



RESEARCH PROCESS

Design

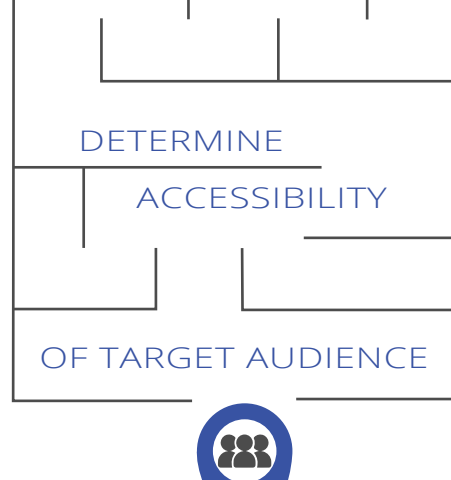
Project Orientation

DESIGN DETAILED METHODOLOGY

- ✓ Survey, in-depth interview, focus groups
- ✓ Phone, paper, web, tablet
- ✓ Quant, qual, mixed, experimental, quasi-experimental



DEFINE RESEARCH OBJECTIVES



Instrument Design

CONTEXTUALIZE

Integrate content that is appropriate and relatable to the target audience

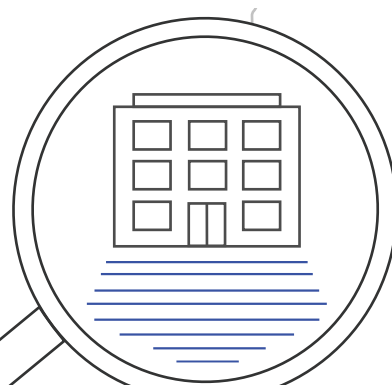
TRANSLATE & VERIFY

Ensure native language reflects purpose of English text

PRE-TEST

Implement and adjust survey based on findings

Field Logistics



IDENTIFY AND/OR BUILD CAPACITY OF LOCAL FIRMS



Data

Field Preparation

CONVERT INSTRUMENT INTO SPECIFIED MODE & TEST

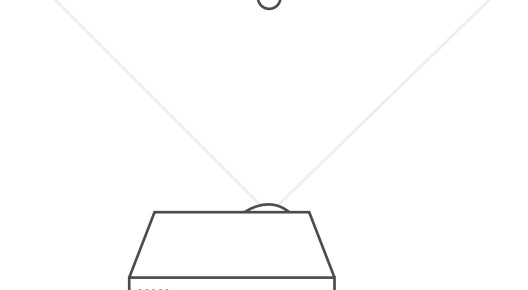
Program scripts for: phone, tablet or online surveys

Develop interviewer training manuals

Create discussion and moderator guides

TRAIN FIELD TEAM

Sampling techniques & interviewing procedures



Monitor Fieldwork

CONDUCT IN-FIELD QUALITY CONTROL

Contact procedures
Survey timing
Back-checking

RECEIVE REGULAR UPDATES ON ACHIEVED SAMPLE

Contact outcomes
Demographics
Events affecting fieldwork

Data Processing

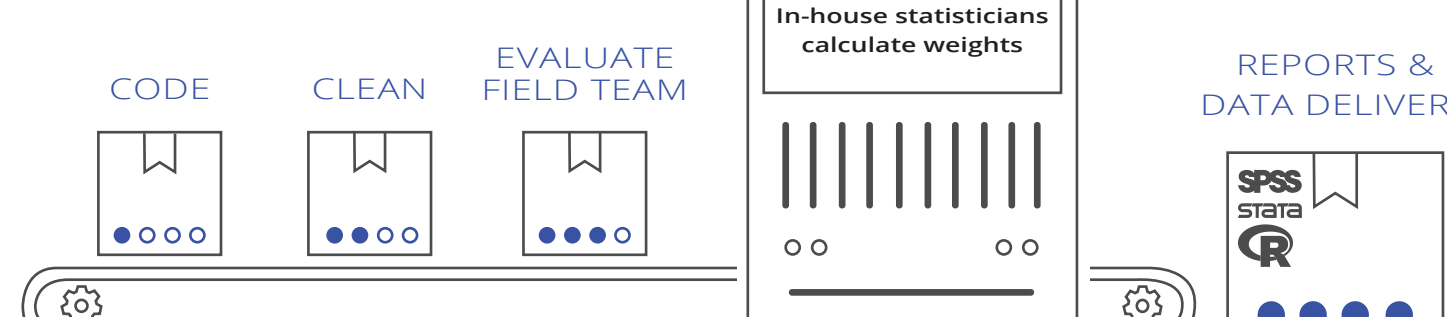
CODE

CLEAN

EVALUATE FIELD TEAM

ANALYZE

REPORTS & DATA DELIVERY



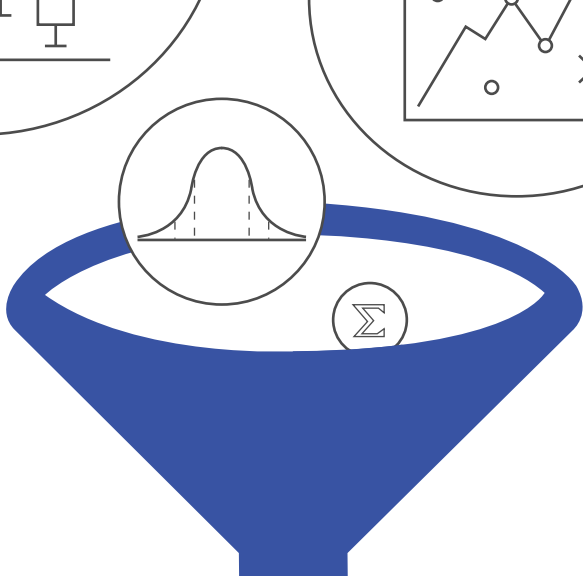
Decisions

Analytical Reporting

BRIDGE GAP BETWEEN DATA SCIENCE & COMMUNICATION

Statistical Testing

Analysis



Reporting & Visualization

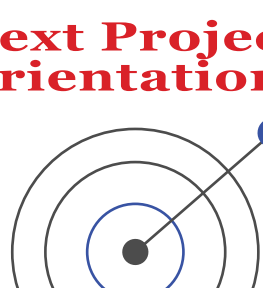
REVEAL INSIGHTS TO INFORM DECISIONS



SHARE LESSONS LEARNED & APPLY TO FUTURE PROJECTS



Next Project Orientation



DEFINE RESEARCH OBJECTIVES