

When writing texts or making films, people communicate to a group of as-yet unknown readers and listeners – our audience. Who are they? Where are they? And what are they doing? The online tool Audience Exploration is designed as a game which allows the students to connect with their anticipated audience. It is the collaborative discovery, discussion and concretisation of unique personas, communities and groups who might (or might not) engage with a certain story. The goal of the workshop is to initiate a discussion among the students about how to negotiate their story with an anticipated audience and in that way make them question (and possibly overcome) their own stereotypical and/or insufficiently complex assumptions about those they speak to. It is about embracing difference and diversity. Ideally, the students appreciate that engaging with a diverse group of people can be an enriching and fun experience that teaches them new things about others – and themselves (see Table 12 for tool’s basics).

This workshop is designed as a continuation of a story-development workshop (like the “Fiasco” workshop), as it builds on the idea of the negotiation of an existing story with an anticipated audience. However, it could be used also as an initial workshop for inter-disciplinary groups and teams. Since it has a game-mechanic, it is fun to play, delivers concrete outcomes immediately and is potentially a satisfying experience for participants of all ages. Teachers should be acquainted with the MIRO board template of the Audience Exploration Workshop and know how to use MIRO. Presentation slides for the introduction sessions are provided.

Since Audience Exploration takes an existing story as a starting point, each team should decide beforehand which story they intend to work with during the workshop and provide a short synopsis (half a page) and working title (WT). The workshop lasts around 4 hours with breaks included.

The workshop lasts 4h (incl. breaks):

0 – 5’ Introduction to the workshop: Audience Exploration

5’ – 25’ Story Pitches (4 x 5 min.)

25’ – 35’ Break

First part of the workshop: WHO / WHAT / WHERE

35' – 40' Introduction to the first part of the workshop

40' – 55' Audience Exploration: WHO?

55' – 70' Audience Exploration: WHAT?

70' – 95' Audience Exploration: WHERE?

95' – 110' Break

Second part of the workshop: PERSONAS / COMMUNITIES / GROUPS

110' – 120' Introduction to the second part of the workshop

120' – 135' (NON-) AUDIENCE PERSONAS

135' – 150' (NON-) AUDIENCE COMMUNITIES

150' – 165' (NON-) AUDIENCE GROUPS

165' – 180' Break

Third part of the workshop: Negotiation of story and audience

180' – 190' Introduction to the third part of the workshop

190' – 210' Negotiation of story and audience

210' – 230' Team presentations (4 x 5 min.)

230' – 240' Debrief

First part of the workshop: WHO / WHAT / WHERE

After an introduction to the first part of the workshop by the facilitator (also in technical terms), the teams are sent to their breakout rooms, where they discuss whether their everyday activities and the spaces they hang out would relate to their respective story (or not). For each category (WHO / WHAT / WHERE), a set of context cards is provided (displayed on the teams' MIRO board), which consists of different motifs regarding each category (e.g. different "everyday activities" of the anticipated audience and non-audience). The context cards are provided as inspiration for the discussion, but do not

represent all possible motifs. Therefore participants are always invited to add more possibly better-fitting motifs to each category.

WHO are the people relating (and not relating) to our story?

The teams can choose from a stack of provided context cards in the WHO category, which consist of different personas from ANIMAL RIGHTS ACTIVIST to WRITER.

Now they identify the people who relate to their story (and those who do not relate) by moving the respective cards to the designated area on the MIRO board:

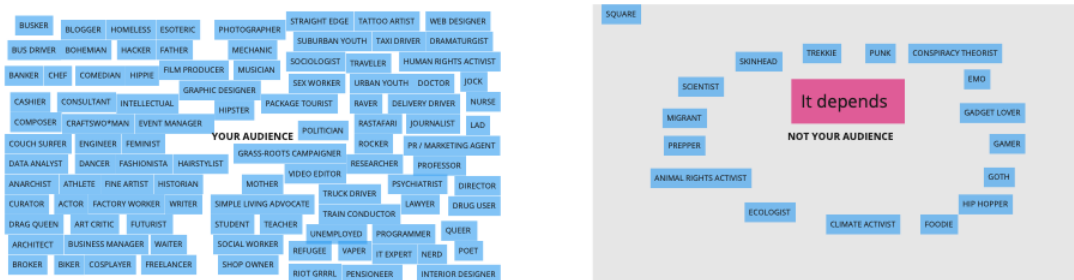


Figure 17: Possible images from the first part of the workshop

WHAT are the people doing who relate (and not) to our story?

