

Detailed Audience Analysis



Below is a checklist of considerations that may affect the design of instruction with certain target audiences.

Use this checklist if there is a risk in not pinpointing the audience, or if more than one instructional program will be developed for the same target audience. Carefully consider these areas *in addition to* a basic audience analysis.

Background: General Knowledge and Experience

- Educational background
- Professional interests
- Membership in professional organizations

Perception of Instruction

- Whether instruction interrupts other job-related activities
- Whether instruction is reinforced
- Whether instruction contributes to personal/professional goals
- Perceived value of instruction in general
- Perceived value of instruction on this topic
- Perceived difficulty of topic

Relationship to Organization

- Congruence of personal goals with company goals
- Motivation to advance professionally
- Motivation to contribute to company success
- Commitment to the changes this instruction will facilitate

Learning Styles and Preferences

- Ability to grasp ideas quickly
- Preference for learning environment
- Experience in learning environment
- Preference for "knowledge for knowledge's sake"
- Need for structure

**Learning Styles
and Preferences
(Continued)**

- Ability to deal with ambiguity
- Ability to deal with complexity
- Desire for control over place/content/format
- Willingness to study
- Ability to speak in public
- Ability to read
- Ability to write
- Ability to separate major and minor points
- Ability to generalize from examples
- Ability to spot trends
- Ability to structure information with minimal support
- Preference for receiving information: read/hear/see/touch
- Willingness to tackle a difficult subject

**Factors that
Affect Classroom
Dynamics**

- Enjoy/value working in groups
- Willingness to strive for consensus
- Response to feedback from trainer/peers
- Response to evaluation by trainer/peers
- Response to competition
- Similarity to subgroups in same instructional program

**Demographic
Characteristics**

- Tenure in business
- Gender
- Age
- Geographic location
- Functional area in business

**Miscellaneous
Considerations**

- Sensitivity to terms/characteristics
- What is considered humorous