

A photograph of a man and a woman in conversation. The man, on the left, is wearing a light blue polo shirt and is seen from the back and side. The woman, on the right, is wearing a maroon t-shirt and has her hand raised as if speaking. They are standing in front of a brick wall. To the left, a red and white striped circular sign is visible on a post. The scene is brightly lit, suggesting a sunny day.

SOCIAL ANALYSIS



**Systematically examine
social problem, issue or trend**



**To prompt changes in
Situation being reviewed**

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**SOCIAL
ANALYSIS
COMPONENTS**

A man in a light blue polo shirt and a woman in a maroon t-shirt are engaged in a conversation outdoors. The man is on the left, seen from the back, and the woman is on the right, gesturing with her hands. They are standing in front of a brick wall. A red and white striped circular sign is visible on the left. The text '1. SOCIAL AWARENESS' is overlaid in large yellow letters with a black outline.

1.
**SOCIAL
AWARENESS**



**Learn about problem, issue or trend
of a group or location**



**Via Eyewitness Accounts,
Interviews, Forums**



**Via Literature Reviews,
Reports & Studies**

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2.
SELF
AWARENESS



Relation to Social Reality



Biases & Stereotypical Influences

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3. SOCIAL ANALYSIS



Ethnographic Study

- **Systematic study of people and cultures through observation**



Demographic Study

- **Study of size, composition, and distribution of populations**



Community Needs Assessment

- **Identification of needs and challenges of a community**



Community Asset Mapping

- **Inventory of community strengths & resources**



Community Analysis

- **Observation**
- **Inference**



Observations

- **Take notes**
- **Make connections**

A photograph of a man and a woman in conversation. The man is on the left, seen from the back and side, wearing a light blue polo shirt. The woman is on the right, facing him, wearing a maroon t-shirt and gesturing with her hands. They are standing in front of a brick wall. To the left, a red and white circular sign is visible on a post.

Inferences

- **Deductive: Follow stated premise**
- **Inductive: Conclude generally from specific examples**