

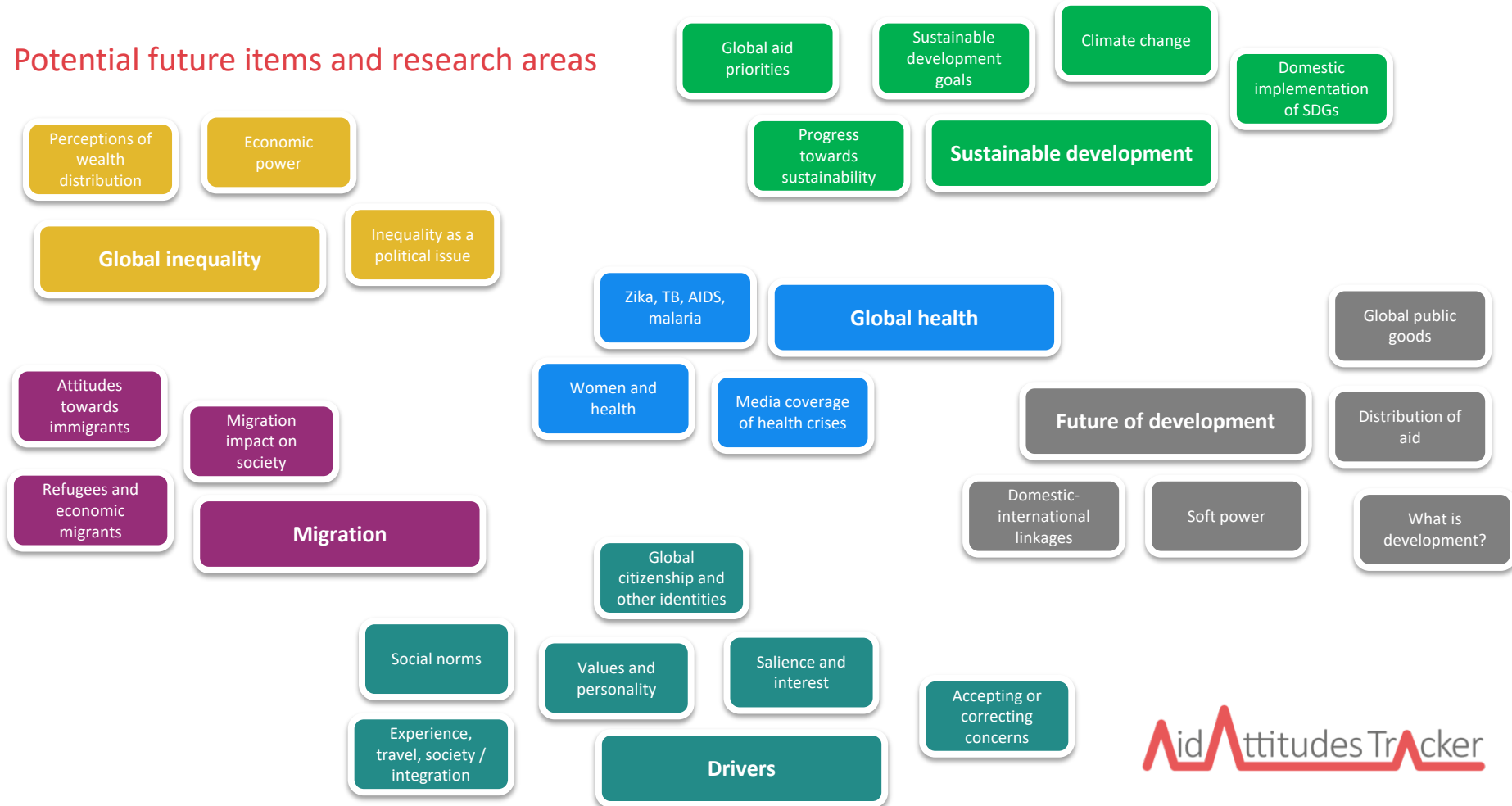
Consultation on the future of the AAT

Jennifer Hudson & David Hudson

The future of the AAT: Design for phase two

1. Designing phase two of AAT: monthly tracking; annual panel; 2-3 deep dives per year
2. Content
3. Outputs
 - **Strengths** – What worked well? What was valuable?
 - **Weaknesses** – What worked less well?
 - **Opportunities** – What would be most useful to you/your organization in phase two?
 - 'Blue sky' thinking
 - **Threats** – What are the potential risks?

Potential future items and research areas



Media analysis and audiences

Jennifer Hudson & David Hudson

Media study

What would be valuable to partners? What would you prioritise if you had a dedicated research project on media?

- Touchpoints – Where do people engage with media content about development/aid
- What media do they use, consume, trust?
- Profiles of audiences
- Persuasion – Which mediums are most persuasive?
- Formats – stories