The Research Process

Lecturer: Esta de Fossard

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
The P-Process

Step 1  Analysis
Step 2  Strategic Design
Step 3  Development & Testing
Step 4  Implementation & Monitoring
Step 5  Evaluation & Replanning

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