**English 3140, Technical Writing**

STEM PROJECT – Audience Profile

**STANDARD PROFILE QUESTIONS (from Prof. Beck based on the textbook)**Primary audience: ***High School aged children***

Secondary audience: ***High School faculty, Parents***

Additional audience groups: **STEM organization, Student siblings**

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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**: Impact**

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**

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| **PROFILE QUESTION IDEAS FROM SECTION 9**  **How old are you? *15-17* Sociometrics of the age group where do you live / rural vs urban *Rural* Do you know what STEM means?  *Yes* Can you see yourself going to college? *Yes* If not, do you know that… - advanced manufacturing’s need for 2 year degree - scholarships**  **Are you already interested in STEM? *Yes* If so, in what field? *Computing* Have you already made an effort to engage? *No* What got you interested in STEM? *Salary range***  **Have you heard about Computer Science? *Yes***  **cultural background? *Southern rural living, heavy theological influence*** | **PROFILE QUESTION IDEAS FROM SECTION 10  Age? *15-17***  **What is your attention span? *1-2 Minutes***  **What is your favorite subject? *Math***  **What careers are you thinking about? *Manufacturing / Agriculture***  **What do you want to get out of a career? - girls = solve problems, boys=earn money *A decent salary***  **sociometrics**  **Do you know what you need to get into a STEM field? *Yes* - do you know of associate degrees? *Yes* - do you know of scholarships? *No*** |