

Step 2: Identify Stakeholder Needs

Stakeholders are the individuals and organizations that will be affected by the results of the assessment (e.g., developers) and the potential users of the instructional technology.

Stakeholder needs generally reflect the central questions the stakeholders have about the instructional technology. Determining stakeholder needs helps to focus the assessment process so that the results are of the greatest utility.

Use the worksheet below to identify stakeholders and their needs, and to make it easier to articulate the central questions of your study. **Central questions** establish the boundaries of your study by stating what specific aspects of the instructional technology will be examined. They are also important in identifying the purpose and uses of your study.

Follow these steps when using the worksheet:

1. Identify any questions that more than one stakeholder is likely to have. Use the fourth column to mark these with an "X" because they are probably more important.
2. Rank the questions by their importance. Assign the same rank to similar questions.
3. Choose the top 1-3 questions to be the focus of your assessment; these are the central questions.

