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
We Belong Together

- Read the message carefully.

- Discuss with your group members
  - Intended audience
  - Reason for the choice

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
### 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

### Audience Analysis: Steps

- Analysis
- Understanding
- Demographics
- Interest
- Environment
- Needs
- Customization
- Expectations
Audience Analysis: Steps

- **Analysis**
  - Who is the audience?

- **Understanding**
  - What is the audience’s knowledge of the hazard / risk?

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

- **Interest**
  - What is the reason for the outrage / fear?

- **Environment**
  - How will the message be sent?

- **Needs**
  - What are the audience’s needs?
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*

Audience Segmentation Variables

- **Education**
- **Current subject knowledge and experience**
- **Age**
- **Language spoken / read**
- **Cultural norms**
- **Geographic location**
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?
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?

- 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?
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?
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?

- **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?
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
Audience Segmentation

Health communicators segment audience to..

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

Audience Segmentation: Steps

- Audience identification
- Prioritization
- Profiling
- Touch point analysis
- Resource allocation
Audience Segmentation: Classification of Audience

- Primary Audience
- Secondary Audience
- Tertiary Audience

Now for the exercise...
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.

Template

- Name of disaster:
- Place:
- Audience segmentation

AUDIENCE / PRIORITIZATION / CLASSIFICATION / REASON FOR CHOICE