



# Tool 2.2: Guiding Questions for Choosing a Research Method

## 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

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... 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? \_\_\_\_\_

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## WHO...

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

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... needs their voice to be heard?

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

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

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...will collect your data?

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## WHERE...

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

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

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## WHEN...

... is the right time to do research? \_\_\_\_\_

...in your campaign? \_\_\_\_\_

...In the political context\_ \_\_\_\_\_

...In your organization? \_\_\_\_\_