

Understanding Your Audience



USAID
FROM THE AMERICAN PEOPLE

LSCW 20018



Session Objectives

1. Understand the importance of being “Audience Centric”
1. Dig into our own personal *ah ha* moments
1. Appreciate the importance of audience segmentation in communication planning
1. Explain the various ways of segmenting audiences
2. Be able to select, define and describe audience segments
 - a. Audience selection
 - b. Desired change
 - c. Audience profile

What does it mean to be audience centric?

An audience centric approach defines valuable content as whatever the **audience** defines as valuable.



The background of the image is a photograph of a lush green field, likely corn, stretching to the horizon. Above the field is a bright blue sky filled with scattered white clouds. The text is centered in the upper half of the image.

If. we. build. IT

THEY WILL COME



"An audience is not brought to you or given to you; it's something that you fight for."

-Bruce Springsteen



From McDonalds to McCafe



Can we confidently say we know our audiences?





Grab a partner for a game of “Change Yourself”



Main Idea

To communicate effectively, we need to:

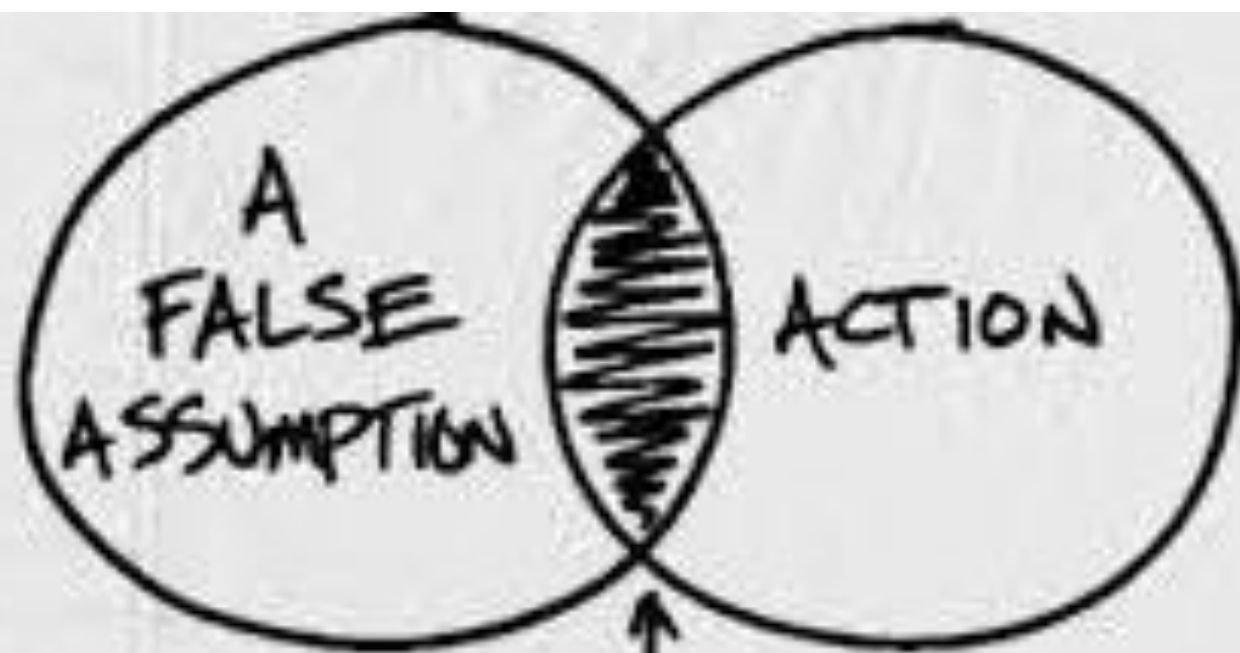
- put ourselves in our audience's shoes and see things from their point of view.
- say convincingly a benefit our audience will receive if they act.



