Audience Analysis

According to Steve and Susan Beebe, authors of *Public Speaking: an Audience Centered Approach*, audience analysis is "the process of examining information about the listener whom you expect to hear your speech." This process will help you adapt your speech to the listener so that they will respond as you wish toward your message.

Analyzing your Audience
- Demographics
  - Age
  - Gender (male to female ratio)
  - Sexual Orientation
  - Marital Status
  - Culture, Ethnicity, and race
  - Group Membership (Religious, Political, Work, Social, and/or Service)
  - Socioeconomic Status (Income, Occupation, and/or Education)
- Psychological Aspects
  - Attitudes, beliefs, and values
  - Interest toward the topic
  - Knowledge about the topic
  - Audience attitudes toward YOU,
- Situational Aspects (environmental factors)
  - Time
  - Location
  - Size
  - Occasion

Understanding Your Audience (Use the following questions to focus your topic.)
- Who are they?
- Why are they here?
- What do they know?
- What are their interests?
- What are their attitudes?
- What are their values?
- Why do they care about your topic?

Adapting to Your Audience
- Focus on a target audience
- Identify Common Values
- Use a variety of support material
- Talk to your audience, not at them
- Minimize physical interferences or distractions
- Identify and respond to Nonverbal Audience Cues (nonverbal feedback)

Analyzing and Adapting to Your Audience

- **Preliminary Purpose:** To provide information on growing tomatoes.

Using these questions, you can revise your purpose.

- **Who are they?**
    - Example- They are twenty women and eight men who belong to the local garden club. All but three are over forty. They have known one another for many years.

- **Why are they here?**
    - Example- They are attending a monthly club meeting at which they discuss group-selected topics. Many attend for social reasons, too.

- **What do they know?**
    - Example- They already know a lot about growing tomatoes but want to improve the health and output of their plants.

- **What are their interests?**
    - Example- They are very interested in plants of all kinds, but a few may be more interested in growing flowers than in growing tomatoes. Fortunately, the group picked the topic, a factor indicating their high level of interest.

- **What are their attitudes?**
    - Example- They are avid gardeners, but they may be a bit wary about *my* ability to tell them something new and interesting about tomatoes.

- **What are their values?**
    - Example- They probably value independence and hard work given the personal dedication it takes to be a successful gardener and an active member of the garden club. Given the diversity of club members, they probably embrace equality.

- **Revised Purpose:** To share knowledge of the latest and best research on improving the health and output of a tomato plant in this growing region.