		
call / response		
acts of service		

When	how often	Physical Context
time of year	daily	sitting
nearby holidays	every few days	standing
liturgical calendar	weekly	lying down
special occasion	only during church	walking
	occasionally	moving
how long	only when looking something up	
a few seconds	only when something important happens	silent
a few minutes		quiet
15 minutes to an hour		loud
over an hour		
time of day		in public
usually at same time of day	beginning of the day	in private
fit in when possible	middle of the day	
time constraints	end of the day	busy area
finish by set time	transitional time (e.g., work to home)	secluded area
		interrupted
		uninterrupted

Purpose	
topical study	evangelism
expository study	missions
doctrinal study	proof-text
biographical study	ministry
geographical study	be seen reading
becoming a Christian	teach reading
	improve reading
for a publication	
for a paper	socializing
for a blog	pursuing a relationship
for a performance	
preparing for performance	guilt / shame
responsively	duty / obligation
	resolution
sermon preparation	meet others' expectations
homework	punishment
counseling	
visitation	mock
memorizing	denigrate
chaplaining	find errors
recitation	
	personal worship
self-improvement	public worship
comfort	leading worship
artistic inspiration	
hope	

Reading What	how find	consult
single verse	know reference	commentary
a couple of verses	know a few words	study guide
single passages	know topic	maps
multiple, separate passages		outline
central passage with forays (hub / spoke)		in-Bible concordance
parallel passages (e.g., Gospels)		external concordance
		topical Bible
		Bible handbook
		reference works
translation	systematic	
single translation	reading plan (ad hoc)	
compare English translations	reading plan (existing)	
compare English with original		
compare English with non-English	Genesis-Revelation	
	OT + NT	
	OT + NT + Ps / Pr	
	OT / NT only	
	chronological	
	repeatedly reading passage	
pace		investigate
skim		word-by-word
normal pace		textual context
in-depth		theme
		cultural background
		historical background
		manuscript background
		exegetical approaches
		ask questions of the text

Annotations	notes
underline	marginal notes
underline styles (e.g., dashed)	inline notes
highlight	external notes
color-code	journaling
punctuation in margin (?, !, *, , ->)	outline
multiple colors / styles without meaning	
	personal reflection
personal cross-references	application
pre-existing cross-references	emphasis
	prayer requests
	bring out repetition
	connect with other verses
	dedicated notebook
	scraps of paper
	inside cover
	workbook / study guide
	word processor
	Bible software
	loose paper
	attached paper
	paper in Bible pocket
	paper (folded?) in Bible
	bulletin
	binder

Where Text Appears	
projected (mainly Scripture)	printed Bible
part of larger PowerPoint-style presentation	excerpted in printed book
billboard	mobile phone / PDA
DVD / video	web
engraved (e.g., stone or stained-glass window)	Bible software
church sign	desktop computer
posted (bulletin-board-style) flyer	notebook computer
written on board	self-printed (e.g., in binder)
	handwritten
	tract/pamphlet
	printed in bulletin
	printed in hymnal / worship book
	complete Bible
	partial Bible (e.g., NT only)
	referred to directly (e.g., sermon)
	referred to indirectly (e.g., allusion)
	professional recording (fixed)
	professional recording (portable)
	usually full chapters

A Person encounters the Text of the Bible

Physical Features		
type size	in-text features / notes	paper thickness
font	front / back features / notes	spine thickness
type weight	book introductions	weight
red-letter	apocrypha	portability
page size	reproduction of older Bible	
columns	cross-references	with hardcover jacket
section headings	tabbed indexes	without hardcover jacket
	pictures	
added Bible cover	concordances	mint condition
added index tabs	maps	good condition
added ribbon		falling apart (a little)
added glam	contains	falling apart (a lot)
engraved	marking pens	taped together
dedication page	old bulletins / handouts	water damage
sentimentality	personal notes	stained
ribbons	someone else's notes / marks	rebound professionally
dedicated bookmark		
temporary bookmark		

Storage		
home	drawer	pew
work	desk	lectern
car	table	sanctuary
bicycle	bookshelf	
church	closet	bedroom
	box	family room
with other books	backpack	kitchen
with reference books	purse	study
with other Bibles	pocket	basement
with liturgical books	nightstand	bathroom
stacked	under bed	panic room
	original box	
in-sight		
out-of-sight		

Translation	
very familiar with	
already own	
passing familiarity	
heard of	
haven't heard of	
heard about (personal)	heard about (impersonal)
conference	radio
youth gathering	TV
ministry organization	magazine
bookstore	newspaper
in-store advertising	website
out-of-store advertising	book
church	commentary
denomination	podcast
evangelism "crusade"	review
	online reader reviews

Why Buy			
accuracy	commentary / reference work uses it	got free	occasion
readability	availability of supporting resources (e.g., concordances)	got at discount	bought for self
literary style	study guide uses it	price	bought for someone else
relevance	book uses it	stolen	received as gift
translation philosophy			
freshness	breadth of editions available		birthday
gender language	is study Bible available		Christmas
popularity	publisher		Easter
translation team	publisher's owner		anniversary
endorsements	publisher's profit motive		promotion
	copyright status		congratulations
			feel prompted
church uses it	specific translation in mind		wedding
church doesn't use it	specific edition (ISBN) in mind		retirement
denomination uses it	no specific translation, but prefer translation type		moving away
pastor uses it	translations to avoid		welcome
pastor doesn't use it	no preference		funeral
guest speaker			
in hymnal / service book	primary Bible		longevity
peers use it	secondary Bible	color	disposable
	special-use Bible (e.g., travel)	pattern	short-term (less than a year)
	different Bibles at different times / places		exactly one year
			long-term (more than a year)
			until the next new thing comes along
			until run out of space for notes
			heirloom
			antique (maybe bought from dealer)
sampled text online		glued	
sampled audio online		sewn	
		Smyth-sewn	
similar to current Bible			
different from current Bible			
translation tradition			
manuscript source			
translation of specific verses			