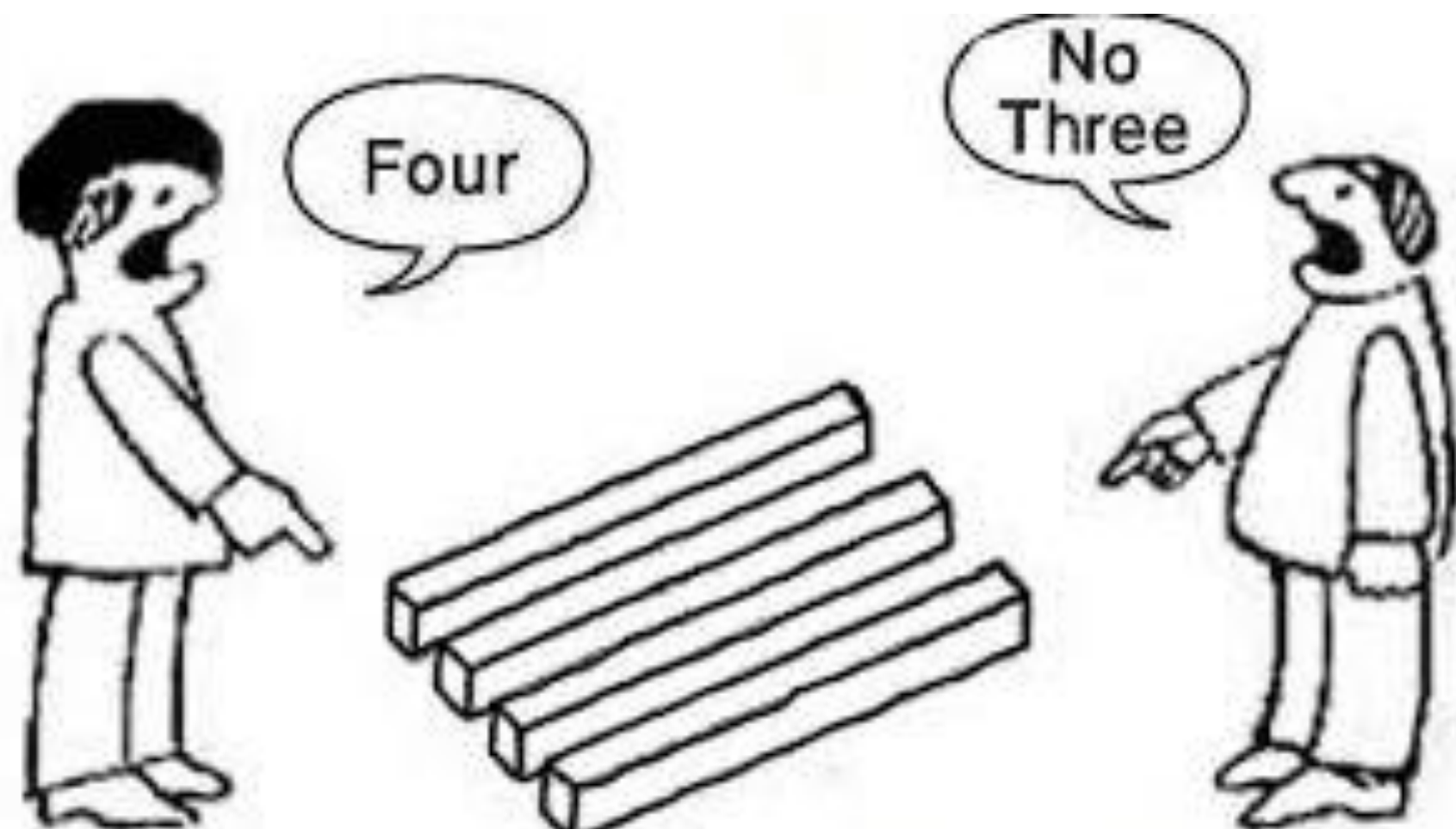
how do we **do that**?

Looking at our audience from many angles

- To persuade others, we need think about various “angles” of “reality”
- Are there different world views?
- Is there only one way to see things?
- How can we develop multiple perspectives?



↑
SCARY !
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Being *audience centric* means we pay attention to:

Knowledge, attitudes, behaviors of key
audiences

What does she
do for fun?

What does
he value?

What makes
him laugh?



Why do people see things differently?

People differ in terms of:

1. Information
2. Perspectives
3. Values
4. How they process information



GAME

People may have different information

Culture

Personal
Experience

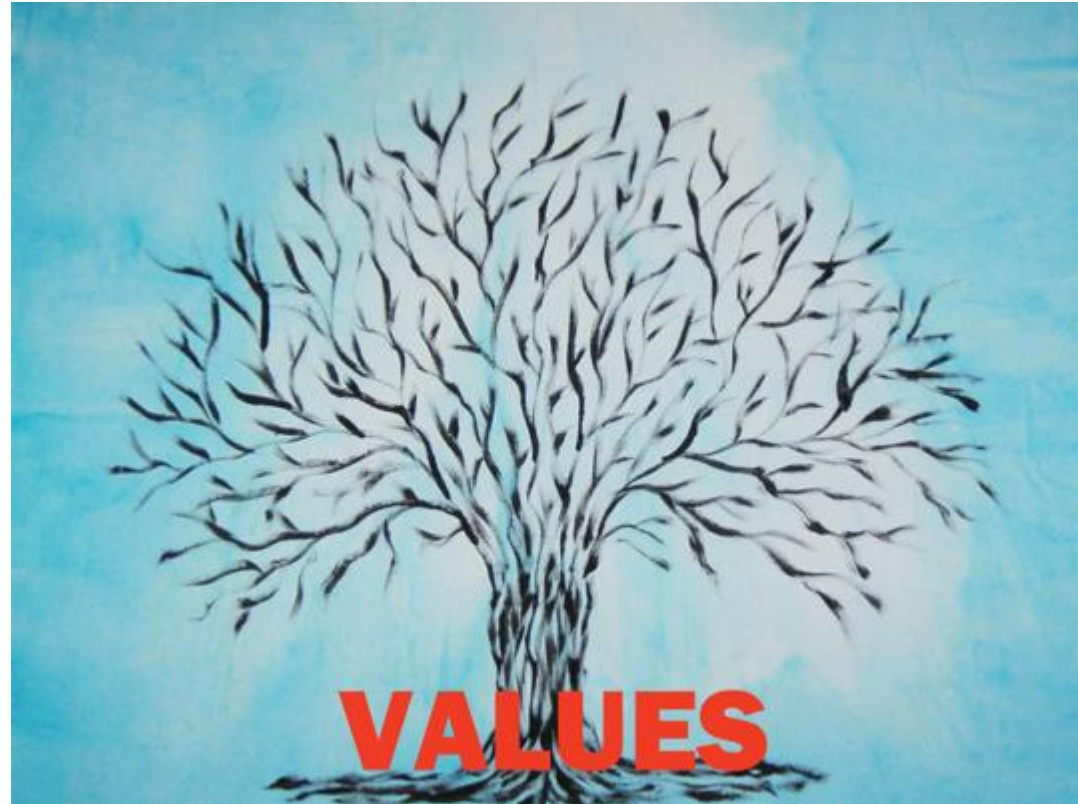


We may have different
perspectives



Important Things to Think About

- Values
- Motivations
- Social Behaviors
- Needs



Who Am I?

Discuss with your partner a series of personal questions. They are not intended to be easy. We are pushing you to a vulnerable place.



