

Audience Analysis Audience Segmentation

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Session Objectives

- Define audience analysis
- Identify the purpose of audience analysis
- Describe the steps in audience analysis
- Explain audience segmentation
- Enumerate the classification of audiences

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We Belong Together

- Read the message carefully.
- Discuss with your group members
 - Intended audience
 - Reason for the choice

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Audience Analysis: Definition

- Determining the important characteristics of an audience in order to choose the best style, format and information for risk communication
- Understanding the identity, personality and characteristics brought to a situation by the specific type of audience



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Audience Analysis: Purpose

- Helps in understanding the social situation
- Develops strategy to adapt arguments to best suit an audience
- Informs the communicator about the people he or she is talking to
- Aids in the development of messages
- Facilitates efficient use of resources



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Audience Analysis: Steps

- **A**nalysis
- **U**nderstanding
- **D**emographics
- **I**nterest
- **E**nvironment
- **N**eeds
- **C**ustomization
- **E**xpectations



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Audience Analysis: Steps

- **A**nalysis

- Who is the audience?

- **U**nderstanding

- What is the audience's knowledge of the hazard / risk?

- **D**emographics

- What is their age, gender, educational background, etc?



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Audience Analysis: Steps

- **I**nterest

- What is the reason for the outrage / fear?

- **E**nvironment

- How will the message be sent?

- **N**eeds

- What are the audience's needs?



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Audience Analysis: Steps

■ Customization

- What specific needs / interests should you address relating to the specific audience?

■ Expectations

- What does the audience expect to learn from your document?
- What specific behavior needs to be performed?

*Audience should walk away having their fears answered and explained

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Audience Segmentation Variables

■ Education

■ Language spoken / read

■ Current subject knowledge and experience

■ Cultural norms

■ Age

■ Geographic location

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Guide Questions in Audience Analysis

- Who needs to hear your message?
- Who has influence over the target of your campaign?
- Who must be moved to action so your goals will be met?
- Who has the greatest impact on the outcome of your campaign efforts?

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Communication Information Gathering Template

■ At risk groups / populations

- What specific groups are at risk?
- What specific groups partners are indirectly involved?
- Are there groups or partners who should be considered as communication priorities in light of their likelihood to be looked to for advice or direction?
- Are there particular vulnerable / high risk groups that need to be reached?

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Communication Information Gathering Template

■ Knowledge, awareness, and perceptions

- What do individuals and the communities know about the nature of the emergencies / disasters?
- What are the local terms and descriptions of the emergencies and disasters?
- What are the individual and community perception of risk brought by this event?

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Communication Information Gathering Template

■ Knowledge, awareness, and perceptions

- Have these groups experienced these emergencies / disasters before and how have they managed them?
- What are the messages circulating within the community?

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Communication Information Gathering Template

■ Existing household and community practices

- What are the non-emergency / disaster health seeking and health care practices?
- What existing practices amplify risk and what are the benefits and values that underpin them?
- What are the decision-making practices within communities and the household related to seeking health care?

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Communication Information Gathering Template

■ Socio-cultural, economic and envt'l context

- Are there any social and political tensions that may affect risk reduction practices?
- Do people have access to sufficient resources to implement risk reduction practices? Are health services available and accessible? Are there problems related to transporting sick people to clinics / hospitals?
- What existing traditional religious beliefs and social norms may inhibit implementing risk reduction practices?

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Audience Segmentation

Health communicators segment audience to..

- Achieve the most appropriate and effective ways to communicate with these groups
- Divide and organize an audience into smaller groups of people who have similar communication-related needs, preferences, and characteristics

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Audience Segmentation

Health communicators segment audience to..

- Prioritize audience according to their communication needs and desired behavior change

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Audience Segmentation: Steps

- Audience identification
- Prioritization
- Profiling
- Touch point analysis
- Resource allocation

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Audience Segmentation: Classification of Audience

- Primary Audience
- Secondary Audience
- Tertiary Audience

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Now for the exercise...

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Workshop Guidelines

- Return to the previous grouping.
- Using the data gathered in the situational analysis, conduct the audience segmentation
- Identify the possible target audiences
- Rank the target audience according to priority and classify them
- State reason/s for identifying audiences

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Template

- Name of disaster:
- Place:
- Audience segmentation
- AUDIENCE / PRIORITIZATION /
CLASSIFICATION / REASON FOR CHOICE

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