

Audience Analysis for Communities of Practice

Together with the ecosystem analysis, the audience analysis is one of the two pieces of research that are essential to successfully design a Community of Practice (CoP). In particular, the audience analysis will help you understand who your potential members are (demographics), what they do (habits), and what they think (psychographics).

During the interview process, respondents might wander “off topic”. Listen to and respect what they say. You might learn something new and of value; it might challenge your initial assumptions of who should be in this community and what it is for. Also, if certain themes start emerging, you might want to refine your questions as you go forward.

To identify and interview potential members of your community, follow this process:

1. Narrow down your target audience using at least two qualifiers (for example, Geophysicists in Latin America)
2. Use LinkedIn or other “People” Directories to identify 10 potential members of the community you have in mind.
3. Select 3 potential members.
4. Interview them asking at least 3 questions on habits (what they do) and 3 questions on psychographics (what they think) one question on challenges, one on experiences, and one on aspirations.
5. See if there are any common patterns and try to write two paragraphs that represent the habits and psychographics profile of a generic potential member of your community.
6. Record interviews with the potential members, for no longer than 15 minutes each.
7. From these data, several common characteristics should emerge that can help you plan how and when you will engage your members.
8. List these themes in each category in order of popularity.

CoP Audience Analysis – Habits Survey Template	
Questions	Responses
What tools and platforms do you use professionally? (This should be a multiple-choice question with the tools members are most familiar with.)	<ul style="list-style-type: none"> <input type="radio"/> Collaboration for Development (C4D) <input type="radio"/> WhatsApp <input type="radio"/> Facebook <input type="radio"/> LinkedIn <input type="radio"/> Twitter <input type="radio"/> SharePoint <input type="radio"/> Teams <input type="radio"/> Zoom <input type="radio"/> WebEx <input type="radio"/> Yammer <input type="radio"/> Jabber <input type="radio"/> Other (please specify):
What do you read online? (This should be a multiple-choice question with space to add own reading materials.)	<ul style="list-style-type: none"> <input type="radio"/> Economist <input type="radio"/> Wall Street Journal <input type="radio"/> Financial Times <input type="radio"/> Trade journals (please specify)

	<ul style="list-style-type: none"> ○ Other (please specify):
<p>What do you read offline? (This should be a multiple-choice question with space to add own reading materials.)</p>	<ul style="list-style-type: none"> ○ Economist ○ Wall Street Journal ○ Financial Times ○ Trade journals (please specify) : ○ Other (please specify):
<p>What sectorial events (conferences, talks, workshops etc.) do you attend?</p>	<p>Specify the event:</p>
<p>What sectorial networks or communities are you members of?</p>	<p>Specify the networks or communities:</p>
<p>What sustains your attention?</p>	<p>Please specify:</p>
<p>When do you browse the Internet? (This should be a pure multiple-choice question)</p>	<ul style="list-style-type: none"> ○ In the morning before work ○ During work ○ In the evening after work ○ How late in the evening? Please specify: ○ At the weekend ○ How much at the weekend? Please specify:
<p>When do you participate in your domain/community?</p>	<ul style="list-style-type: none"> ○ In the morning before work ○ During work ○ In the evening after work ○ How late in the evening? Please specify: ○ At the weekend ○ How much at the weekend? Please specify: ○ Monthly ○ Quarterly ○ Semi-annually ○ Annually (for example, at an annual conference) ○ Other? Please specify:
<p>What specific aspects of the domain do you participate in?</p>	<ul style="list-style-type: none"> ○ Online community ○ In-person meetings ○ Other? Please specify:
<p>How do you participate in your domain?</p>	<ul style="list-style-type: none"> ○ Read online articles/posts ○ Comment on online articles/posts ○ Write articles online ○ POst/ask/answer questions online ○ Attend meetings ○ Attend conferences ○ Other? Please specify:

CoP Audience Analysis – Psychographics Interview Template

Questions	Responses
Biggest Problems/Challenges	
What key issues do you care about?	
What are you struggling with?	
What are you worried about?	
What are you interested in?	
NOTE: Also make a note of what they mention <i>without</i> being prompted.	
Experiences (successes, failures)	
How did you become interested in the domain?	
What is your average day like?	
What have been your biggest achievements/failures?	
Aspirations	
What are your hopes, fears, and aspirations?	
What would you love to see within your domain in the future?	
What barriers do you find in networking with other practitioners in your domain?	
Would you like to be one of the founding members of the community?	

This document is part of the Communities4Dev CoP Toolkit featuring practical resources to help you develop impactful Communities of Practice in the development sector. [Access the full CoP Toolkit.](#)