"In the real world--
where you and I live
and work every day--
the best leaders are
vulnerable, not
invincible." - Steve
Farber

How to analyze audiences

1. Select a segment that will best help you realize your vision
2. Describe the change you wish your audience will make
3. Describe the psychographic profile of your audience segment

Audiences on the program side

Policy makers

Opinion leaders

Program managers

Health workers

Donor agencies

Audiences on the client side

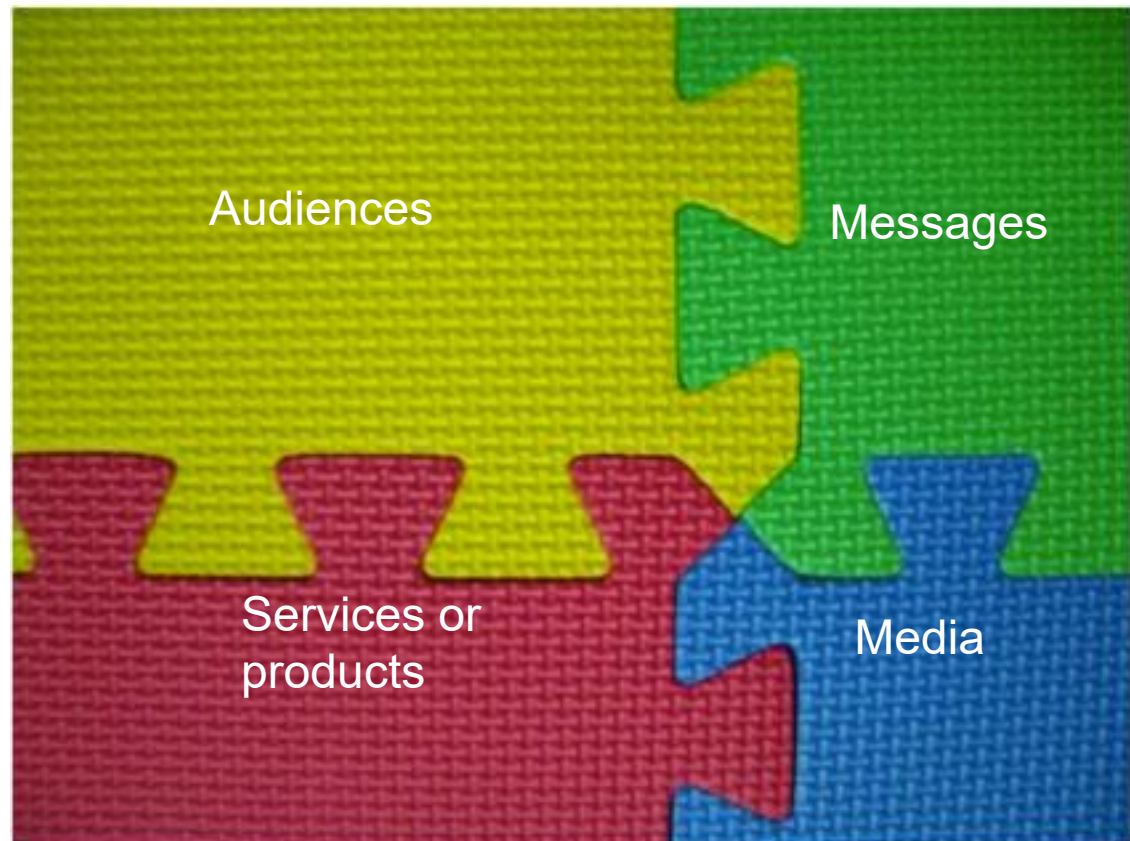


1. Everyone
2. Vulnerable populations
3. Orphaned children
4. Sex workers
5. Adolescents
6. Pregnant women
7. Community leaders
8. Single men
9. Perpetrators

FOCUS DEMANDS SACRAFICE!

What is audience segmentation?

Audience segmentation categorizes audiences into logical groups to enhance a better fit among



Why segment audiences?

1. Limited time and resources
2. Trade-off between reach and intensity
3. Different people may have different information needs
4. Different people may have different tastes, values, world-view, sense of humor or preferences



Who is the audience? Who benefits?



We deal with a wide
range of :

Human behaviors

Culture

Values

Beliefs

Literacy

Messages

Media



Limited resources

Limited resources may not allow us to reach everyone.





With limited
resources, we
need to have
clear priorities!

We need to choose between reach and intensity!



Different information needs

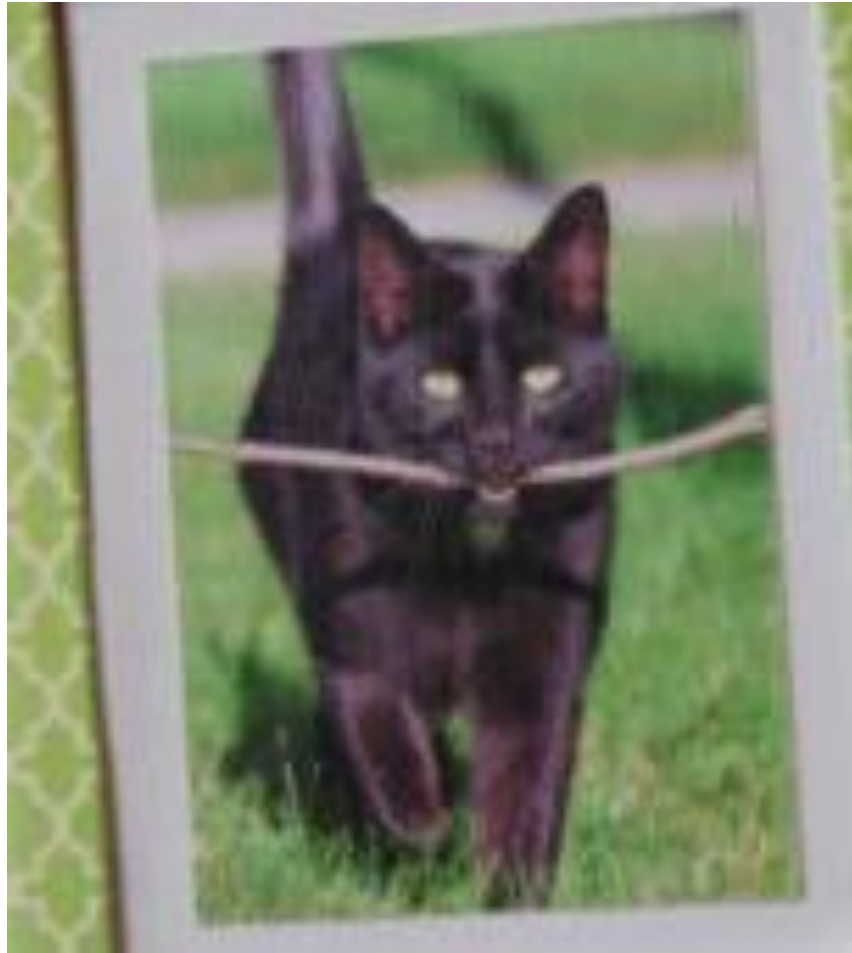
“One size may not fit all!”

