

Ways to analyze your audience



Who are they?

- Age, gender, economic situation
- Ethnic backgrounds, political philosophies, religious beliefs
- Roles (student, parent, voter, wage earner, property owner, veteran, and other)
- Interests, hobbies

What do they know?

- General level of education
- Specific level of knowledge about topic: Do they know less than you about the subject? as much as you about the subject? more than you about the subject?
- Beliefs: Is the audience likely to agree with your point of view? disagree with your point of view? have no opinion about the topic?
- Interests: Is the audience eager to read about the topic? open to the topic? resistant to or not interested in the topic?

What setting are they reading in?

- Academic setting? Specifically, what subject?
- Workplace setting? Specifically, what business area?
- Public setting? Specifically, what form of communication? (newspaper? Blog? Poster?)

What is their relationship to you?

- Distance and formality: Do you know each other personally or not? Does your audience consist of friends, family, or close peers, or are they more remote?
- Authority: Does your reader have the authority to judge or evaluate you (a supervisor at work, a teacher). Do you have the authority to evaluate your reader, or does this not apply?