

**College and University Educators
ESP Symposium 2012**

**Nara Institute of Science and Technology
8 September 2012**

William Holden and John Blake
Japan Institute of Science and Technology

Heuristic Needs and Means Analysis

We report on a series of steps in an incremental needs and means analysis conducted at a Japanese university over one semester. Our remit is to teach English, but we want to establish who should learn what. The language policy within each laboratory is rather opaque, exacerbated by the differences between stated and actual policies, and further complicated by the mix of Japanese-speaking or non-Japanese speaking overseas students. With our request for access to faculty via faculty meetings denied due to time restraints, we adopted a number of alternative tactics to deal with the unwieldy task of discovering who actually uses English. As access to key data was also unavailable, a means analysis (Holliday and Cooke, 1982) of the local context was conducted. The culmination of the analyses was a comprehensive needs, lacks and wants (Allwright, 1982) questionnaire survey administered to all faculty and students, the results of which will be shared.