

PHASE 1  
AUDIENCE  
ANALYSIS

# Insights Assessment

Effort ●●●●●

## Objective

To determine whether the literature review provided enough insights about your intended audience to inform a social and behavior change (SBC) campaign or if additional quantitative or qualitative research is needed.



## Time needed

1-2 hours



## Participants

Core design team; research, monitoring, evaluation, and learning unit

## How to use this tool

Depending on the objective of your campaign, existing data may or may not be sufficient to fully understand your intended audience and the factors influencing their behavior. This tool helps you assess whether you have critical gaps to address.

1. Use your research synthesis to answer the questions on the Insights Assessment to determine how well you understand your audience.
2. Some questions may not have been answered by the research synthesis but can still be found in the original source materials. Feel free to go back and find the missing information.
3. You may not be able to answer every question. The most important questions relate to understanding the knowledge, attitudes, motivators, and barriers that influence your intended audience's behavior. If you cannot confidently answer those questions, you should consider additional research.

## PHASE 1: AUDIENCE ANALYSIS

## Insights Assessment

## Quantitative Insights

What percentage of your intended audience is affected by the outcomes of the SBC challenge (e.g., rate of TB infection or malaria cases per year)? What, if any, important differences exist across demographics (e.g., region, gender, religion, urban or rural residence)?

What percentage of your target audience practices the behavior(s) to be addressed by the SBC challenge (e.g., sleeping under a long-lasting, insecticide-treated net)? What, if any, important differences exist across demographics?

What motivators or barriers are most likely to influence adoption of the priority behavior by the intended audience? What statistical measures were used to quantify the strength of these predictions?

What are the media preferences of your intended audience (e.g., most effective communication channels, best time to reach the audience) What, if any, regional differences may affect this communication?

## Qualitative Insights

Why does the intended audience practice or not practice the promoted behavior?

What motivations, opportunities, attitudes, barriers, and facilitators have the most influence on your intended audience's behavior?

What SBC model best explains your intended audience's behaviors and can be used to inform your SBC mass media campaign?

## Citations

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Johns Hopkins Center for Communication Programs. (n.d.). *How to Conduct a Situation Analysis*. The Compass for SBC. <https://thecompassforsbc.org/how-to-guide/how-conduct-situation-analysis>