Research for Organizing Webinar Series

Module 3: Overview of Research Methods
Presenters

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Agenda

• Logistics
• Who we are
• Past Modules
• Types of Data
• Sources of Data
• Research Methods
• Moving forward
• Q & A
Webinar Logistics

• Audio Options:
  – Listen by phone:
    • Select “telephone” in the audio option on the control panel.
    • Call the number sent to you in registration confirmation
    • Enter your access code
    • Enter your audio pin (press # [code numbers]#) so we can identify you.
      – Pin will be shown on your screen when you log in online.
  – Or, listen through your computer’s audio.

Everyone but the presenters will be muted to reduce background noise.
Webinar Logistics

Questions

- As we go through the webinar, if you have any questions, you can type them into the question box.
- We will answer questions after the webinar during the Q&A session.

Your questions here!
INTRODUCTION TO THE COMMUNITY DEVELOPMENT PROJECT (CDP)
Who is CDP?

- Strengthen impact of grassroots organizations, through...
  - Participatory Action Research Reports
  - Grassroots Policymaking
  - Popular-Education Curriculum Design and Research Training
  - Strategic Campaign Research

**Find out more information about CDP here: [http://cdp.urbanjustice.org/](http://cdp.urbanjustice.org/)**
CDP Partnership Model

• Prioritize working with groups that...
  – Are based in low-income/excluded communities in New York City
  – Conduct community organizing campaigns with a goal of achieving systemic change
  – Are membership-based, member-led
  – Engage in leadership development and base-building activities
Research For Organizing Webinar Series

• **Module 1: Unpacking the Toolkit**
• **Module 2: Designing your Research Project**
• **Module 3: Overview of Research Methods**
MODULE 3: OVERVIEW OF RESEARCH METHODS
Objectives for this Module

- Participants will be able to...
  - Define and understand the uses of primary and secondary data
  - Define and understand the uses of quantitative and qualitative data
  - Identify the best research methods to collect quantitative and qualitative data
INTRODUCTION TO PARTICIPATORY ACTION RESEARCH (PAR)
Participatory Action Research (PAR)

- Community-driven
- Power-building
- Action oriented
RESEARCH FOR ORGANIZING (RFO) TOOLKIT
Research for Organizing Toolkit

- Designed for organizations and individuals using PAR in social justice work
-Compiled from years of working with grassroots organizations
-Trainings, tools and tips created for organizers & community members to become more actively involved in research process
Research for Organizing Toolkit

www.researchfororganizing.org
TYPES OF DATA
Quantitative and Qualitative Data

• **QUANTITATIVE DATA**
  – Data that is presented numerically

• **QUALITATIVE DATA**
  – Descriptive data that can help tell peoples’ stories
SOURCES OF DATA
Primary and Secondary Data

• PRIMARY DATA
  – Original information collected from your research sample

• SECONDARY DATA
  – Data that has been collected and analyzed by someone else
SECONDARY DATA
Secondary Data

• Easy to access and mostly free (Google Scholar, Libraries, CBOs, government agencies)
• Can help clarify the research questions
• Helps avoid “reinventing the wheel”
• Shows gaps in existing research
• Might show the difficulty of collecting certain types of information
Secondary Data

- Literature Reviews
- Legal/policy reviews
- Background Demographic data
- Administrative data
- Freedom of Information Act/Law (FOIA/FOIL) requests
Literature Reviews

• Usually look at academic and media articles about the topic
• Summarize findings into one document
• Helps assess
  – What has already been researched
  – Different research methods
  – Gaps in the research
• Can be very helpful when writing the research report
Legal/Policy Reviews

• Review the policy landscape around your issue
  – What are the current laws and administrative policies regarding the issue
  – What are the gaps in regulation and enforcement

• Distills dense information into accessible language

• Useful for designing research instruments

• Useful for making policy recommendations
Background Demographic Data

• Helps you describe your community - % that is low income, languages spoken, etc.
• Good way to determine if survey sample matches demographics of the geographic location sampled
• Flags when some portion of the population is oversampled, which may skew results
Demographics of Survey Sample Compared to Neighborhood Demographics

