In-Depth Audience Analysis

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**Introduction**

It is very crucial and highly important that the analysis of the audience is always crucial to have at hand. The Parma Area Chamber of Commerce, established in 1955, has been serving the Parma, Parma Heights and Seven Hills cities. It engages in promoting and protecting development and business in their respective areas of activity. It represents issues related to the members, community, and businesses.

**The Message’s View on the Audience**

The local chamber message at <http://parmaareachamber.org/> emphasizes the area business as well as the business's protection and promotion in the area. The chamber does not focus on the community benefits, neither on economic benefits nor on others. The written message seems to aim at the community that is running the business in the area. The audience views local business to be the most important activity of the community. It does not give the same importance to individuals or in other words, the similar meaning has not been given to the individuals or audiences. "The Parma Area Chamber of Commerce's mission is to develop, encourage, promote, and protect the commercial, professional, industrial, financial, and general business interests of the Parma Area" (Parma Area Chamber of Commerce, 2013).

**Analysis of the Community Stakeholders and Audience using the Demographics, Geographic, Psychographics, Socio-graphics, user Graphics, and Web Graphics**

The message presumes its audience to be homogeneous. Businesses and their owners constitute the professional and commercial interests of the community. They share common socio-economic demographics. The members of the audience are bound by their financial interests, and the chamber of commerce supports their interests. These members of the audience perform their activities in the same area. Therefore, they are confronted with the same problems (Besselaar, & Beckers, 2008). They have to work using the limited resources of the community; these resources might be financial or others.

The message does not address the psychographics of the audience. The message and the audience of the concern or message do not have nor share the same values. A number of factors and things such as their lifestyles, religions, and personal interests vary. However, they share the means to get these lifestyles, values, and interests by running businesses in their community (Parma Area Chamber of Commerce, 2013). Socio-graphic interests are dependent on the business transactions within the community, which serve as a means of establishing a social network.

There are several things in which local businesses get the required sources they need to function appropriately. Hence they need those resources to run and operate in a fine way through the suppliers. The community gets enough support in terms of available opportunities for employment through these businesses and suppliers. The Internet business is, however, affecting the local businesses by allowing the potential customers to make transactions online (Besselaar, & Beckers, 2008). The customers have an enhanced outreach to the products of businesses located outside the community.

Where the Internet has threats for local businesses, it also serves to bring the community members together. It offers an opportunity for the users to share information about events, experiences, products, and services. The Internet users differ in their skills, purposes, and usage levels. However, those who demonstrate interests in the Chamber of Commerce share common interests regarding the needs and development of the community. There are a number of things and actions but the economic development is the most important element of the shared common interests of the community's members.

**Based on Audience Analysis, Recommendations to Improve the Message**

The message can be improved in two ways: by modifying the message to fit for a broader community through information provided by the support and efforts made by the Chamber, and by encouraging the diversity among the local community (Goldsworthy, Mayhorn, & Meade, 2010).

**The rationale why my Version is better than the Original**

To include all community members in the message, and intentionally removing business owners and managers from the message, gives an impression that the community’s support for the local businesses is inevitable and will be appreciated. The involvement of all members in the message assures the community members that businesses within the community cannot thrive without their supportive role. The recognition of diversity within the community informs the members that diversity is a positive phenomenon and it has favorable effects on the local business. Members of a community, including business owners and managers, differ on different bases: backgrounds, priorities, ethical preferences, and interests (Goldsworthy, Mayhorn, & Meade, 2010). The Chamber of Commerce should consider both the business owners and the community members while taking an important initiative or decision. This will cause the community members to believe more firmly in administrative and economic authorities of their area, and take an active part in promoting businesses and increasing overall welfare.

**References**

Besselaar, D. & Beckers, P. (2008). Demographics and Sociographics of the Digital City. Community Computing and Support Systems. Retrieved from <http://hcs.science.uva.nl/usr/peter/publications/1998kyoto2.pdf>

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