

Starting Your Research Project

Part 1. The Big Picture	
<p>What campaigns or organizational goals will the research support? Or what is the headline you want to see? <i>Workers are facing abuses, or Understand better what conditions workers are facing, or Organize workers to advocate for change</i></p>	
<p>How will research support your goals? <i>Help you convince decisionmakers? inform campaign priorities? Get media attention on issue? Involve or educate members? reframe the issue to the public?</i></p>	
<p>What information are you looking for? <i>Demographics of workers, working conditions, health issues, gentrification in your neighborhood</i></p>	
<p>Who is/are the audience(s) for this information? <i>Who are you trying to move with the information so that you can achieve your goals? Media that will inform the general public that will put pressure on a government official? Your community members that need to be made aware of the issue so that they will organize? A campaign target like a corporate head?</i></p>	
Part 2. Getting your ‘Methodology’ Down!	
<p>What’s your Source(s) - the information you are looking for? <i>It can be newspaper article that describes your issue, it can live in your community through their day to day experiences of an oppression, or in public records compiled by government entities that describe your community</i></p>	
<p>What Tool(s) will you use to extract your source? <i>An interview or survey can pull experiences of your community; literature reviews will pull out existing writings, search an online database or submit a FOIA.</i></p>	
<p>What is your Method – the plan for using your tool(s) to get your source(s) <i>You can conduct a face-to-face survey with 500 residents, search through the EPA, census and HUD databases, go to the public record offices in your city.</i></p>	
<p>By when, should this happen? <i>When do need the research to be complete, but include benchmarks along the way on when parts of the research can be completed; consider press moments or political dates when the research will be more powerful</i></p>	
<p>What role can members/community play in the research process? <i>Are there places in the process member input or involvement can happen – guiding the research, participating in the analysis, creating tools, doing outreach.</i></p>	
<p>What are your materials internally? <i>Does the information need to be formatted, summarized, translated into other languages or into user friendly language. This is throughout the research process not</i></p>	

<i>just the end.</i>	
What are your materials externally? <i>A shiny report, a summary of findings, a fact sheet. Consider your audience and what they will listen to. A fancy report for a policy maker versus a user friendly comic book for a community member</i>	

Part 3. Check your Resources

Who will coordinate the project? <i>Oversee the projects, check the timeline, guide the process including making necessary changes, liaison if multiple people or organizations are involved?</i>	
Who will collect the information? <i>Volunteers, members, ally organizations, students? How much staff time will it take?</i>	
Will you need to do trainings to conduct research? <i>Who will conduct the training? How long will the training be? Who Will design it? How many does someone need to go through to be able to conduct the research?</i>	
Who will develop Dissemination materials? <i>Plan, write, review, edit, design, print, distribute? Will the materials need to be translated?</i>	
Will you involve ally or outside institutions orgs? <i>Who? What roles will they play?</i>	
How's the money looking? <i>Do you have funds to pay for printing and design of report? Do data entry? Do you need to do fundraising?</i>	

Part 4. Timeline

When will it be done? <i>Fill in steps of the projects: gather data, create database, data entry, create user friendly materials, release report, etc.</i>	Fill in date(s)
a)	
b)	
c)	
d)	
e)	
f)	
g)	
h)	
i)	
j.)	
k.)	
l.)	
m.)	
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o.)	