**Lesson Plan: Mapping Audience and Purpose**

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| **Activity Description** | **Resources** | **Time** |
| Summary: Students will work together to evaluate the intended audience and purpose of a variety of popular and scholarly information sources. Learning Outcomes: * Students will identify the purpose of different information sources.
* Students will discuss the intended audience(s) of different information sources.

ACRL Framework for Information Literacy:This activity connects with the frame “Authority is Constructed and Contextual.”Instructions: 1. Welcome students and ask them to form five groups of three-four students. Each group will have a dedicated research station.
2. Use a Padlet or Poll Everywhere to have students answer the question, “What was the last thing you researched?" Talk about how broad a term “research” is – it can mean many things, and most people have experience with some type of research!
3. Introduce the Audience and Purpose Concept Map and the research stations. Students will skim the eight sources and place a sticker for each source on the appropriate place in the Audience and Purpose Concept Map. Explain that there are no perfect or right answers, and students don’t have to read the full sources. They can just skim the sources and make educated guesses about the audience and purpose.
4. Groups spend ten minutes completing the Audience and Purpose Concept Map, matching the numbered stickers on their sheet to the appropriate audience and purpose.
5. Have a ten-minute discussion about each of the sources and where students placed them on the map.
6. Ask students what information sources are missing from the map. Ask whose voices are absent, and how they could be included in the conversation in the future.
 | Required Materials:This activity requires significant prep time to assemble five “research stations.” Each station should include:* Five printed Audience and Purpose Concept Maps (one for each group)
* Five sets of stickers #1-8 for the Audience and Purpose Concept Maps
* A series of sources to analyze (this could be a folder with printouts of each of the sources or a short link to a Google Folder)
 | **20 minutes** |