

TPR PROJECT - AUDIENCE PROFILE -

Identify all the potential audience groups in the TPR process, and break them up depending on their career status. Think about what are the features that the are the same in the various groups and what are the features that are different.

STANDARD PROFILE QUESTIONS (from Prof. Beck based on the textbook)

AUDIENCE GROUP: *High School aged children*

SECONDARY AUDIENCE: *School faculty, Parents*

ADDITIONAL AUDIENCE GROUPS: STEM organizers, Student siblings

PRIMARY AUDIENCE'S JOB: Student

EDUCATION: Current primary school students

PERSONAL CHARACTERISTICS: Tech savvy, Diverse, Short attention span

PERSONAL PREFERENCES: High stimulus presentations, Non-traditional

CULTURAL CHARACTERISTICS: Southern etiquette, Familiar with theology

ATTITUDE TOWARD THE PRESENTER: Curious, Judgmental

ATTITUDE TOWARD THE SUBJECT: Interested, Cautious

EXPECTATIONS ABOUT THE SUBJECT: Impactful

EXPECTATIONS ABOUT THE PRESENTATION: Cheesy production and scripting

REASONS FOR VIEWING THE PRESENTATION: Interest in STEM, Not by choice (schoolwide presentation)

CONDITION AND PHYSICAL ENVIRONMENT OF VIEWING THE PRESENTATION: School auditorium, outdoor projection, YouTube, social media

- + Age?
- + Where do you live?
- + Do your parents have college degrees?
- + What school subject do you enjoy?
- + Do you know what STEM means?
- + If so, what interests you about STEM?
- + Is anyone in your family in a STEM field?
- + Can you see yourself pursuing higher education?
- + Do you know how to find scholarships?
- + What careers interest you?