* When your target people group are online, where are they going?
* What is your people group's favorite way to socialize with their oikos online?
* Do your people group consume media in groups? Where are they? What is it?
* How and where do local businesses, organizations, schools, etc advertise online?
* What are the most frequently visited websites?
* How is a media source deemed credible or reliable?
* How prevalent are smart phones?
* Are people mostly Android or iPhone users?
* What kind of networks do they have? 3G, 4G, Wifi
* Do they use SMS or messaging apps?
* How do people interact on their phones?
* Do people prefer laptops, tablets, mobile devices?
* Is email widely used?
* Do they subscribe to email campaigns?
* How influential/widely used are Satellite TV, local TV stations, radio, podcasts?
* What is your people's preferred way of learning? Visual, auditory, etc
* Google search to help get a feel for the social media usage of your people. (Ex. Search “social media usage in [country]”
* How do people search for information?
* Do people feel comfortable giving our their phone numbers, emails, addresses, etc in contact forms? Do they even have these forms of contact?
* What are the security concerns that you and your people group face?
* What are current growing trends in technology and media?