<table>
<thead>
<tr>
<th></th>
<th>Survey Data</th>
<th>Community District (2011-13 ACS Data)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N = 508</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N = 477</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>36%</td>
<td>47%</td>
</tr>
<tr>
<td>Female</td>
<td>64%</td>
<td>54%</td>
</tr>
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<td>Transgender</td>
<td>0.4%</td>
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<td>Other gender identity</td>
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<td>N/A</td>
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<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N = 432</td>
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<td></td>
</tr>
<tr>
<td>African American or Black</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>Latino/a or Hispanic</td>
<td>56%</td>
<td>45%</td>
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<td>Asian or Pacific Islander</td>
<td>4%</td>
<td>8%</td>
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<tr>
<td>Native American</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>White</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Primary Language</td>
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<td></td>
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<tr>
<td>N = 472</td>
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</tr>
<tr>
<td>English</td>
<td>83%</td>
<td>47%</td>
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<tr>
<td>Spanish</td>
<td>24%</td>
<td>41%</td>
</tr>
<tr>
<td>Chinese</td>
<td>1%</td>
<td>13%</td>
</tr>
<tr>
<td>Other Language</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Employment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N = 408</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>66%</td>
<td>49.5%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Retired</td>
<td>15%</td>
<td>N/A</td>
</tr>
<tr>
<td>Yearly Household income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N = 415</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below $25,000</td>
<td>40%</td>
<td>45%</td>
</tr>
<tr>
<td>$25,001 to $40,000</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>$40,001 to $70,000</td>
<td>18%</td>
<td>41%</td>
</tr>
<tr>
<td>$70,001 to $100,000</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Over $100,000</td>
<td>7%</td>
<td>15%</td>
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<tr>
<td>Median household income</td>
<td></td>
<td>$30,335</td>
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<tr>
<td>Household size</td>
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<td></td>
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<tr>
<td>N = 254</td>
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<td></td>
</tr>
<tr>
<td>Average household size</td>
<td>2.9</td>
<td>2.5</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N = 441</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 years and under</td>
<td>.7%</td>
<td>17%</td>
</tr>
<tr>
<td>15 to 19</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>20 to 24</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>18%</td>
<td>13%</td>
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<tr>
<td>45 to 54</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>65 and Older</td>
<td>13%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Administrative Data

• Data routinely collected from organizations, agencies, and institutions
  – Data from organizations could be intake data, information from sign in sheets, etc.
• Information is publicly available (sometimes via FOIL and sometimes via online database)
• Usually tend to have large samples, and over a period of time
Freedom of Information Act/Law (FOIA/FOIL) Requests

• Provides the public the right to request access to records from any government agency, as long as personal privacy, national security, & law enforcement interests are protected

• FOIL requests usually have an associated cost & take a long time to process

• FOIA website (for federal agencies): http://www.foia.gov/index.html

• Check for your state agency FOIL laws here: http://www.nfoic.org/state-freedom-of-information-laws
Interpretation Requests By Development - BROOKLYN

<table>
<thead>
<tr>
<th>LANGUAGE</th>
<th>DEVELOPMENT</th>
<th>COUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>RUSSIAN</td>
<td></td>
<td></td>
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</tbody>
</table>

NEW YORK CITY HOUSING AUTHORITY

NEW YORK CITY HOUSING AUTHORITY
DEPARTMENT OF COMMUNICATIONS
LANGUAGE SERVICES UNIT
INTERPRETATION REQUESTS
CALENDAR YEAR 2013
PRIMARY DATA
Primary Data

• Data that you generate through your research

• Creative control – you develop the research plan, you control how information is collected

• Great organizing tool – opportunity for members to be involved

• You define how your community is studied
PRIMARY RESEARCH METHODS
Primary Research Methods

• Interviews
• Focus Groups
• Mystery Shopping
• Surveys
Tool 2.3: Participatory Action Research (PAR) Menu of Methods

Surveys – Surveys ask specific questions and tend to include short answer, multiple-choice, and scaled-answer questions. Surveys can be done online, through the mail, and can be written and filled out in person. The most effective way to conduct surveys in support of organizing is in an in-person “interview style” so that the surveyor can make personal connections with the respondent. Surveys are helpful for getting information or data from a wider group of people and are better for getting quantitative information like numbers, than they are for getting qualitative information, like peoples’ stories. Surveys can be helpful when making policy demands because elected officials, policymakers, and the media tend to respond to hard numbers.