A single campaign may not meet everyone's needs.

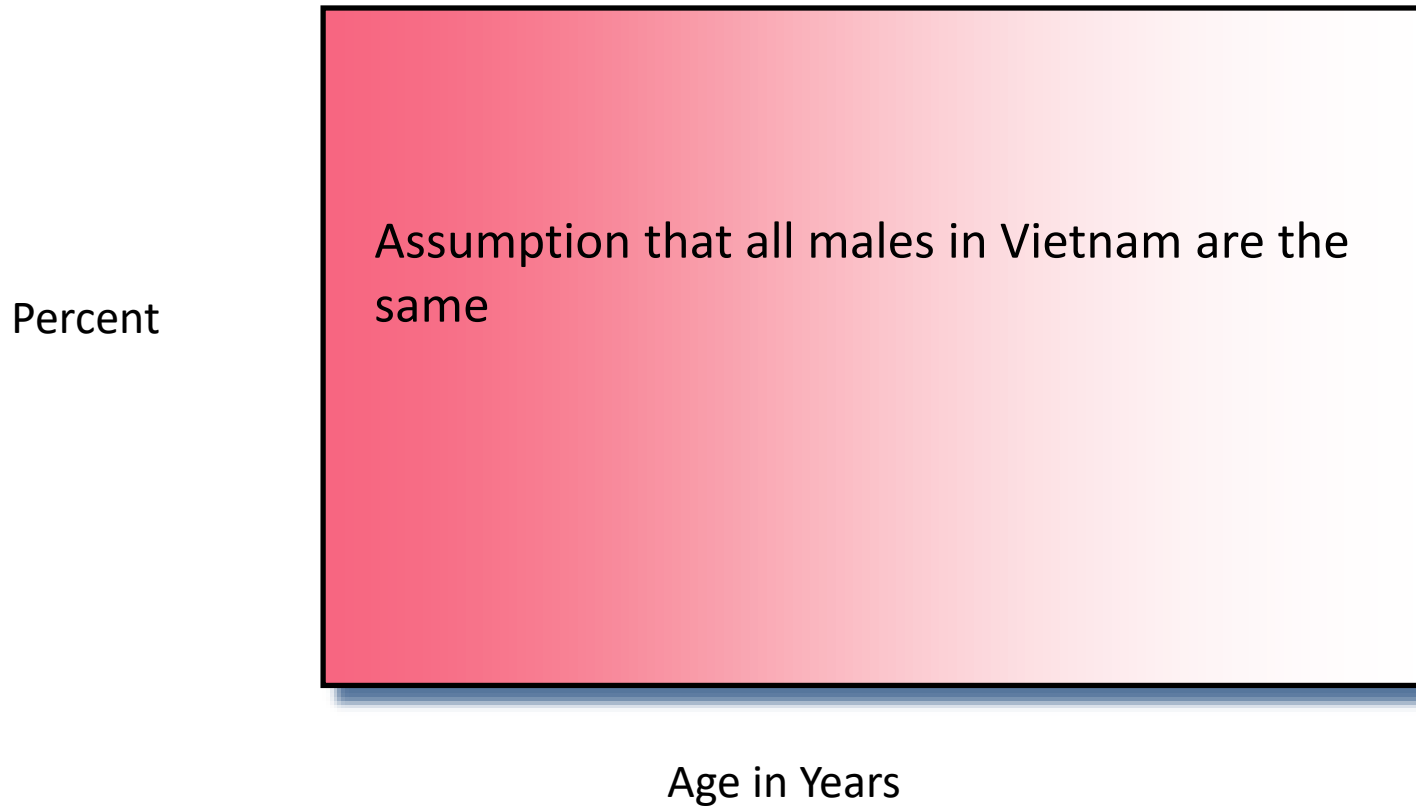


Segmentation mindset





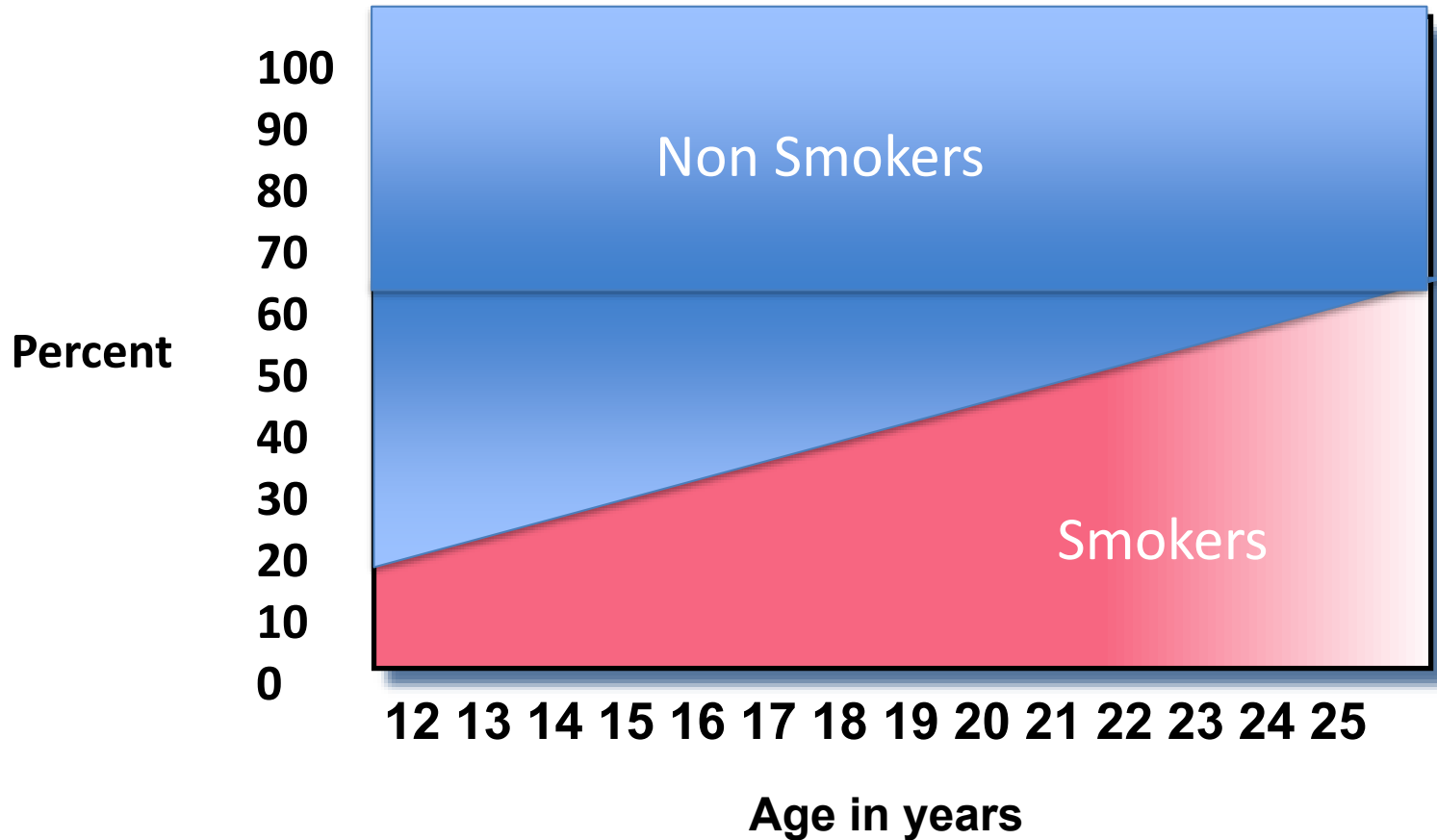