The teams can choose from a stack of provided context cards in the WHAT category, which consist of different everyday activities from (BEACH) VOLLEYBALL to YOGA. Now the teams discuss the activities of the audience by moving the respective cards to the designated area on the MIRO board:

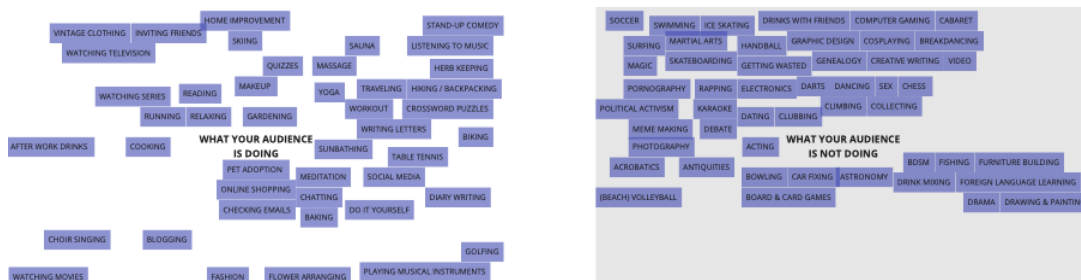


Figure 18: More images from the first part of the workshop (1)

WHERE does the audience hang out (on- and offline)?

The teams can choose from a stack of provided context cards in the WHERE category, which consist of different spaces (on- and offline) from AIRPORT to YOUTUBE:

The teams indicate where the audience hangs out by moving the respective cards to the designated area on the MIRO board:

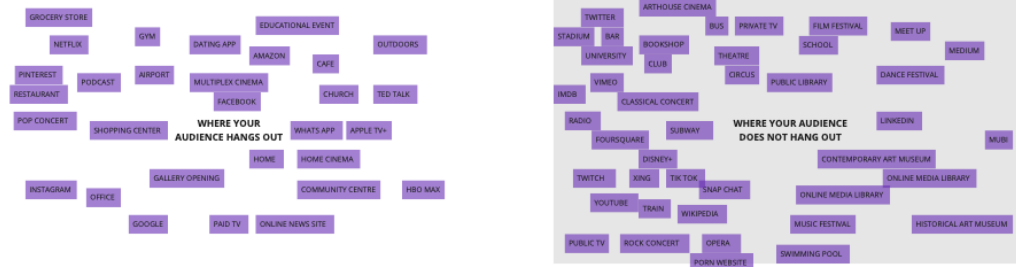


Figure 19: More images from the first part of the workshop (2)

Second part of the workshop: PERSONAS / COMMUNITIES / GROUPS

After an introduction to the second part of the workshop by the facilitator in the main Zoom space, each team is sent to their respective breakout rooms, where they find templates for the individual writing of different personas, groups and communities.

AUDIENCE PERSONA: DIANA (31)

Lives in: Krakow (PL)

WHO?	WHAT?	WHERE?
ANIMAL RIGHTS ACTIVIST	DEBATE	COMMUNITY CENTRE
SIMPLE LIVING ADVOCATE	POLITICAL ACTIVISM	EDUCATIONAL EVENT
TEACHER	PET ADOPTION	FACEBOOK
		BOOKSHOP

CHARACTERIZATION:

Diana is a primary school teacher, has a long-standing relationship with her partner and commits herself to ecological activism. Coming from an impoverished family, she is well-mannered and educated, however, she is not particularly well-off. She often uses facebook, where she shares her ecological projects and invites others to take part in the classes on the topic, she carries out in the local community center.

MOTIVATION:

Diana would be interested in the story, because it is partly about relationship with children, whereas nature serves as a background all along the way.

Figure 20: Audience Persona Description Example

Now, each team member should collage and write different personas/groups/communities by using the previously defined audience motifs from the WHO / WHERE / WHAT categories:

Each participant is supposed to write 2-3 such audience personas/communities/groups for the anticipated audience and non-audience, which are then collected and displayed on the MIRO board.

Third part of the workshop: NEGOTIATING STORY AND AUDIENCE

In the third part of the workshop, the teams discuss in which ways their respective story and audience are negotiated:

- AUDIENCE TALK: How would the respective personas, communities and groups talk about the story?
- STORY TALK: How would you tell the story to the respective personas, communities and groups?

Also for this part of the workshop, templates on the teams' MIRO boards are provided.

AUDIENCE COMMUNITY [NAME]

Location(s):

Online/Offline?

Approx. amount of members:

AUDIENCE TALK:

How would people from this community talk about the story?

Figure 21: Audience Community Description Template

In a final short pitch (5 min.), each team presents the most engaging results of their work. The workshop ends with a debrief/feedback round. How was this experience for the different participants? How did their view on the story and its anticipated audiences change? Furthermore, the next steps for the project are agreed in the group - who is taking which result from the workshop to develop it further? What are the goals for the next months and for the story development phase in general?