



Tool 2.1: Guiding Questions for Developing Research Goals and Questions

WHAT...

...is the social or policy change you want to bring about at the end of the day?

...are your organizing goals, and how can this research be helpful achieving these goals?

...information do you need to better understand and document the issues you are addressing?

WHY...

...is research useful or important for your organization?

... internally, to inform and assess needs in the community? YES NO

Explain

... externally, to mobilize and educate community members around an issue?

YES NO

...to support a specific policy campaign or influence policy and public debate around an issue?

YES NO

HOW...

... can you document or better understand the issue? Do you need "hard" numbers (quantitative data) or stories of personal experience (qualitative data)?

Quantitative Qualitative Both



... are you going to give legs to your research? What action strategies could you employ to make the research and report as effective as possible? _____

WHO...

... are the stakeholders in the issue? Who has interest, who is affected?

... needs their voice to be heard?

...are you trying to influence? Who has power over the issue?

...is your target audience (community members, elected officials, media)?

...will collect your data?

WHERE...

... can you go to for information and other existing data?

...can you go for support and assistance (non-profits, universities, government agencies)?

WHEN...

... is the right time to do research? _____

...in your campaign?

...in the political context?

...in your organization?