Audience Segmentation: Men in Vietnam



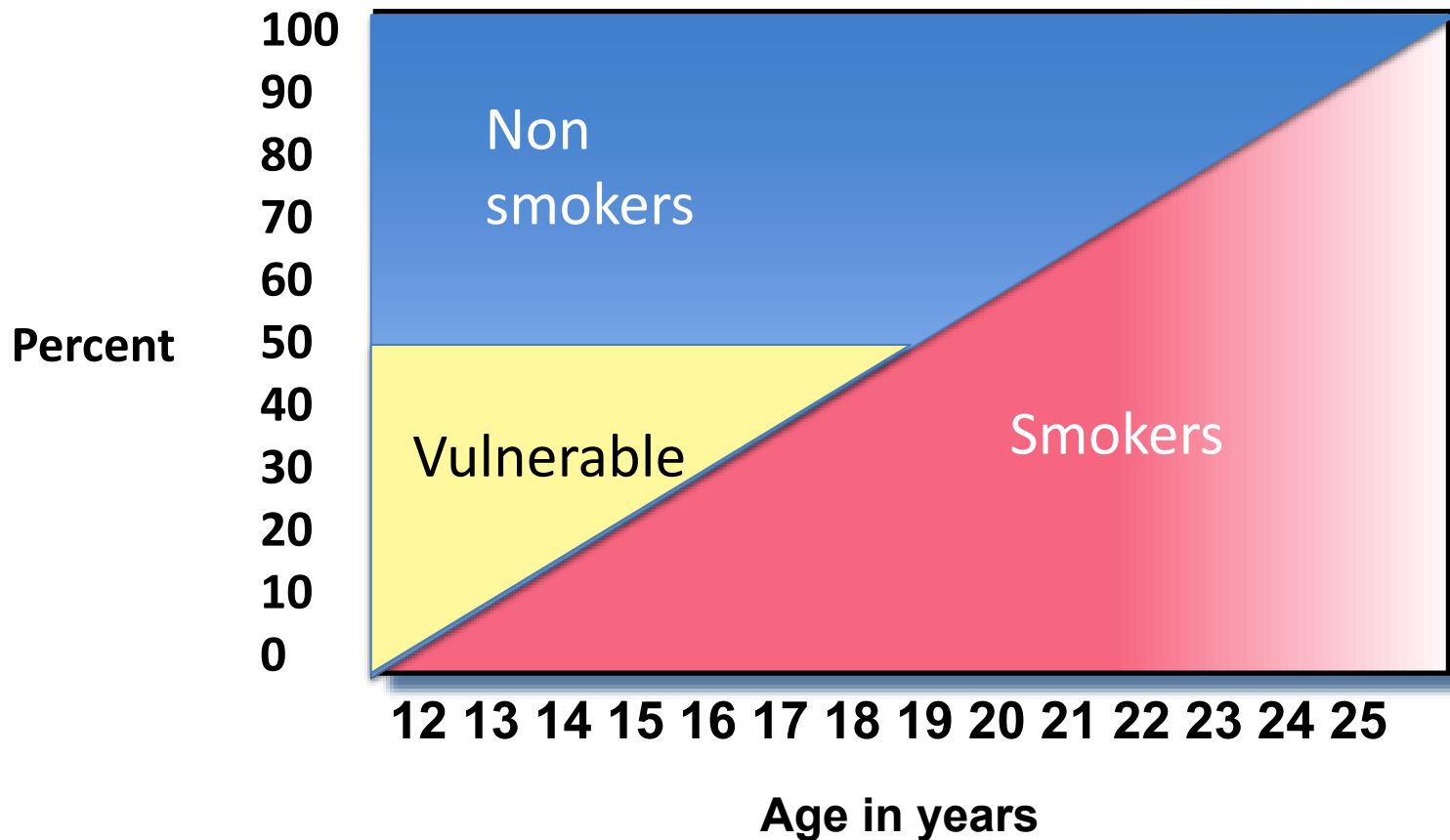
Determine states of readiness - Smoking in Vietnam

