

## PHASE 1 AUDIENCE ANALYSIS

# Research Synthesis

Effort ●●●●●

### Objective

To synthesize the data collected during the desk or literature review into a concise and clear set of insights into why individuals practice behaviors and what may support them to change.



### Time needed

Multiple days, depending on size and scope



### Participants

Core design team; research team

### How to use this tool

Synthesizing a large amount of information can be difficult. Once you have exhausted the pool of information and organized it using the literature review template, use this process to sort it into relevant findings for your program.

1. **Organize the findings.** Summarize the findings to make them easy for your program to use.
2. **Code and clean the data.** Pull all relevant information from the literature review using Word, a Google doc, or other tool. Look closely at the information collected. Determine the commonalities and conflicts among the studies. Decide if the information is valid and important for addressing the health issue.
3. **Record the information.** Use sticky notes and record content that is rich, detailed, and relevant to SBC. Begin to cluster or group it based on similarities.
4. **Create themes and connections.** Identify key themes from the research synthesis process. Look at different ways to make common patterns from your research.
5. **Look for insights.** Identify information that helps answer questions posed in your research plan.
6. **Identify gaps in the research.** Look at the information you have and write a list of questions that are not adequately answered by or that arise from the available data.

**PHASE 1: AUDIENCE ANALYSIS**

**Research Synthesis**

*Coding and Cleaning Raw Data*

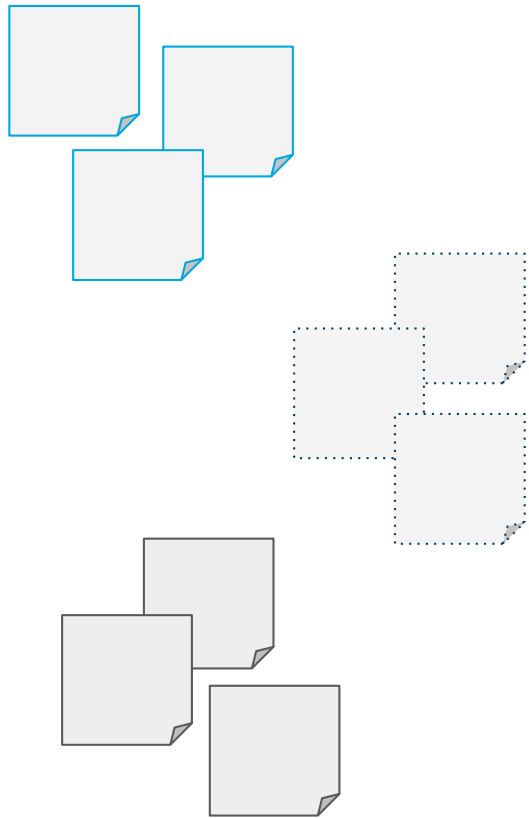
**RELEVANT DATA** *in Clusters*

**Enrich with real detail and real words used by participants.**

What does the existing qualitative and quantitative research say?

What was important to the research participants?

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*Creating Themes and Connections*

**KEY THEMES** *from Clusters*

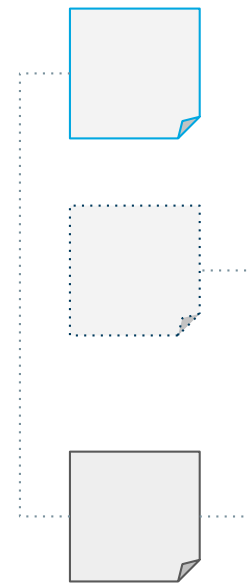
**Look at different ways you can make common patterns from your research.**

What are the common words you hear?

What common themes of findings have you uncovered?

Which themes are related? Why?

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*Identifying Insights\**

**INSIGHTS**

**Re-perceive the current state. Use statements that provoke.**

What does each theme mean for the campaign?

What are the implications of these themes?

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\*See the *Insights 101 Playbook* for more guidance on identifying insights [here](#).

## Citations

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Johns Hopkins Center for Communication Programs. (n.d.). *How to Conduct a Situation Analysis*. The Compass for SBC. <https://thecompassforsbc.org/how-to-guide/how-conduct-situation-analysis>