

PHASE 1 AUDIENCE ANALYSIS

Conducting Immersive Research

Effort ●●●●●

Objective

To develop a research plan to help deepen understanding of the problem and its structural, social, institutional, behavioral, cognitive, and emotional facets.

***Note:** When conducting any research, especially with human subjects, you may need prior approval from the institutional review board (IRB). Be sure to budget enough time for this process.*



Time needed

Multiple days, depending on size and scope



Participants

Core design team; research team; stakeholders; intended audience members

How to use this tool

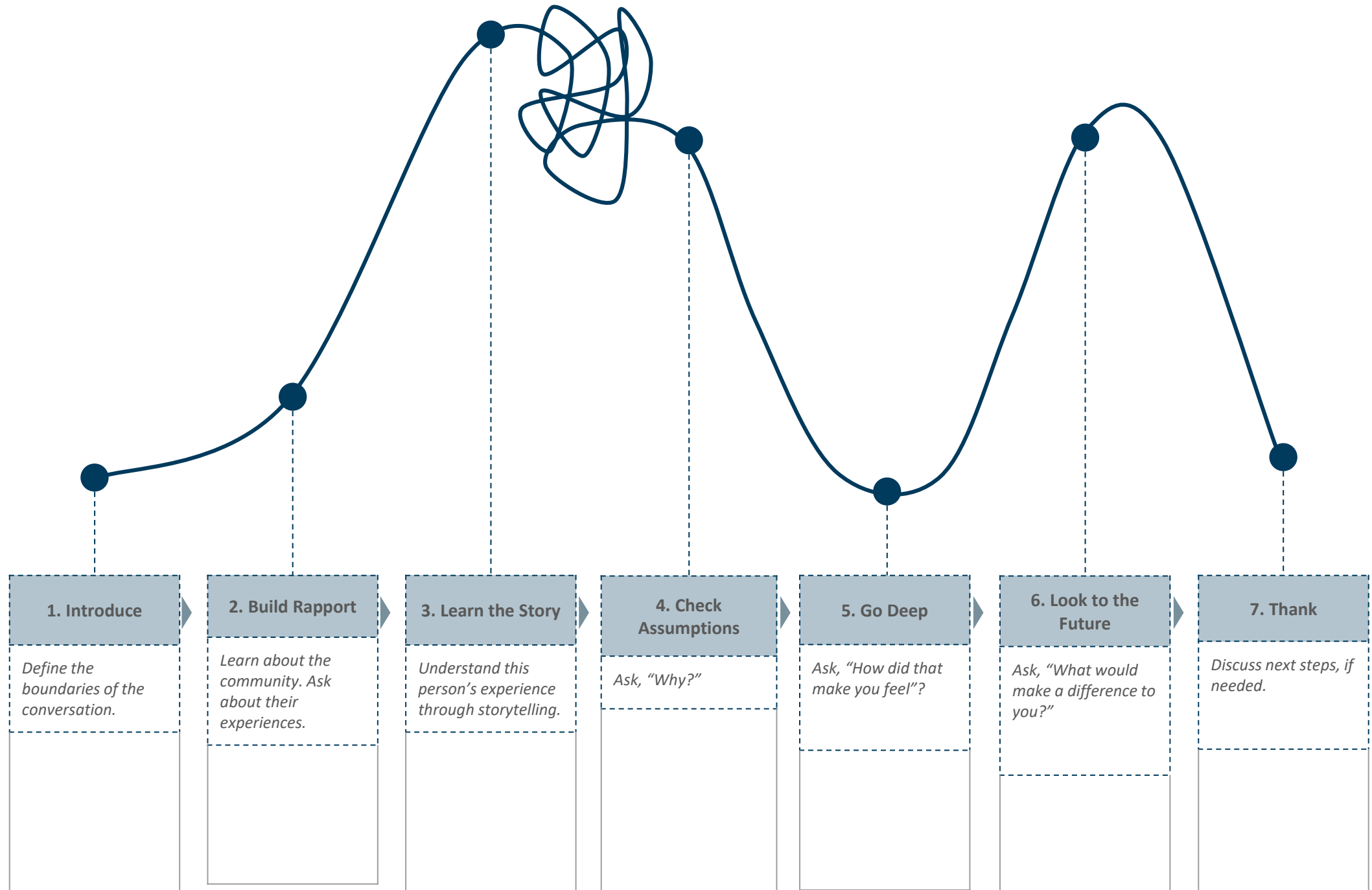
Immersive research puts you in the center of the action and reveals unique perspectives often missed when observing from a distance. Use the resources in this package to help design your research or supplement it with other useful approaches.

