

## Audience & Issue Verification Aids

**Directions:** Ask contacts the kinds of questions listed in the left-hand column below to help you elicit the kind of information described in the right-hand column.

### What to Ask & Why

Types of Questions to Ask	Information You May Elicit
<b>General Picture</b>	
<ul style="list-style-type: none"> <li>• Is there a problem/issue?</li> <li>• What do you wish was happening?</li> <li>• What do you think led to this problem/issue?</li> </ul>	<ul style="list-style-type: none"> <li>• Existence of the problem/issue</li> <li>• Extent of “gap”</li> <li>• General cause(s)</li> </ul>
<b>Details</b>	
<ul style="list-style-type: none"> <li>• Can you give me more details?</li> <li>• Who cares about this?</li> <li>• Why do you think they care?</li> </ul>	<ul style="list-style-type: none"> <li>• What is going on (in greater detail)</li> <li>• What ought to be going on (in greater detail)</li> <li>• Who has opinions on the details</li> <li>• Where attention should be focused</li> </ul>
<b>Feelings</b>	
<ul style="list-style-type: none"> <li>• How do you feel about the issue?</li> <li>• Do you feel that people would be able to learn things that would help them address the issue?</li> </ul>	<ul style="list-style-type: none"> <li>• How people feel about the issue</li> <li>• How big a priority this problem/issue is in relation to other problems/issues on which attention could be focused</li> </ul>
<b>Proof</b>	
<ul style="list-style-type: none"> <li>• What, specifically, makes you think this?</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of the accuracy of contact’s perceptions</li> </ul>
<b>Causes</b>	
<ul style="list-style-type: none"> <li>• What do you think is creating or contributing to the issue?</li> </ul>	<ul style="list-style-type: none"> <li>• What contacts think is causing the problem/issue</li> <li>• What, among all the possible explanations, created this problem/issue</li> </ul>

(OVER)

**Directions:** When considering which methods to use to elicit information from your contacts, use this grid to help you review factors about each method of information gathering.

**Factors/Type of Inquiry**

Factors	Type of Inquiry							Literature Review
	Telephone Interview	In-Person	Focus Group	Questionnaire		Large Number	Small Number	
				Small Number	Large Number			
<b>Anonymity of Sources</b>	None	None	None	Some	High	N/A	N/A	N/A
<b>Cost</b>	Depends on length, number, and cost of calls	Depends on number, distance, length	Depends on number, distance, length	Low	Usually high, especially in development of the questionnaires	Variable but relatively low	Variable but relatively low	Variable but relatively low
<b>Follow-up Issues</b>	Good opportunity	Good opportunity	Fair opportunity	Little or no opportunity	No opportunity	N/A	N/A	N/A
<b>Response Rate</b>	Usually high	High	High	Depends on quality of issues and anonymity	Usually low	N/A	N/A	N/A
<b>Ease of Analysis</b>	Depends	Depends	Depends	Easy, with some preparation	Requires advanced data analysis preparation	Depends on the sources and access to libraries	Depends on the sources and access to libraries	Depends on the sources and access to libraries
<b>Risk</b>	Some	Some	High, need group skills	Some, print endures	High, many people receive and print endures	None	None	None
<b>Why Use</b>	Relatively quick	Face-to-face information	Comparative information	Thoughtful information	More comparative details across responses	Understanding of current and valid sources, and prevention of duplication of effort	Understanding of current and valid sources, and prevention of duplication of effort	Understanding of current and valid sources, and prevention of duplication of effort

Source: Adapted from *Training Needs Assessment*, Allison Rossett.