

Reflection #2

Based on my research and plans, the audience that I want my work to reach is young adults within the age range of 18 to 25. I feel that since I am in this age range, it will have a positive impact on my research as I will be able to connect to them on a different level as well as understand and empathize with them and their experiences. In addition to young adults, I also want my work to reach everyone of all ages, backgrounds, demographics, etc., because I feel that this research is very helpful and will be very impactful for conservation efforts going forward.

For my work, the relevant stakeholders are the young adults, 18 to 25, in the community as I previously explained, since they are my target audience. However, another stakeholder who is relevant in my work is Heartlands Conservancy. They have been our partner organization since 2024 and are still an important and necessary piece of the puzzle that is our research. Not only have they been there to support us, but this organization is also relevant in my work because I will be using opportunities that they provide in my product in order to promote them and spread the word about those activities, as well as Heartlands Conservancy themselves.

The influence that these stakeholders have in the shaping of my work is a very big part of my process. The fact that my target audience is young adults means that the way I want to engage them will have to be catered towards them which will limit me, or push me, to certain forms of engagement. Also, my work has to benefit Heartlands Conservancy in some way, so that pushes me to help promote and spread the word about them and their organization through my research and work.