## Uint 3: Categorize the audience’s feedback.

Step 1: List feedback

***Stephen Mann***

Positive: It is compelling and informative.

Negative: It lacks detailed information.

***Willian McCormack***

Negative: It is broadcast so late at night.

***Anthony Turner***

Negative: It lacks basic training on common knowledge of different cultures ,which can help visitors eliminate cultural bias.

***Sam Iles***

Positive: Its host is cheerful and charming.

***Alec Melvin***

Positive: It is fantastic. The audience involvement is great and well-organized.

***Georgia Hugh***

Negative: The audience involvement is not real. The host is too talkative and too excited.

***Paul Reed***

Positive: The high program score reflects the excellence of the program.

Step 2: Sort out categories

Answer: Content, Broadcast, Host, Audience involvement, Program score,

Step 3: Make a T-chart

|  |  |  |
| --- | --- | --- |
| Category | Positive | Negative |
| Content | Compelling and informative | Lack of detailed information and basic training on common knowledge of different cultures |
| Broadcast time |  | Too late |
| Host | Cheerful and charming | Too talkative and too excited |
| Audience involvement | Great and well-organized | Not real and over-prepared |
| Program score | The score reflects the excellence of the program |  |

## Uint 4: Summarize the feedback.

Step 1: Collect feedback

|  |  |  |  |
| --- | --- | --- | --- |
|  | Audience’s preferences | Audience’s complaints | Audience’s suggestions |
| content | Nearly 66% of the audience liked the program. | Some episodes only showed a glimpse of the spots. | Only 5% of the audience proposed that the program should show enough respect for different cultures. |
| Broadcast time |  | About half of the audience were not satisfied with the broadcast time. |  |
| Host | About 31% of the audience were fond of the host. | Almost 12% of the audience mentioned that they disliked the host | About 25% of the audience suggested that the program should use different hosts in different episodes. |
| Advertisement | Around 28% of the audience thought the advertisements in the program provided them with useful information. | About 29% of the audience hated to be interrupted by so many advertisements. | Nearly 84% of the audience wanted the program to change the advertisements the program broadcast. |
| Audience involvement | Most people thought those activities were well-organized and interesting. | Almost 33% of the audience thought the audience involvement was unreal. | Around 34% of the audience would like to have chances to participate in the program. |

Step 2: Organize the summary and write an outline

Answer:

Introduce the purpose of the summary → Introduce the background information →

State the main points of Audience’s preferences complaints and suggestions → Draw a conclusion

Step 3: Write it up

This summary aim to provide an analysis of and evidence for the improvement of the program — “Eyes Open" by summarizing and analyzing the audience feedback data collected by another department.

These audience feedback data are mainly composed of group interview and online survey. And all the participants expressed their own opinions on several aspects, including the content, broadcast time, host, advertisements and audience involvement. Opinions of preferences complaints and suggestions on all the aspects have been mentioned. The detailed information is as follows.

For the content, Nearly 66% of the audience liked the program, they approved that it enhanced people’s cultural understanding and created bonds and relationships. But, some audience mentioned that some episodes only showed a glimpse of the spots. Only 5% of the audience proposed that the program should show enough respect for different cultures.

For the broadcast time, About half of the audience were not satisfied with the broadcast time.

Talk about the host, About 31% of the audience were fond of the host, whereas about 12% of the audience mentioned that they disliked the host, because he was too talkative and too emotional. As a result, about 25% of the audience suggested that the program should use different hosts in different episodes.

For the advertisement, Around 28% of the audience thought the advertisements in the program provided them with useful information. However, About 29% of the audience hated to be interrupted by so many advertisements. Nearly 84% of the audience wanted the program to change the advertisements the program broadcast.

For the audience involvement, Most people thought those activities were well-organized and interesting. Around 34% of the audience would like to have chances to participate in the program. but, About 33% of the audience challenged the audience involvement was unreal. They doubt that it was too good to be true.

Based on what they express above, the program is generally likely. And there are also many aspects we can do better.