



■ Conducting an Audience Analysis

Guidelines

The conduction of an audience analysis requires the identification of specific characteristics related to demographics, interests, knowledge, learning needs, and learning expectations - the who, what, where and why one can find in the audience analysis model.

To prepare an audience analysis:

- **Define the background of the audience** determining the social situation (who) and the subject knowledge level (what).
- **Identify characteristics of the audience** considering demographics (who and what), interests, needs, and expectations.
- **Consider the environment** that is surrounding the audience (where).



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Audience Analysis Model

ACRONYM	KEY WORDS	QUESTIONS TO ASK
A	ANALYSIS	Who is the audience?
U	UNDERSTANDING	What is the audience's knowledge of the subject?
D	DEMOGRAPHICS	What is their age, education background, etc.?
I	INTEREST	Why are they attending your training session?
E	ENVIRONMENT	Where will the training session take place?
N	NEEDS	What are the audience's needs associated with your training session?
C	CUSTOMIZATION	What specific needs/interests should you address related to the specific audience?
E	EXPECTATIONS	What does the audience expect to learn from your training session?



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