

## Research Types

Research doesn't have to be complicated. Below are the types of research and a few samples of what you may already have done - but maybe didn't call it research.

### **Primary - You or your organization collected the information**

- Survey of your families or staff
- Count of the number of people who called about a specific concern
- Interviews with subject matter experts

### **Secondary - Someone else collected the information**

- State or federal data on education issues
- City or neighborhood demographic information
- Regional academic data
- Information in journals

### **Qualitative - Difficult to quantify, audience feelings, words**

- Focus groups
- Open-ended questions on surveys
- Observing behavior

### **Quantitative - Able to be quantified, multiple choice/hard data**

- Multiple choice, rating or true/false questions on surveys
- Counting the number of people who attend an event
- Enrollment numbers at a school or in a program

### **Formal - Conducted in a way that everyone had an equal chance to participate and the results can be replicated**

- Automated phone system survey
- Online survey (as long as the entire population has access or survey is also provided in print)
- Documenting positive, neutral and negative press coverage based on pre-established protocol

### **Informal - Anecdotal or information gathered by convenience sampling**

- Interviews with key influencers
- Focus groups to test messages or strategies
- Group meetings allowing public feedback

**Formative - helps you discover more about a problem/opportunity or preview messaging/strategy/tools**

- Baseline survey of audience awareness, attitude or behavior
- Feedback on initial messaging and strategies
- Documenting historical enrollment trends

**Evaluative - measures campaign against the objectives to determine success**

- Post-campaign survey of audience awareness, attitude or behavior
- Measuring growth of enrollment after a campaign
- Measuring growth in event attendance over the year before