

Audience Analysis Assignment

This assignment will give you an opportunity to practice audience analysis.

Getting started

Before you begin working on this assignment, you will need to have had the topic of your Persuasive Speech chosen and had approved. (If you have not yet had your topic approved, stop here and email me.) If you haven't yet, frame your topic as a persuasive specific purpose statement. That means you'll begin with "To persuade my audience..."

Understanding the task

Your task in this assignment is to create an audience analysis survey related to the topic of your Persuasive Speech. This will allow you to craft a stronger argument.

Developing your questions

Set a timer for 5 minutes and brainstorm questions that will help you understand what your audience knows about your chosen topic, what their level of interest in it is, how they feel about your topic, etc. Use the full 5 minutes and write down as many questions as you can without stopping to think about whether what you're writing is good or useful. If you do not have at least 10 questions written down, set your timer again, and generate questions for another 5 minutes.

Look at all the questions you have written down. Identify the 8-10 that seem the most likely to help you understand your audience's ideas, thoughts, and feelings about your topic. Copy these questions to a document (ideally a Word document).

You will use one of three question formats for this assignment: fixed answer, scale, and open-ended. Here are some examples of using each question type to ask questions on a single topic:

Fixed answer: *"Do you prefer chocolate or vanilla ice cream?"*

Scale: *"On a scale of 0-5 (0 meaning not at all and 5 meaning it is your favorite of all the flavors), how much do you like chocolate ice cream?"*

Open-ended: *"Please briefly share a happy memory that includes ice cream."*

Look at the questions you've already selected and identify which will work best in which question format. If necessary, rewrite your questions so that they fit into one of these question formats and will provide as much useful information as possible. You can use the Audience Analysis handout to help you. You should have at least 2 examples of each question type in your finished survey.

Building your survey

Decide on a tool for creating and distributing your survey. You can use Microsoft Forms, which is part of the [Microsoft 365 account](#) you have through Baruch, or, if you have a Google account, you can use [Google Forms](#). Alternatively, you can make a free account on [Survey Monkey](#) or [Canva](#) to make your survey.

Follow the instructions for your tool of choice to create a survey made up of your 8-10 fixed-answer, scale, and open-ended questions. Identify the survey-sharing link (this is not always the URL of the finished survey, so make sure to find the link intended to be used for distribution).

Turning in the assignment

This assignment is due on **Monday, November 3**.

To turn in your assignment, you will upload the sharing link for your survey to Brightspace. Go to the course page in Brightspace and click on the module called "Submit your assignments here". Select "Audience Analysis Assignment", copy and paste your link into the text box, and submit it.