Audience Analysis Worksheet

Audience Identity
○ Who are the members of the audience for the document?
○ Is your audience simple and homogeneous or multiple and heterogeneous?
○ Who is your primary audience, and who is your secondary audience? Can you name specific individuals or groups?
○ Are some members of your audience internal (e.g. members of an organization to which you belong), and what is their hierarchical relationship to the document?
○ Are some external (e.g. governmental oversight agencies, members of the press, members of environmental concern organizations, the general public), and what is their relationship to the document?
○ What are the characteristics of your audience: age, gender, educational level, culture, language, religion, economic level, etc.?
○ What do you know about your audiences' identity that helps you refine your overall approach?

Audience Needs
○ What do the members of the audience need from the document?
○ What problem of the audience are you attempting to solve?
○ What stake do members of your audience have in your organization and the content of your document?
○ What is information does your audience need that ethical to present or unethical to withhold?
○ Why will your audience read the document:
  ▪ to gather general information?
  ▪ to answer a specific question?
  ▪ to make a decision?
  ▪ to perform a task?
○ What do you know about your audiences' needs that helps you refine your overall approach?

Audience Attitudes
○ What are your audiences' attitudes toward you and your subject?
○ What will your audience feel about the subject? Will they be curious, antagonistic, skeptical, or sympathetic?
○ What will your audience feel about you? Will they trust you? Why should they trust you?
○ What is their motivation to pay attention to you and the subject? Why won't they just file the document in the trash?
○ What do you know about your audiences' attitudes that helps you refine your overall approach?

Audience Knowledge
○ What does your audience already know about the subject?

Source: http://webpages.aces.ttu.edu/irodgers/resourciaud.html
What is your audiences' educational background, particularly regarding your subject? Is it high level (e.g. experts and technicians)? Is it mid-level (e.g. managers, technicians with nearby experience, or general readers with some background with the subject)? Is it low level (e.g. readers with no idea what-so-ever about your topic)?

What experience does your audience have with the ideas and concepts you plan to present? Will the audience be more interested in practical application details or theory?

What background and explanation of terms will you need to supply for your audience? Will the audience want a glossary of terms? Or will the audience expect you to use abbreviations and technical jargon?

What does your audience understand of the importance of the information you have to present? Does the audience know why they should read the document?

What does your audience know that provides you with a starting point for building the audience's knowledge?

What questions will your audience ask?

What do you know about your audiences' knowledge that helps you refine your overall approach?

**Audience Reading Conditions**

In what conditions will your audience encounter the document? Consider the ideal and all the possible real conditions.

What time of day might you audience be reading the document? What is ideal and what are the extreme possibilities? (e.g. if the document explains how to change a tire, might the audience member encounter the document at night, on a lonely, muddy road, in the rain, with only a penlight?)

What weather conditions might your audience encounter when reading the document? Will it need to be laminated to protect it from frequent use or wet conditions?

What light conditions might your audience encounter when reading the document?

How will your audience meet your document? Will it be posted on a wall, behind a door, on a billboard by the highway, held in their hands, come in the mail, be distributed in the office in-box, by handed out to any passer-by, be purchased?

What will be the circumstances of reading? Will the document sit on a desk next to a computer (and thus need to lie open flat?), be read while sitting in a comfortable lounge chair, be read while standing in a public place? What will be the time constraints for reading?

Under what emotional conditions will your audience meet your document? Will it be required reading by someone in authority? Will it be something that the audience needs in a stressful situation (e.g. directions for administering CPR)? Will it be in a giddy situation when the reader might by distracted (e.g. putting together a bike on Christmas Eve when an adult party is also underway)?

Will your audience have more than one opportunity to read the document? Might the document come with an appliance so that the reader can read and re-read at leisure?

Might the document be encountered only at the time of use? Would the reader read the document before needing the information?

What do you know about your audiences' reading conditions that provides you with the ticket to choices about media, printing, and packaging?

*Source: http://webpages.acs.ttu.edu/rodgers/resour/aud.html*