

**Questions and consideration about your audience:
A starting point**

Depending on your score for each of the categories on the instrument, ask yourself these questions and make some notes on what you may need to do to customize your talk. It's always a good idea to run your presentation by some peers to see how they react. Practicing your talk beforehand is also highly recommended.

Scientific knowledge of audience:

- What is their level of training in science?
- Are these fellow scientists?
- Are these scientists from different fields?

Technology knowledge of audience:

- Does this audience understand the technology you are using?
- Does this audience understand the technology that drives your work?
- How much background information should you provide about any of the technology related to your work?

Knowledge level about your topic / presentation:

- How much experience or knowledge does the audience have with your topic?
- Is there a lot of misinformation circulating about your topic?
- Are there specific things that you need to clear up before you get to the important part of your work?

Potential for aggressive or emotionally driven questions:

- Do you expect some audience members to respond negatively to your work or findings?
- Do you anticipate a variety of difficult questions?
- Do you have a strategy prepared for responding to emotional-driven or misleading questions?

Number of fellow practitioners in audience:

- Would you say that a significant portion of the audience will consist of people who practice in your field?
- Will this audience consist of experienced or novice practitioners?
- Will these practitioners easily understand and relate to the work you are presenting?

Education level of audience:

- Generally speaking, will most of the audience hold an advanced degree?
- If their education level is very different from your own, is there a way you can relate your talk to them, perhaps by linking your study to their work or concerns?
- What kind of words, phrases, and language is most effective for the education level of your audience?

Socio-economic level of audience:

- Does the nature of your talk suggest there is an economic barrier between you and the people in your audience? If so, how can you minimize that barrier?
- Will the audience think your work is too esoteric?
- Do you need to adjust your talk so that your material seems applicable to the life situation or life space of your audience members?

Cultural homogeneity of the audience:

- In general, is the audience mostly composed of like-minded people with similar beliefs and backgrounds?
- In general, do the audience members know each other?
- In general, do the audience members share a common belief or attitude towards your topic?

Geographic, ethnic, or religious hostility/perception/interest on the topic:

- Will this audience bring any bias to your talk that is rooted in regional, geographic, ethnic, or religious grounds?
- Will it be necessary to adjust your talk to address certain regional, geographic, ethnic, or religious beliefs?
- Would it be beneficial for you to include language, phrase, or references that help you relate to the audience, or help them link your work to their culture or location?

Likelihood of audience being fatigued (after lunch, late at night) or uninterested:

- What time of day will you deliver this talk?
- Will it be necessary for you to wake the audience up with an activity?
- If participants have been sitting in other sessions for most of the day, how can you re-engage their interest in your talk?
- For how long will you speak?

Know Your Audience Instrument

	Very Low (1)	Low (2)	Mixed (3)	High (4)	Very High (5)
Audience's knowledge about your topic					
Knowledge of audience about the techniques you use					
Education level of audience					
Cultural homogeneity of the audience					
Geographic, ethnic, political or religious hostility to topic					
Likelihood of audience being fatigued (after lunch, late at night, etc.)					
Potential for aggressive or emotional questions					