**RESEARCH QUESTION DESIGN WORKSHEET**

**Campaign/Project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Background**

Overall goal: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Principle strategy: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Constituencies/populations of interest: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What do you already know/assume (from polls, informal observation, conventional wisdom)? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What existing programs do you have in place? What is their level of success? Perceived strengths/weaknesses? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Possible Topics for Research & Experimentation**

**Choice of population/audience**

Where are they? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What do they value? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What are their opinions/actions? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What barriers do they have to action? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Messages**

Goal: Persuasion, informing, or activation? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What frame(s) may work? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What value(s) are you trying to tap? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What psychological mechanisms? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What beliefs are you trying to change? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Messengers** (types or specific individuals)

Whom does your audience(s) find trustworthy?**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Whom are they already listening to? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Mode of communication**

Do they need a light or heavy touch? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Is mass media or highly individualized appropriate? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What volume of communication?**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Tactics/Program Design**

What asks might work best? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What events will be most popular or effective? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What types of settings would be most conducive to action? **\_\_\_\_\_\_\_\_\_\_**

What kinds of social relationships are important? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What training do your supporters need? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

How can you best structure your ladder of engagement? **\_\_\_\_\_\_\_\_\_\_\_\_**

**Research Question:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Do you have a hypothesis (guess of what the answer will be)?**

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**A theory for why this would be the case?**

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**Testable: How would you find an answer? What would an answer look like?**

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**Actionable: What would you do differently if you had an answer?**

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**Theoretical implications: Does the answer tell you something broader about the world?**

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