**Stakeholders Analysis**

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| **PRIMARY STAKEHOLDERS** | **INTERESTS** | **POTENTIAL PROJECT IMPACT** | **RELATIVE PRIORITIES OF INTEREST** |
| Young people | \*\* psychological health  \*\* sociability  \*\* social influence  \*\* | (+)  (?) | 1 |
| Sofware developers | \*\* academic knowledge  \*\* new experience  \*\* profit  \*\* research | (+) | 1 |
| Social media owners | \*\* increase usage of social media  \*\* spend more money  \*\* respectful social area | (+)  (-) | 2 |

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| **SECONDARY STAKEHOLDERS** | **INTERESTS** | **POTENTIAL PROJECT IMPACT** | **RELATIVE PRIORITIES OF INTEREST** |
| Teachers | \*\* Increase knowledge  \*\* teaching area  \*\* | (+) | 3 |
| Government | \*\* Increase laws  \*\* Increase mental care services  \*\* conferences | (+) | 3 |
| Entrepreneurs | \*\* Training  \*\* Social activities | (+) | 2 |
| Parents | \*\* more conscious about cyber-bullying  \*\* more time with child  \*\* | (+) | 2 |

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| **EXTERNAL STAKEHOLDERS** | **INTERESTS** | **POTENTIAL PROJECT IMPACT** | **RELATIVE PRIORITIES OF INTEREST** |
| Gyms | \*\*\*Increase profit | (+) | 4 |
| Software companies | \*\* profit  \*\*Instutional knowledge | (+) | 2 |
| owners of physical activity places | \*\* profit | (+) | 4 |

