Analysing who our stakeholders are and what implications our project might have for them.

**Primary Stakeholders:**

* User Group – People still at school (school ages) - could be more specific
  + Want to educate them
  + Make sure the website is a safe space for them to navigate
  + Think about people who might not be able to read very well – how can we address their needs as well?
  + Could the information be emotionally upsetting to people who can’t read well, e.g. people of minimal literacy in countries with a generally high rate?
* Teachers
  + Monitoring the state of the website
  + Appreciating their responsibility to safeguard their students
  + Ensuring the website is a valuable educational resource
* Data owners
  + Websites/ databases from which we scrape data
  + Reference where we get our data from
  + Consider their privacy (data is anonymized)
* Our team
  + Vested interest in success of website
* Research participants e.g. surveys / focus groups
  + Have to protect their data and value their responses
  + Make sure that surveys are not invasive
  + Try to get a diverse group of participants to ensure balanced responses

**Secondary Stakeholders:**

* Government/regulators
  + Data security, privacy concerns
  + Policy makers regarding literacy rates e.g. Education Ministry
* University of Bristol
  + Privacy concerns, are we stealing data, how does our work impact their reputation?
  + What control do they have over the scope of the project?
* NGO
  + Raising awareness – directing traffic towards their causes
  + May use the website for educational purposes
* Benefactors of charities advertised on site
  + Make sure that we are directing them to valid charities (i.e. not places where they can be scammed)
* Beneficiaries of charities
  + Benefitting from money raised through website traffic
* Family/parents/friends of users
  + Information learnt from the website by users repeated to them
  + Could the information be emotionally upsetting to people who can’t read well, e.g. people of minimal literacy in countries with a generally high rate?
* The Press
  + Low interest in our project, but if the project goes drastically wrong we have to consider them
* The public (people that may be physically around the users and able to view the website)
  + Make sure that the website won’t cause any problems to someone who might read over someone’s shoulder, for example
* Local community bodies coordinating literacy initiatives
  + They may use the website to educate people and aid their cause
* International development partners (IDPs)
  + May use the website for educational purposes