Interviews – Interviews are guided conversations about a specific topic; are often done one-on-one, and tend to use open-ended questions in order to get in-depth explanations. Interviews are useful when you want to get more specific, detailed information than you would get from a survey and you want to get deeper into people’s experiences and personal stories. Interviews are appropriate when dealing with sensitive or personal information that people may not be comfortable writing on a survey or sharing in a group setting (such as a focus group). Interviews can also assist the organizing outreach process because they facilitate one-to-one interactions, but they can be more time intensive than surveys.

Focus Groups – Are small group sessions (7-12 people) that are led by a facilitator in order to obtain opinions based on the research question. Like interviews, focus groups are good for getting qualitative data, and are an effective way to get people’s personal stories, testimonies, and experiences from a group setting. They can also be useful for delving deeper into a specific issue or research question not fully addressed by another method. Focus groups can be useful in allowing participants to bounce ideas and stories off of each other. Due to the group setting, they can also be more challenging than interviews for discussing sensitive topics.

Community Mapping/Canvassing – Is a process of documenting and visually presenting trends or patterns in a given community. Community maps and canvassing can be used to document many physical, spatial dynamics of a neighborhood from new construction sites, to new luxury condos, to green spaces, to new businesses, to vacant lots, etc. This is an effective tool for tracking physical changes in a neighborhood, and specifically as a way to document the impact of gentrification on a neighborhood.

Community Visioning – Is a process where a group of community members come together to develop an alternative vision or proposal for the future of their community. Visioning can be used to develop public policy demands and can be particularly useful when communities are working to impact the physical development of their community. This can also be useful for groups working to influence a particular issue or policy.

Mystery Shopping – Is a process where community members pose as customers call or visit businesses and document their experience and observations. Usually mystery shoppers have a specific set of criteria they are looking for when they visit or call a business. This is a good way to document employment practices, compliance with labor laws, and consumer fraud.

Secondary Data – Is data that comes from somewhere else’s research. This is distinct from “primary data” which is original data that you collect through your own research in the field. Secondary data is helpful for getting background information that will complement the ground-level information that comes from people’s experiences (primary data). It can also be helpful to do a bit of secondary data collection before you begin your primary data collection in order to focus your research questions and help you to develop your research tools (such as surveys and interview guides). Secondary data can come from a variety of public and private sources, such as the U.S. Census Bureau, city and state agencies, research organizations, and academic institutions.

Media Review – Is a systematic review of a certain number of news articles or clips from a variety of sources about a specific topic to uncover the most common words or themes that emerge. This can be used as background research to help inform your research design and can also be used on its own to give you data about how a specific issue is being presented or framed in the media.

Literature Review – This is a review of existing articles, academic studies or reports in order to find out what information already exists about the topics you are exploring. This can be part of your secondary research; can help inform your research questions and can help you identify gaps in research and information on a given issue.
Interviews

• Guided conversations about specific topic
• Used to document stories, experiences, and impacts
• Usually one-on-one
• Tend to use open-ended questions to get in-depth explanations
Interviews - Benefits

• Useful for qualitative data, for getting more in-depth answers
• Great for dealing with sensitive information that may be difficult for individuals to share in a group setting
• Good for organizing – getting to know how issues affect individuals
Interviews - Challenges

• Time-consuming
  – Hard to do more than a few interviews based on capacity to do them

• Won’t get numbers from results

• Interviewer needs to be trained
  – To deal with sensitive information and using the interview guide
  – Needs to take detailed field notes and/or record and transcribe interview for analysis.
Research for Organizing – Interviews

GETTING YOUR DATA: INTERVIEWS

Activity: 3.2 Creating Effective Interview Questions

Purpose of Activity:
This activity is designed to guide your group through the process of creating effective interview questions. First participants will learn how to create open ended vs. close ended questions, and will review other interview question tips. Then your group will brainstorm interview questions to use in your interview guide.

