

Audience Analysis Tool

20803 SP 23

How to use this tool: Step 1) Copy and Paste this chart onto your own google document. Step 2) Fill it out. Step 3) Save it with this name: [AudAnalysisTool_\[your name\]](#) to your google drive or your own system, 4) submit to Tcu Online.

Demographics Statistical data relating to the population and particular groups within it.	Beliefs Things that the population takes as fact that guide the way people in that population live their lives.	Morals Morals refers to what a population believes is Right and Wrong. Christianity is a belief. Saying "it is wrong to judge others" or "it is right to take care of others" are moral statements.
The demographic of the population would be patients and doctors who deal with epilepsy.	Their beliefs would be to live your life to the fullest any way possible no matter the situation your in.	The morals behind these group of individuals is it is wrong to make assumptions based on diagnosed individuals.
Cultural Values Cultural values are the core principles and ideals upon which an entire community exists and protect and rely upon for existence and harmonious relationship.	Preferences Things that the audience likes or dislikes.	Power imbalances For some populations, we have to recognize societal power imbalances that affect the way they live their lives (which may impact values, preferences, or attitudes.)
The cultural values of both doctors and patients that have to deal or deal with epilepsy is to break the stigma of seizures.	The audience likes the support of research and development of cases regarding epilepsy and overall seriousness of the advancement in brain research.	The imbalance is the lack of normal individuals who have epilepsy or have family members that do.

Identities Identity markers embody characteristics that have meaning to us and the society in which we exist. (You may have some overlap with demographics.)	Attitudes Similar to preferences, attitudes tell how people feel about things. Attitudes go beyond like/dislike. If people in small towns have a negative attitude toward big cities, they don't just dislike it. They feel judged or misunderstood by big town people.
The identities for this group are pills and muscle stiffness.	The attitudes of this group is the fact sometimes they are judged by the fact the media portrays them in a very negative and over the top light. As a member of this group I watch TV, movies, and hear songs that make fun of seizures as if it's funny, but in reality if it were to happen to them they would understand the pain.