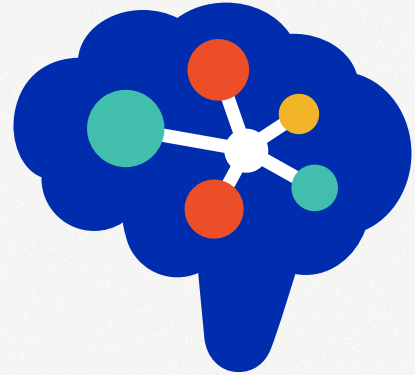


Mindset

AUDIENCE MINDSET RESEARCH

This worksheet is designed to help you answer the key question that you will encounter during the third phase of your narrative change project:

- **How does your audience think and feel about your issue?**



Step 1: Heartwired Mindset Mapping

Priority Audiences.

In [Worksheet #1](#), you identified your priority audience. Now, you need to get specific before you begin your research. Are there any distinctions you need to make that will help you to better target your audiences?

For example, you may want to target policymakers who have a specific political affiliation or represent a particular constituency. Or you may want to target young people, and you will need to focus on specific grade levels or socio-economic backgrounds.

Action.

What do you want your audiences to do after they engage with your messages or communications?

Hypothesis: What is your hypothesis about how the [five Heartwired factors — emotions, values, beliefs, lived experiences and identity](#) — add fuel or create friction for your audiences?

- **Fuel:** What Heartwired factors (emotions, identity, lived experiences, values and/or beliefs) will make it more likely that your audience will take action?
- **Friction:** What Heartwired factors (emotions, identity, lived experiences, values and/or beliefs) might prevent your target audience from acting?
- **Messengers:** Who does your audience trust and relate to? What messengers will positively shape their attitudes and beliefs about your issue?

Step 2: Plan Your Audience Mindset Research

Research Objectives.

Based on your narrative change hypothesis, narrative landscape research, and Heartwired mindset map, what are your research objectives? What do you want to learn from your mindset research about your target audience?

Developing your Plan.

Your plan should address the following methodological and logistical considerations:

- 1. Methodologies:** What methodologies should you use to learn about your audience's mindsets? (e.g., in-depth interviews, focus groups)
- 2. Number of Participants:** How many people will you include in your research, depending on the methodology you have chosen to use?
- 3. Criteria:** What criteria will you use to determine who should be included in your research? For example, you may want to include people from specific demographic groups or people with specific attitudes about an issue or an idea.
- 4. Moderator:** People are often more comfortable talking to someone who they perceive to be like them in some way. For this reason, it can be helpful to have the moderator or interviewer share an identity with your research participants. This can be a racial and gender identity, or in some cases a professional identity.
- 5. Recruitment:** Who will recruit your research participants and how will they do so? Will you provide an incentive for participants?
- 6. Location:** Where should you conduct your research? If in-person, where can you find a neutral location where your research participants will feel comfortable and relaxed? If online, what platform will you use?
- 7. Consent Form:** Every research participant must sign a consent form. If you are conducting research with minors, both the minor and their adult parent/guardian must sign a consent form.
- 8. Confidentiality and Anonymity:** How will you protect the research participants' confidentiality and ensure their anonymity?
- 9. Transcription:** How will you transcribe your audio/video? There are several online resources for transcription.

Step 3: Develop Your Research Tool

Learning Objective(s).

What do you hope to learn? Refine the questions you hope to answer through your audience research.

Designing Questions.

You will need to develop a set of questions and follow-up prompts that you can use to guide your conversation(s) in interviews or focus groups. Your guide or survey may include some or all of the following components:

Sample Components

1. Introductions
2. Understanding You: Background/Context, Role, and Values
3. Word Associations / Reactions to Language
4. Defining the Problem
5. Understanding the Solution What kind of stories/data/evidence are compelling?
6. Envisioning Change in the Future
7. Important Messengers and Channels
8. Making the Case
9. Final Thoughts

Step 4: Analyze and Document Your Findings

Analysis.

Review all of the notes and transcripts from your research interviews and focus groups and develop a summary of what you learned.

Consider these questions:

- What did you learn about your audience's mindset, especially the heartwired factors (emotions, identity, lived experiences, values and beliefs)?
- What have you learned about the specific words or language your audience uses?
- What have you learned about the messengers that your audience trusts and would like to hear from?
- What stories does your audience tell about their own lived experiences, or the experiences of others, that have influenced the way they think about a specific issue?

Messaging Interventions.

Based on what you've learned about your audience's mindset, what do you think your messaging interventions need to do?

Synthesis and Documentation.

Summarize the 5-10 high-level, overall insights you developed from your audience mindset research. Create a report or presentation that documents your audience research objectives, methodology, and insights. You may also want to include 1-3 anonymous verbatims from your focus group or interview transcripts that offer "proof" of what you observed.