By the end of Activity Participants Will:
- Understand the difference between closed-ended vs. open ended questions
- Understand how to create effective interview questions
- Develop a list of interview questions to use in your interview guide

Before this Activity Participants Will Need to:
Be updated about your organization’s research plan and timeline
WHAT overall questions did VOCAL want to answer through their research?

- What experiences do people that use syringe exchange programs have with police?
- What impact do the practices of law enforcement have on drug users access to clean syringes and ability to safely dispose of used syringes?
- What are the experiences of drug users with harm reduction programs?
HOW did VOCAL gather information (what methods did they use)?

- **INTERVIEWS:** VOCAL used one on one interviews to capture the stories and experiences of Syringe Access Program participants.
  - This method was chosen because of the personal nature of the information that was discussed and the stigma that surrounds injection drug use.
Murky laws endangering New York's syringe exchange programs: study

NEW REPORT: SYRINGE ACCESS PROGRAM PARTICIPANTS CITE POLICING PRACTICES AS BARRIER TO PUBLIC HEALTH

Study Identifies Legal Loophole & Fear of Police as Undermining Publicly Funded Programs

New State Data Shows over 700 Arrests in 2008 & Nearly 600 in 1st Six Months of 2009
Focus Groups

• Small group sessions led by a facilitator to collect qualitative data
• Guided discussions with pre-determined questions
• Questions are open-ended
Focus Groups – Benefits

• Effective way to get peoples’ stories, testimonies, experiences

• Great organizing tool
  – Brings people together to explore how a particular issue is affecting them and their community
  – Brings people together to identify commonalities and raise consciousness about an issue

• Allows participants to bounce ideas off of each other
Focus Groups – Challenges

• Group setting can make it harder to discuss sensitive information
  – However, bringing people together to discuss things that initially feel sensitive can actually help build community and ultimately support relationships and organizing

• Facilitation skills are key

• The conversations have to be transcribed and analyzed
Activity: 3.4 Preparing for a Focus Group

Purpose of Activity:
This activity is designed to educate participants about the basics of focus groups, focus group guides, and how to devise effective focus group questions.

By the End of Activity Participants Will:
- Learn the basics of setting up and conducting focus groups
- Develop questions for a focus group guide

Before this Activity Participants Will Need to:
- Have determined your research goals and research questions
- Have decided on your research method

Materials Needed:
Right to the City – We Call These Projects Home (2010)
WHAT Overall questions did RTTC want to answer through their research?

- How have low-income residents been impacted by the destruction of and disinvestment in public housing?

- What is the need for public housing as a permanently affordable housing source?
HOW Did RTTC gather information (what methods did they use)?

- **FOCUS GROUPS**: to collect qualitative data from public housing residents
  - Allowed RTTC to collect the stories and experiences about the impact of housing policies on low-income residents
  - Achieve the goal of highlighting residents’ voices in the public housing policy debate.
  - Brought residents together as communities to share their experiences
Housing Discrimination, Gentrification and Black Lives: We Call These Projects Home
Mystery Shopping

• Community members pose as consumers – call or visit businesses and document their experience and observations

• There is usually an observation sheet that has been prepared beforehand so that members know what to look for when they visit businesses

• Data from mystery shopping can be both quantitative and qualitative
Mystery Shopping – Benefits

• Good way to document fraud, compliance, enforcement, etc.
• Good for organizing members and getting them involved in research
• Can help identify organizing targets for campaigns
Mystery Shopping - Challenges

• Need capacity of members to carry out mystery shopping
• People may not feel comfortable going into businesses and posing as consumers
• Need capacity to do background policy research so that you can prepare a mystery shopping guide
Research for Organizing – Mystery Shopping

GETTING YOUR DATA: MYSTERY SHOPPING

Activity: 3.10 Mystery Shopping Training

Purpose of Activity:
To make participants familiar with the instrument being used for mystery shopping and to train shoppers and observers on how to conduct the mystery shopping visits.

