

# audience analysis



## chapter 5 web resources compiled by julia schmutz

### American Fact Finder

The American Fact Finder is a website connected to the United States Census Bureau, and it is a great tool for audience analysis. By typing the name of your community into the search bar on the main page, you can see all the demographical information of your area.

<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>

### Analyzing your Audience

This website defines audience analysis, and describes the different types of analysis. The different types include demographic, attitudinal and environmental analysis. The site also describes how to analyze your audience during and after your speech.

<http://department.monm.edu/cata/mcgaan/classes/cata339/audience-analysis101.htm>

### Audience Adaptation

The University of Pittsburgh uses this website to explain the different factors that may affect audience analysis. Tips for analyzing the audience are included at the end.

<http://www.speaking.pitt.edu/student/public-speaking/audienceadaptation.html>

### Audience Analysis and Adaptation

This printable pdf is a worksheet to help you analyze and adapt to your audience. The analysis page asks you to consider the demographics and the situation of your audience. The adaptation page then walks you through how to improve your information to better fit your audience.

<http://www2.palomar.edu/users/kfritts/Documents/AAW.pdf>

textbook

classroom

faculty lounge

home

## **A.U.D.I.E.N.C.E. Analysis - It's Your Key To Success**

A.U.D.I.E.N.C.E. Analysis by Lenny Laskowski is a quick guide to considering your audience during the speech-writing process. Laskowski describes the 9 P's of speech preparation, and the A.U.D.I.E.N.C.E. acronym for analysis categories.

### **Audience Analysis Overview**

This Purdue Owl article explains how to create user-centered communication. The page discusses the different stages of communication, and what questions should be asked to make sure each stage is successful.

<http://owl.english.purdue.edu/owl/resource/629/01>

### **Audience Analysis – What is it?**

This short PDF worksheet provides an overview of the different facets of audience analysis, based on Beebe and Beebe's public speaking textbook.

<http://www.nvcc.edu/annandale/lrc/occ/resources/audienceanalysis.pdf>

### **Audience Identity Analysis for More Effective Public Speaking**

Suite 101 writes about the impact of education level and age on public speaking. This website also talks about the impact of gender, ethnicity and native language.

<http://tinyurl.com/mqz4gby>

### **The Total Communicator: You Talkin' to Me?**

Here you will find different tips on how to prepare properly for your audience. Some of these tips include knowing the size and attitude of your audience, knowing what motivates your audience and remembering the "What's In It For Me" rule.

[http://totalcommunicator.com/vol1\\_4/audience\\_article.html](http://totalcommunicator.com/vol1_4/audience_article.html)

### **The University of Hawai'i: Analyzing Your Audience**

This Maui Community College site describes how to use surveys to collect information from your audience before your speech. The site includes a sample survey, and a section on adapting your speech to your audience.

[http://www.hawaii.edu/mauispeech/html/analyzing\\_your\\_audience.html](http://www.hawaii.edu/mauispeech/html/analyzing_your_audience.html)

