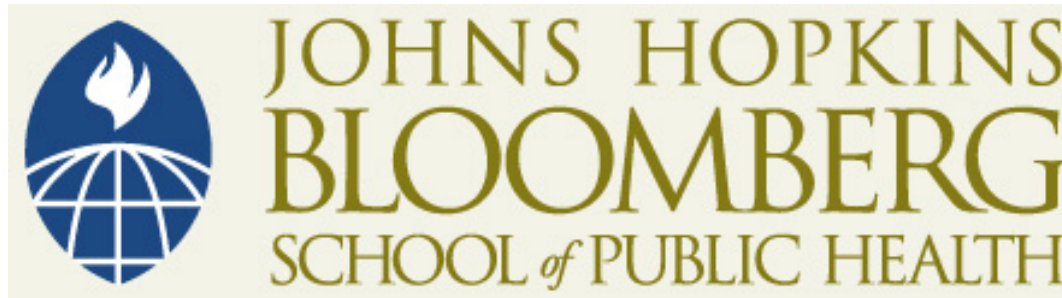


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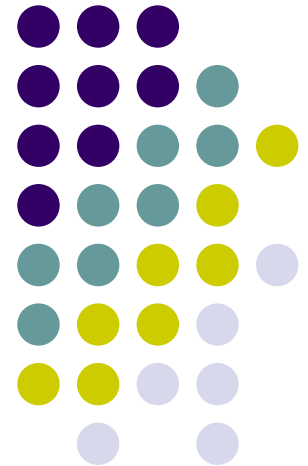
# The Research Process

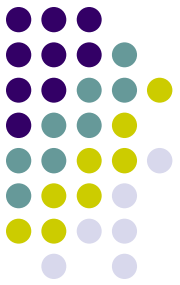
Lecturer: Esta de Fossard

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*Research is formalized curiosity. It is poking  
and prying with a purpose.*

**--Zora Neale Hurston**

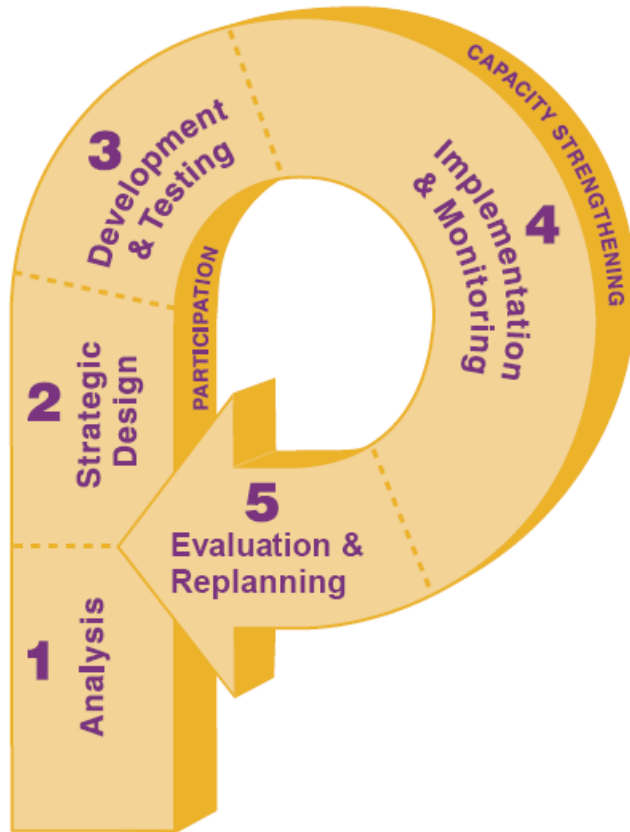




# What is research?

- In much of society, research means to investigate something you do not know or understand. -- **Neil Armstrong**
- Enough research will tend to support your conclusions. -- **Arthur Bloch**
- I enjoy research; in fact research is so engaging that it would be easy to go on for years, and never write the novel at all. -- **Helen Dunmore**
- Research is what I'm doing when I don't know what I'm doing. -- **Wernher von Braun**

# STEPS IN STRATEGIC COMMUNICATION

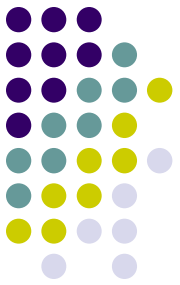


## The P-Process

<http://www.jhuccp.org/pubs/>

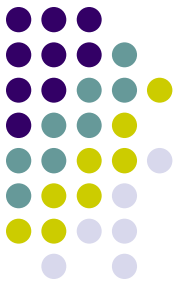
- Step 1** ANALYSIS
- Step 2** STRATEGIC DESIGN
- Step 3** DEVELOPMENT & TESTING
- Step 4** IMPLEMENTATION & MONITORING
- Step 5** EVALUATION & REPLANNING

# The P-Process



- Step 1      ANALYSIS**
- Step 2      STRATEGIC DESIGN**
- Step 3      DEVELOPMENT &  
TESTING**
- Step 4      IMPLEMENTATION &  
MONITORING**
- Step 5      EVALUATION &  
REPLANNING**

# STEP 1 ANALYSIS



## SITUATION ANALYSIS

- **Determine severity and causes of problems**
- **Identify factors inhibiting or facilitating desired changes**
- **Develop a problem statement**
- **Carry out formative research**

# STEP 1

## ANALYSIS (cont.)



### AUDIENCE/COMMUNICATION ANALYSIS

- **Conduct a participation analysis**
- **Carry out a social and behavioral analysis**
- **Assess communication and training needs**

# STEP 2

## STRATEGIC DESIGN



- **Establish communication objectives**
- **Develop program approaches & positioning**
- **Determine channels**
- **Draw up an implementation plan**
- **Develop a monitoring and evaluation plan**



# STEP 3

## DEVELOPMENT & TESTING



- **Develop**
- **Test**
- **Revise**
- **Re-test**

# STEP 4

## IMPLEMENTATION & MONITORING



- **Produce and disseminate**
- **Train trainers and field workers**
- **Mobilize key participants**
- **Manage and monitor program**
- **Adjust program based on monitoring**

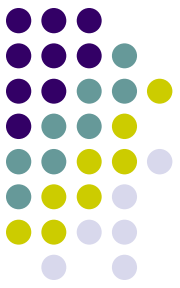
# STEP 5

## EVALUATION & REPLANNING



- **Measure outcomes and assess impact**
- **Disseminate results**
- **Determine future needs**
- **Revise/redesign program**

# Cross-Cutting: Participation & Capacity Strengthening



## **PARTICIPATION**

*A strong communication program should fully engage multiple stakeholders at the national, district, and community level.*

## **CAPACITY STRENGTHENING**

*A successful plan always considers ways to build capacity at the institutional and community level.*