By the end of the activity Participants will:
- Understand what mystery shopping is and why it is being used
- Understand how mystery shopping fits in to the larger campaign
- Be familiar with some research terms
- Be familiar with the mystery shopping instrument
- Understand all the key terms in the instrument
- Understand who/where should be targeted by the mystery shopping visits

Before this Activity Participants Will Need to:
Determine where you want to go for the mystery shopping
Have finalized your mystery shopping instrument
Develop scenarios for your mystery shoppers
Dreams & Schemes in Queens, NY (2012)
WHAT overall questions did NICE want to answer through their research?

• What are the current practices of Immigration service providers and employment agencies?

• What are enforcement shortfalls for services targeted at this community?
HOW did NICE gather information (what methods did they use)?

• SECONDARY/POLICY RESEARCH: Research on the employment agencies and immigration service providers and the laws/policies regulating both of these services helped develop the mystery shopping guide.

• MYSTERY SHOPPING: Mystery shoppers documented their interactions posing as consumers seeking services at employment agencies and immigration service providers on a standardized form designed to evaluate providers’ compliance with relevant laws and regulations.
We did it!! NYS Senate and Assembly passes Justice for Job Seekers bill

NEW YORK

Probe reveals rampant ripoffs hitting immigrants

Fraudulent businesses in rogue storefronts in Queens often fleece immigrants hunting for jobs or immigration help by taking fees for services they don't deliver, according to a report out Thursday.

Francisco Moya @FranciscoPMoya · Jun 16
Now to @NYGovCuomo desk. We need these reforms to protect low wage workers and immigrants seeking jobs! @JeffKleinNY
Surveys

• Ask specific close-ended questions
• Tend to include short answer and/or multiple-choice questions
• Generate quantitative data
Surveys - Benefits

• Can be administered in various ways (online, in-person, through the mail)
• Great for getting quantitative information/data from a large group of people
• Helpful with policy demands – elected officials, policymakers and media often want to see numbers
Surveys – Challenges

• Not the best at capturing meaningful qualitative data

• Surveys that are longer and more complicated tend to get the best results from “interview-style” administration where organizer gets to connect with person
Research for Organizing - Surveys

GETTING YOUR DATA: SURVEYS

Activity: 3.1 Survey Administration Training

Purpose of Activity:
To make participants familiar with the survey instrument being used for your research project and to train surveyors on how to conduct the surveys.

By the end of Activity Participants will:
- Understand how the survey fits into the larger campaign
- Be familiar with research terms related to surveying
- Be familiar with the survey instrument
- Understand all key terms in the survey
- Understand who should be targeted to take the survey

Before this Activity Participants Will Need to:
Have finalized the survey instrument

Materials Needed:
Paper
Stand for Tenant Safety (2015)

Stand for Tenant Safety (STS)

Summary of Data to Document Construction as Harassment in Rent Stabilized Buildings and the STS Legislative Solution

By the Stand for Tenant Safety Coalition
with Research Support from the Community Development Project at the Urban Justice Center
September 2015
WHAT overall questions did STS want to answer through their research?

• What is the experience of rent-stabilized tenants undergoing major construction? Would any of these experiences constitute tenant harassment?

• Is the DOB adequately and effectively enforcing the laws that protect rent stabilized tenants?
HOW did STS gather information (what methods did they use)?

• SURVEYS: Wanted to collect numerical data about the effects of construction as harassment and whether laws to protect tenants were being enforced

• SECONDARY DATA: Utilized Department of Buildings and Department of Finance databases to figure out which buildings have violations and how long the DOB takes to respond to complaints
MOVING FORWARD
Research For Organizing Webinar Series

• Module 1: Unpacking the Toolkit
• Module 2: Designing your Research Project
• Module 3: Overview of Research Methods

Moving forward:
• **Module 4: Creating, designing, and implementing Surveys – Quantitative Data**
Research For Organizing Webinar Series

• Module 5: Focus Groups & Interviews – Qualitative Data
• Module 6: Mystery shopping/observations
• Module 7: Creating research findings and Policy Recommendations
• Module 8: Presenting & Releasing your Research
Q&A