Brainstorming Using The 5 W’s

**WHO?**
What group/population are you interested in?

BY AGE? Children, Adolescents, Adults, Elderly...

BY ETHNICITY/RACE? Native Americans, Hispanic, White/Caucasian, Latinx...

BY GENDER IDENTITY? Women, Men, Trans, LGBTQ...

BY COUNTRY? Americans, Latin Americans, Mexicans...

OTHER? Military veterans? Survivors of ____? Gamers?...

A COMBINATION?? Ex. Native American LGBTQ Adolescents

**WHAT?**
What is it about this topic that you want to know?

**WHERE?**
Where is this happening?

**WHEN?**
Is there a time period you’re interested in?
The last 5 years? Today? A certain decade/century? The future?

**WHY?**
aka The “So what?” Factor
Why should your audience care about this topic?
What’s interesting about it?
Why is this issue important?

**List Other Similar Terms For**

________________________
________________________
________________________
________________________