

	Low-Power Stakeholders	High-Power Stakeholders
High-interest Stakeholders	Support and enhance their capacity to be involved, especially when they may be affected by findings, as in the case of program participants.	High potential as primary intended users. These are often key “players” who are in a prime position to affect use, including using it themselves as well as drawing the attention of others.
Low-interest stakeholders	Inform them about the evaluation and its findings. Controversy can quickly turn this amorphous “crowd” of general public stakeholders into a very interested mob.	Need to cultivate their interest and be alert in case they pose barriers to use through their disinterest.