- Not thinking of it
- Thinking but not acting
- Taking smoking outside
- Actively trying to quit
- Advocating for others to quit

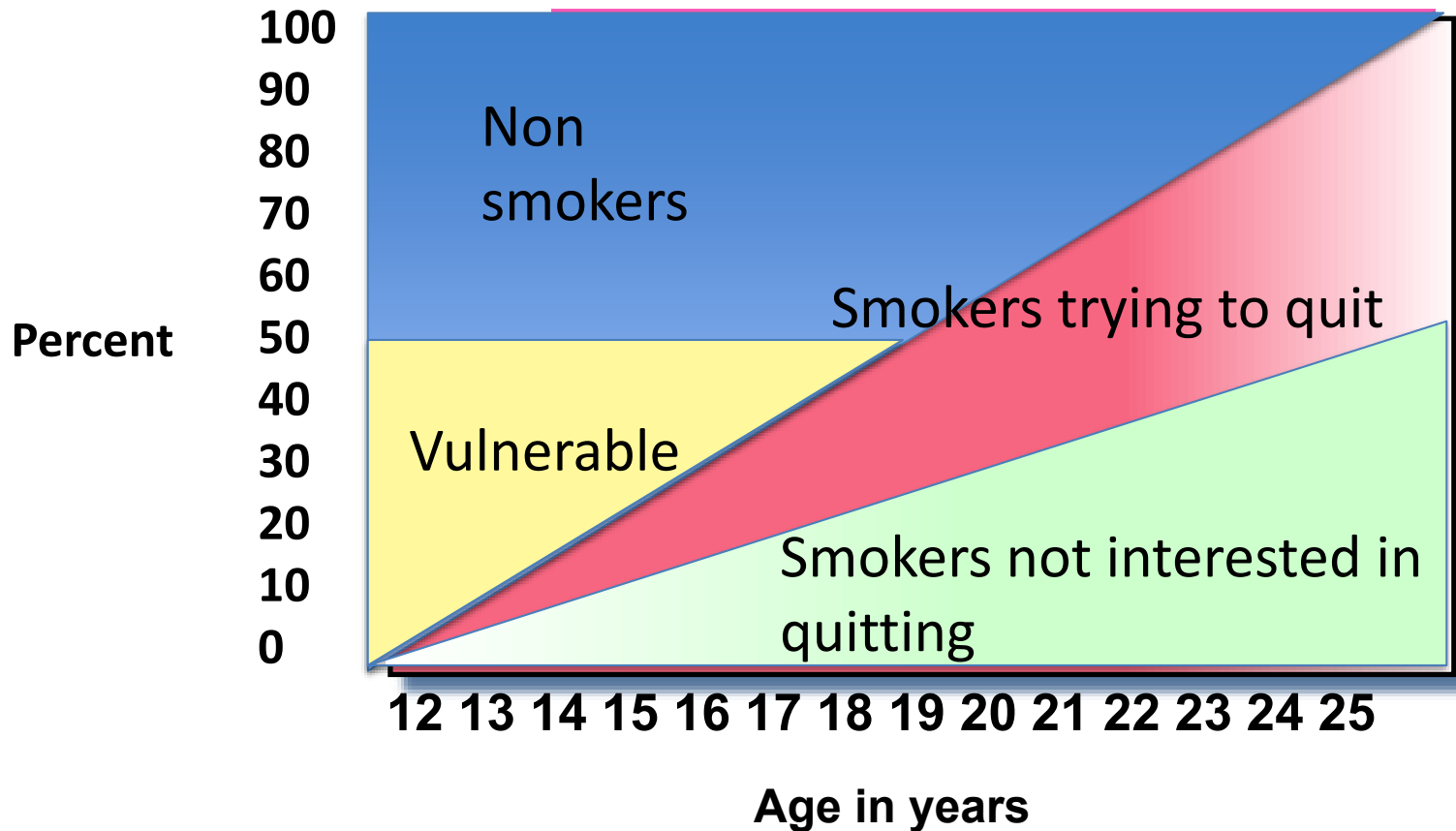
Audience Segmentation: Males in Vietnam



Audience Segmentation: Males in Vietnam



Audience Segmentation: Young People in Vietnam



Effective Communicators

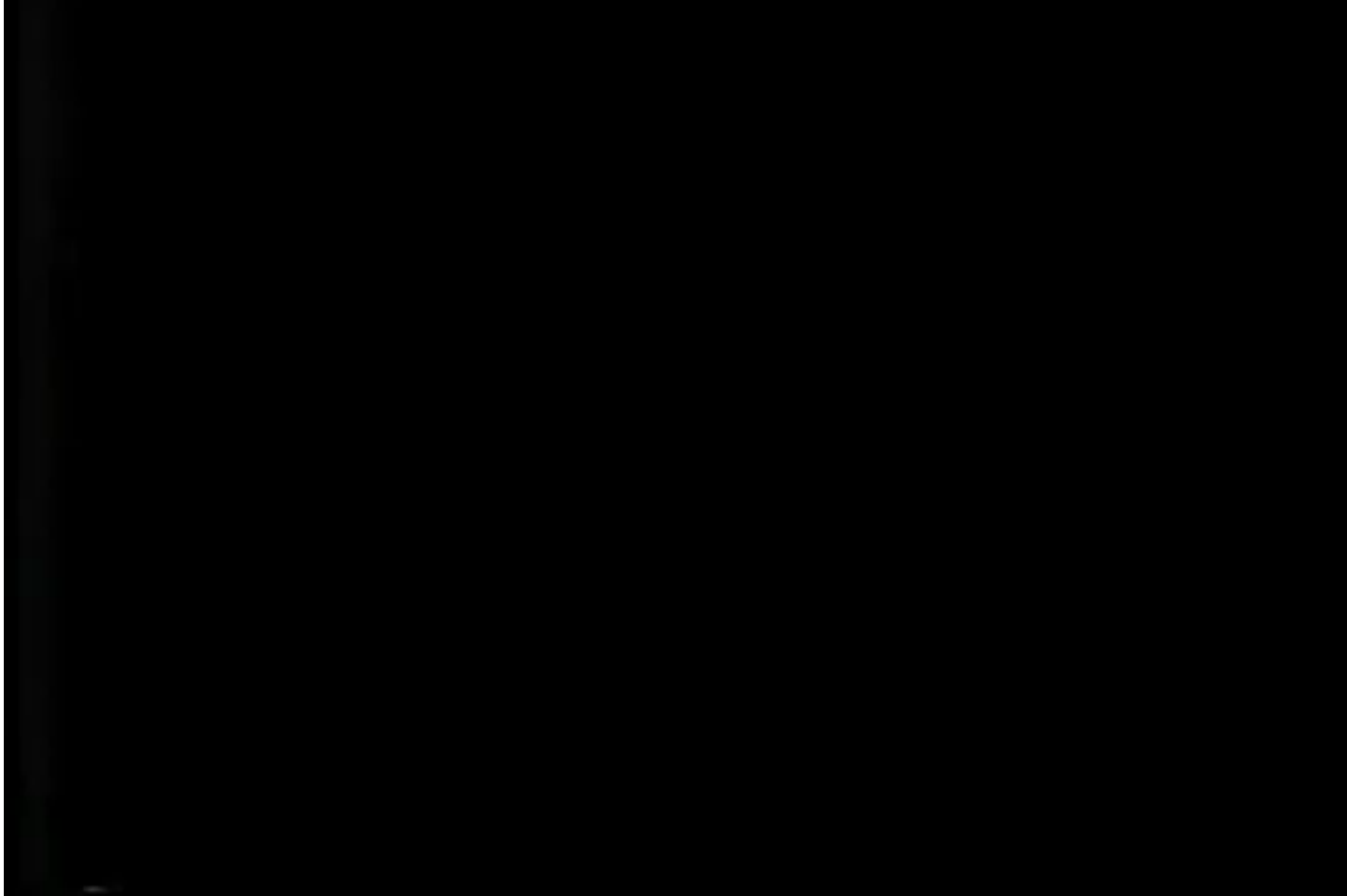
Identify clearly the specific audience segments that they aim to reach

Seek to understand what their audiences know, feel and do

The context of communication

1. A question of who we are
2. People see things differently
3. Listening is key
