

How are you going to revise your work? What secondary sources might you need to explore to bolster your previous research? Who are you writing for and how will that impact your revisions?

This project will be revised through a process that combines qualitative analysis, audience awareness, and engagement-focused refinement. My initial research has been centered around a podcast project designed to engage young adults in conversations about water conservation. After recording my first full episode I used a software called "Descript" to transcribe the audio and systematically coded the transcripts from there. These codes were then grouped into themes that revealed how my target audience understands, values, or resists water conservation. Revision will focus on tightening the connection between these themes and the conclusions I draw from them, ensuring that my insights are clearly supported by the data rather than assumptions.

One major way I plan to revise my work is by revisiting my coding process. As I review transcripts multiple times, I may refine or collapse codes that are redundant, unclear, or too broad. This will help strengthen the validity of my themes and allow me to develop clearer metrics that accurately represent audience attitudes and behaviors. Additionally, feedback from my team will play a critical role in revision. Since the findings will be disseminated collaboratively on the Emplace website, team discussions will help identify gaps in interpretation, unclear explanations, or opportunities to present the findings in a more engaging and accessible way.

To bolster my research, I will explore several types of secondary sources. Scholarly articles on environmental communication and behavior change will help contextualize my findings within existing research on sustainability engagement. Studies on water conservation messaging—especially those focused on young adults or digital media—will help me compare my audience's responses with broader trends. I also plan to consult sources related to qualitative research methods, particularly coding and thematic analysis, to ensure my methodology aligns with established best practices. In addition, reports from environmental organizations and government agencies on water usage patterns and conservation challenges will provide real-world context that strengthens the relevance of my conclusions.

My primary audience consists of young adults, particularly those who may not already see water conservation as a personal or urgent issue. This audience shapes how I revise both the content and presentation of my work. Because young adults often respond better to relatable language, storytelling, and practical takeaways, my revisions will prioritize clarity, accessibility, and engagement over overly technical language. At the same time, a secondary audience includes educators, researchers, and community partners who may use the findings for outreach or

program development. This means my revisions must balance approachability with credibility, clearly explaining my methods and findings without oversimplifying them.