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?