

Learner Analysis Worksheet

	DEMOGRAPHIC CHARACTERISTICS	LEARNER DETAILS
	Size of target audience	
	Are there any sub-groups that may participate?	
	Age ranges	
	Educational/grade level, or academic program year How long have they been out of an educational setting?	
	Gender breakdown	
	Cultural backgrounds, races, ethnicities, nationalities	
	Primary language	
	Cultural views towards education Student/teacher	
	Employment status	
	Socioeconomic status	
	Traditional/non-traditional/ first-generation learner?	
	Geographic location(s) & time zones	
	Internet connectivity? Access to technology?	
	Other?	

	COGNITIVE & PRIOR KNOWLEDGE CHARACTERISTICS	LEARNER DETAILS
	Education Level and prior achievements	
	Do they meet prerequisite skills required?	
	Prior knowledge/proficiency related to subject/content	
	Learning Styles	
	Computer/Information literacy	
	Familiarity with Web 2.0 tools	
	Online experience	
	Learning Disabilities	
	Cognitive Disabilities	
	Other:	
	PHYSIOLOGICAL CHARACTERISTICS	LEARNER DETAILS
	Emotional: beliefs, habits of thinking, curiosity level, creativity	
	Are basic needs being met?	
	Any medical issues that may impede participation?	
	Physical disabilities	
	Environmental sensitivities	
	Athletic? Tendencies toward competition?	
	Other:	

	AFFECTIVE & SOCIAL CHARACTERISTICS	LEARNER DETAILS
	Motivation level – is the course required or optional?	
	Attitudes toward self	
	Relationships	
	Interests/hobbies	
	Other:	

* Chart constructed from information found in Smith, P.L., & Ragan, T.J. (2005) *Instructional design* (3rd ed.).

