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CODE 320

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Reflection #2: Target Audience

Throughout the development of my team and I's research project, I have kept in mind the audience that my project will reach. As we develop our research, the goal of our project has shifted towards introducing the concept of ecology to developing an understanding of local ecosystems and the interactions within them. This change caused my team and I to reexamine our goals; altering the target audience from k-8th grade students to 5th through 8th grade students. This gives us the ability to explore more complex topics as the students will be assumed to have a general understanding of biology and concepts such as food chains.

With the repositioning of our project, we acknowledge that not only will the students be exposed to the project, but their parents and friends will be through diffusion of knowledge. Due to this, we will develop the project in a way in which students can become teachers; sharing ideas in and amongst each other and propagating said ideas outside the classroom. Not only will this assist in the spread of knowledge, but said propagation will have the ability to reach populations which do not have access to traditional educational materials, such as parents and elders.

As we develop our project, we will document the creation process and provide a roadmap of its creation to other institutions via emplace. By doing this, we will produce a product that can be applied in multiple contexts. With this, we must consider the academic community in our conveyance of ideas, as institutions will be the audience that will utilize our project. Therefore, we must provide a detailed explanation of how our project works and how best to utilize it.

As we continue to develop our project, the goals and objectives are ever changing, however the core of our research remains the same. Due to this, we can convey our ideas in multiple different ways depending on the audience we are targeting. The project itself is targeted to children while the institutions which will use it are run by academics. Knowing the target audience for the project is key to its success and with this knowledge we can best develop our research and continue to improve upon the foundation we have created.