4. Perceptions determine our reality





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"We found that when youth were exposed to messages that targeted their particular subculture or crowd, they were much more likely to respond favorably to that message," said Meghan Moran, an assistant professor who specializes in health communication at Johns Hopkins Bloomberg School of Public Health



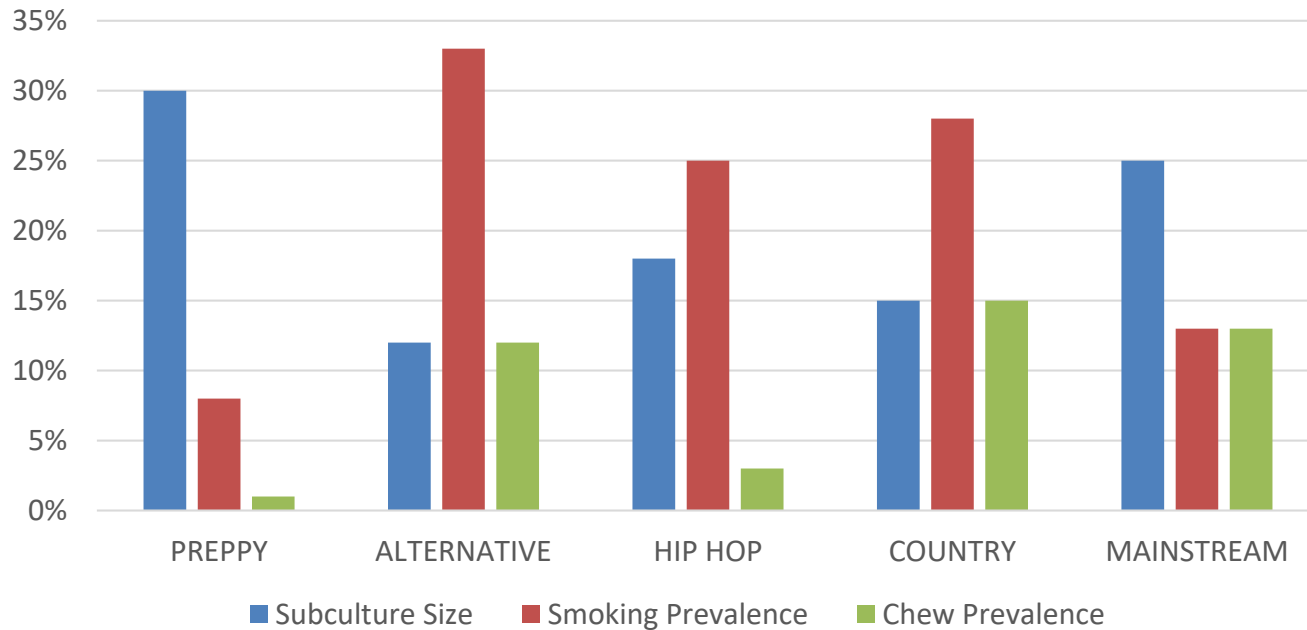
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For its latest anti-tobacco campaign, the Food and Drug Administration wants to harness hip-hop swagger to reach minority teens — who disproportionately...