1. **Identify research participants.** Define clear criteria for selecting research subjects.
2. **Plan research methods.** Choose methods aligned with your research goals.
3. **Assemble the research team.** Form a team with relevant skills and cultural understanding.
4. **Create and submit public health practice program guidelines.** Develop and submit the research protocol to the local IRB.
5. **Refine and validate lines of inquiry.** Review and validate research questions with the local team.
6. **Train community collaborators in social and behavior change (SBC) qualitative research.** Provide research methods training to the team.
7. **Facilitate research methods.** Implement your research plan and methods.

PHASE 1: AUDIENCE ANALYSIS

Conducting Immersive Research

In-depth Interviews



PHASE 1: AUDIENCE ANALYSIS

Conducting Immersive Research

In-depth Interview Guide Template

PURPOSE	WHAT DO YOU WANT TO KNOW?		
	THEME		
	OBJECTIVE		
AUDIENCE	[ICE BREAKER]	QUESTION:	PROBES: <ul style="list-style-type: none"> • Tell us the story of how... • Tell me about a time when...
	TOPIC:		
	TOPIC:	QUESTION:	PROBES:
ELIGIBILITY CRITERIA			
	THEME		
	OBJECTIVE		
	TOPIC:	QUESTION:	PROBES:
	TOPIC:	QUESTION:	PROBES:

Note: The questions are meant to prompt and guide a semi-structured conversation and are therefore **not written with the intent that they will all be asked in exactly the way they are written.** With this type of research, you are seeking the right information, so some questions may seem redundant or even irrelevant to the topic area. The goal is to explore and discover the user's motivations, needs, attitudes, values, and more.

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Conducting Immersive Research

Card Sort

How to use this tool

1. Make a deck of cards for the card sort, including as many cards as you need. Use either a word or picture on each card, ensuring it is easy to understand. Pictures are a better choice if audiences speak different languages or cannot read.
2. When tailoring the deck of cards to your precise research objectives, be sure to mix concrete ideas with more abstract ones. You can learn a lot about how your audience understands the world by making this exercise more than just a simple ranking.
3. When giving the cards to your audience, ask them to sort them according to what is most important to them.
4. For a variation of this method, instead of asking individuals to rank cards in order of preference, ask them to arrange them however they choose. The results might surprise you. You can also pose different scenarios by asking how they would sort the cards if they had more money, if they were older, if they lived in a big city, and so on.

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Conducting Immersive Research

Guided Tour

How to use this tool

A guided tour creates a structured introduction to a physical space (e.g., home, workplace, or health facility) or useful item (e.g., the belongings in their bag).

1. **Make a plan.** Identify different locations you want to observe. Determine what you want to know and ask individual(s) to take you on a tour. You may want to travel with two people so that one person can ask questions and one can take notes. Observe what is around you.
2. **Prepare participants.** Remember, you are entering into someone's personal life. Be respectful. Before you enter their space, ensure you have full permission to be there. Let them know why you are doing the research. Do not take photos unless participants sign a consent form.
3. **Let the participants lead.** Let them show you their space. Allow them to talk before you dive in with all your questions. Observe what is around you. What are the different practices and rituals within the home? How do family members interact?
4. **Ask a lot of questions.** You can even ask someone to demonstrate something for you or give them a scenario to respond to. For example, "What is the first thing you do when you come home from the market?"
5. **Focus on what is important!**

NOTES:

PHASE 1: AUDIENCE ANALYSIS

Conducting Immersive Research

Research Plan Checklist and Interview Process



Define clear criteria for selecting research subjects.



Choose research methods aligned with your research goals.



Form the research team.



Develop the consent form.



Determine if your research needs approval from the IRB.



Develop and submit the research protocol to the local IRB.



Refine and validate your lines of inquiry.



Train researchers in SBC qualitative research.

I. Making introductions

- A. Introduce yourselves.
- B. Introduce your organization.
- C. Introduce the research.

I. Securing consent

- A. Obtain permission to record.
- B. Provide the participant with two consent forms and talk them through it.
- C. Give them time to review and read it at their own pace, and ask them to sign it when they feel comfortable.
- D. Verbal consent can be given, if needed.

I. Beginning the conversation

- A. Start by making participants feel comfortable. Ask simple questions that have no effect on the research.
- B. Feel free to depart from the interview guide. If participants react emotionally or strongly, begin probing and asking further questions.
- C. Record quotes, anecdotes, and stories.
- D. Keep the conversation natural and flowing; avoid making it feel like a formal interview. The participant should feel like their experiences are valued and heard. The participant also should have more talk time than the researcher.

I. Closing the conversation

- A. When you feel as though the conversation has reached a natural end, always thank them for their time.
- B. Ask if they have any questions.

I. Analysing and synthesizing

- A. Conduct a rapid analysis (5 minutes) with the research team at the end of every interview.
- B. Conduct an end-of-week synthesis workshop.
- C. Conduct group synthesis.

Citations

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GRID Impact for SpaceLab. (2017). Discovery Toolkit. www.coloradoinitiative.org/wp-content/uploads/2017/08/NetworkingSession1_DiscoveryToolkit.pdf

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