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| --- | --- | --- | --- | --- | --- |
| **Name of organization, group or segment of the public** | **Likely interest in your research**  **H/M/L** | **What aspects of your research are they likely to be interested in? Identify key messages linked directly to your research for this group** | **What level of influence might they have on your capacity to generate impact and/or what level of benefit might they derive from the research?**  **H/M/L** | **Comments on level of influence and/or likely benefit (e.g. times or contexts in which they have more/less influence over the outcomes of your research, ways they might block or facilitate your research or impact, types of benefit they might derive from the research)** | **If influence is high but interest is low, how might you motivate greater interest and engagement with the research?** |
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## Stakeholder and Public Analysis Template