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Reflection #4: Target Audience of Digital Project #2

The audience of a work determines how the work will be perceived. This perception can drastically change the tone of a work, potentially damaging the impact of said work.

However, when knowledge of the audience is apparent, it can elevate a work and increase the value of a project; enhancing its effectiveness. In digital project #2, the target audience for my work is scholarly, well learned young people who have a vested interest in sociology and psychology. Although previous knowledge of human nature is expected, the work should not be too difficult for an average person to understand. The age group targeted is to be from 18-35 with a good understanding of the English language and a wide vocabulary.

Most of the viewers would come from other scientific or educational videos, as the search engine used on YouTube, as algorithms push such videos to this audience. The editing style should be visually pleasing and have the ability to relay data in a visual format, enhancing the effect of the audio. The video should be similar to the tone of people such as BobbyBroccoli, SciShow, NileRed, and Vsauce.