

# Characterization Checklist

Target Population	What Is Known? Summary	Level of Confidence <small>1 = low, 5 = high</small>
<b>1. Knowledge</b>		
What level of knowledge do they have about the issue?		
What kind of understanding do they have of current events relating to the issue?		
How familiar are they with terminology and concepts related to the issue?		
<b>2. Skills &amp; Abilities</b>		
What kind of skills, experience, or prior training do they have related to the issue?		
<b>3. Incentives</b>		
What are the consequences of action or inaction (i.e., are they rewarded or penalized or does nothing happen)?		
<b>4. Support</b>		
What factors affect their ability to access, attend, or utilize training or tools or techniques?		
Do current policies encourage or discourage desired behavior?		
Does management agree that this is a problem?		
How does management react to employee actions and decisions?		
<b>5. Motivation</b>		
What level of value do they place on actions and decisions affecting the issue?		
Do they believe or expect that it is within their ability to take action or make meaningful decisions affecting the issue?		
What do they value that is linked to the issue (i.e., what are they most concerned about)?		
<b>6. Opinions</b>		
What attitudes and biases do they have about the issue?		
What are their perspectives about the problem, their relation to it, and its causes and solutions?		
<b>7. Cultural Characteristics</b>		
What are the distinct cultural factors that affect their actions and decisions, which in turn influence the issue?		