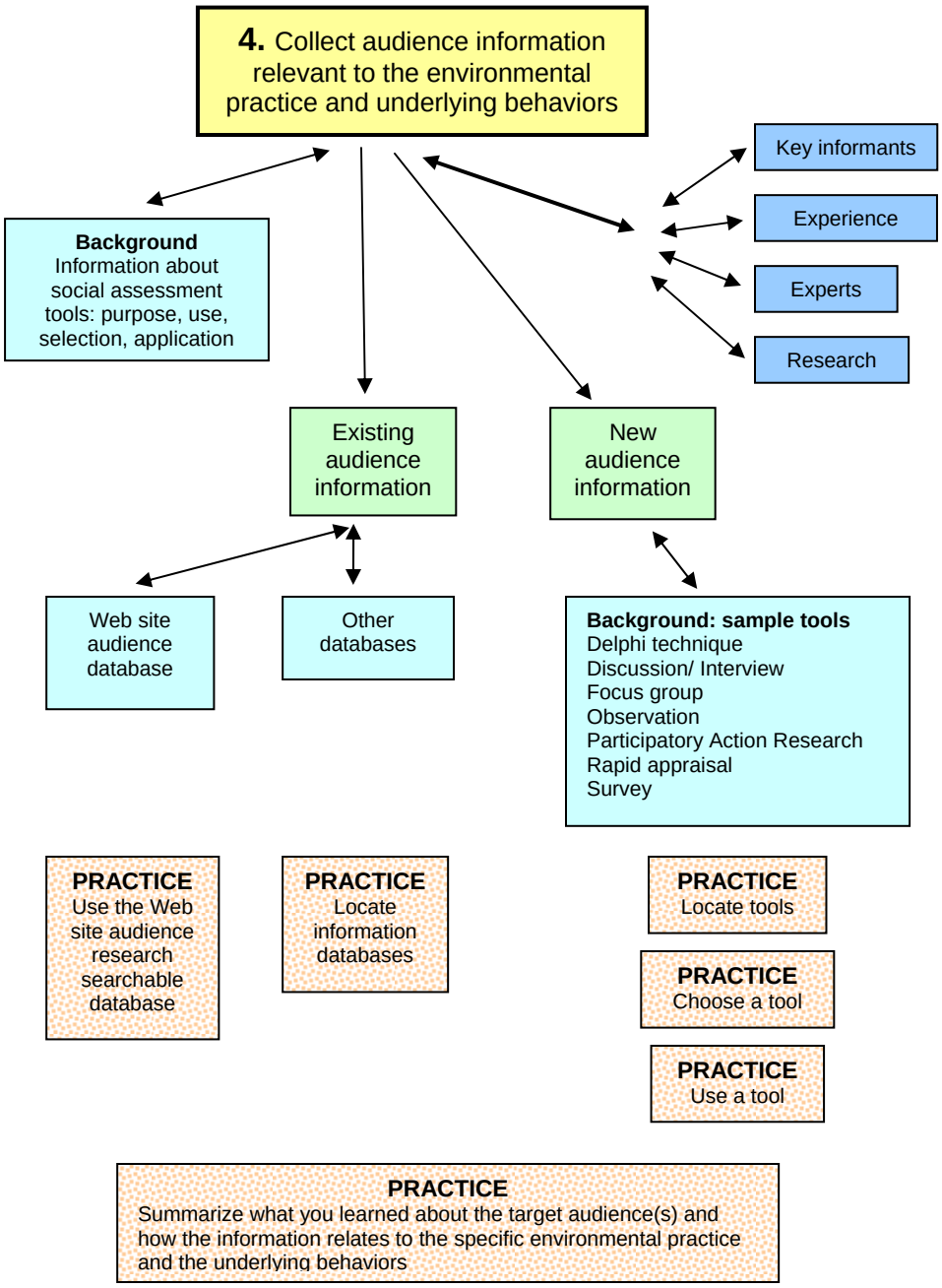
4. Collect audience information relevant to the environmental practice and underlying behaviors
Key informants
Experience
Experts
Research
Background
Information about social assessment tools: purpose, use, selection, application
Existing audience information
New audience information
Web site audience database
Other databases
Background: sample tools
Delphi technique
Discussion/ Interview
Focus group
Observation
Participatory Action Research
Rapid appraisal
Survey
PRACTICE
Use the Web site audience research searchable database
PRACTICE
Locate information databases
PRACTICE
Locate tools
PRACTICE
Choose a tool
PRACTICE
Use a tool
PRACTICE
Summarize what you learned about the target audience(s) and how the information relates to the specific environmental practice and the underlying behaviors