NPR.ORG

Who is Your Audience?

Estimated National Teen Tobacco Use Prevalence by Subculture



Segmentation

Hip Hop Identified Audience

<https://www.ispot.tv/ad/Abeu/fresh-empire-lil-brother>

Country Identified Audience

<https://www.youtube.com/watch?v=yqlfRXdOLA4>

Effective Communicators

Define the perceived benefits that can move specific audiences to act.

Put themselves into the shoes of their audiences.

Possible Key benefits

Social approval – behavior is desirable, a social norm

Prestige – people will look up to you

Fear reduction –will have less anxiety

Health—enjoy better health, longer life

Life enhancement –have better relations, more fun

Economic – you will save money

Conformity – everyone is doing it

“In the factory we
make cosmetics,
in the store, we
sell hope.”

Charles Revlon





SCUOLA
DI KARATE



S.M. MONZA

In the factory we make toothpaste,
in the store we sell beautiful smile,
fresh breath, no cavities!





Whose attention are you trying to catch?

You can catch a fish with bait but a bird will not be inter

Different messages for different needs



Selling It



Group 1: Young, urban adolescent boy

Group 2: A grandfather living in a small village

Group 3: A new mother

Group 4: A college girl studying dance

What are we
“selling?”

&

To *whom*?

What we need to unlearn

1. Health is for all and everyone should behave the same way.
2. Everyone has the same information needs.
3. People who behave in the same way have the same motivations.

Alternative thinking

1. Health is for all but there are many paths to better health.
2. People may have different information needs.
3. Similarity of behavior does not imply similarity of motivation.

How do we analyze audiences?

1. Audience Selection- Select a segment.
2. Change Desired – Define segment change desired.
3. Audience Profile - Describe segment in psychographic terms.

What does your audience value? What motivates them?
How do they see the world?

Select a segment



- Who do we want to reach?
- Whose behavior must change for program objectives to be reached?

What is a good audience segment?

It is best to have a segment **homogenous** on a critically important variable.

In research, we call this minimum variance on key variables.

By homogenous, we mean similarity.

1. Socio-demographic

- a. Age
- b. Gender
- c. Economic
- d. Education
- e. Ethnic

2. Psychographic

- a. Behavior
- b. Needs

Conventional Segmentation

- Socioeconomic Status
- Gender
- Age
- Income
- Education
- Religion
- Urban-rural residence



Change desired

We need to be clear on what we want our audience to do.

Change desired - Examples

1. We want adolescents to delay their sexual debut.
2. We want policy-makers to provide sufficient resources for RH.
3. We want parents to inform their children about the risks of smoking and what they can do to prevent it.
4. We want policy makers to provide smoke free outdoor spaces.

How do we choose an audience segment?

1. Key constraint or root cause actor or influencer
2. Program stage of development
3. One who can help “shape” an environment-
e.g. donors, budget decision-makers.
Religious leaders
4. “End of line” actor

Persona or Profile



Audience Profile - Hadil



Hadil is newly married. She lives in Amman with her husband, a business executive in a computer firm. Hadil is an accountant who participates in a traditional dance troupe on the weekends.

Because she wants to work, she does not want to have a child yet. Her husband's parents are pressuring them for a grandchild soon, preferably a boy. Her husband is being offered a high paying job in Dubai and would not want to leave Hadil without a child. Hadil is anxious about whether she can work and still take care of a child.

Jack --



Jack is the eldest of two boys in the family. He is in fourth grade and eating is one of his pleasures. His favorite food is the Big Mac with super size french fries. He does not engage in sports or any physical activity and simply spends a lot of time watching TV and playing video games. His parents are both diabetic and he does not know that he is at risks. His parents do not seem to know about the relationship between poor diet and blood sugar.

Audience Profile - Shaima



Shima has been married for 12 years and has given birth seven times. One child died within 30 days of giving birth. She lives in a small village outside Chittagong, Bangladesh where she washes clothes for other families. She is illiterate. She does not want more children but she is afraid to talk to her husband, Zaeem, a farmer.

How to analyze audiences

1. Select a segment that will best help you realize your vision
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Main Idea

To communicate effectively, we need to:

- put ourselves in our audience's shoes and see things from their point of view.
- say convincingly a benefit our audience will receive if they act.



You must know YOURSELF and your AUDIENCE




Thank you!











**When 99% of people doubt
your idea, you're either gravely
wrong or about to make history.**

Steve Jobs

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