

PHASE 1 DEFINE

Research Synthesis

Effort ●●●●●

Objective

To synthesis the data collected during the desk or literature review into a concise and clear set of insights into why an individual practices a current behavior and what may support them to change.



Time needed

Multiple days, depending on size and scope



Participants

Design and 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 help synthesize the data into relevant findings for your program.

1. **Organize the findings.** Organize and summarize the findings in a way that makes them easy to use for your program.
2. **Code and clean the data.** Pull out all of the relevant information from the review of literature. Look closely at the information collected. Determine the commonalities and conflicts among the studies. Decide if the information is valid and important in addressing the health issue.
3. **Record the information.** Use sticky notes and record content that is rich with real detail, and relevant to SBC. Begin to cluster or group it.
4. **Create themes and connections.** Identify the key themes that emerge from the synthesis process. Look at different ways you can make common patterns from your research.
5. **Look for insights.** Identify those nuggets of information that help to answer the questions you posed in your research plan.
6. **Write a list of questions.** Look at the information you have and write a list of questions that are not adequately answered with the available data and questions that arise from the data. Refer back to your research plan. These are gaps stakeholders might be able to address during the intent workshop.

PHASE 1: DEFINE

Research Synthesis

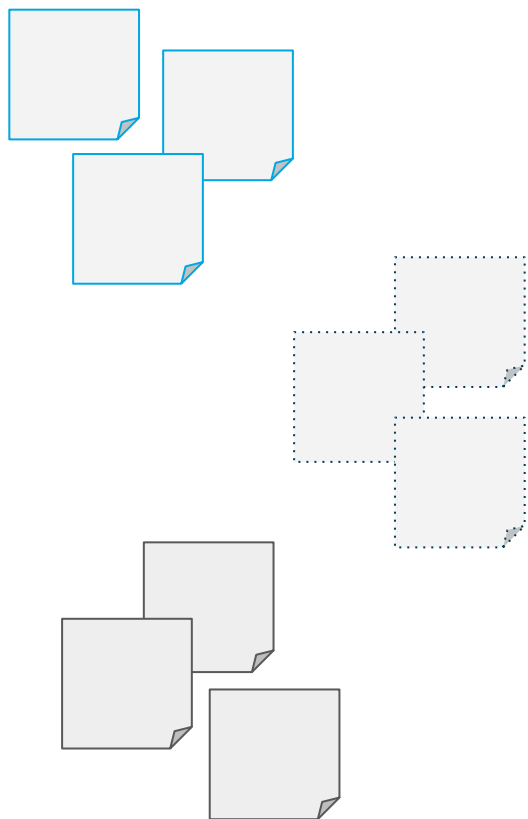
Coding and Cleaning Raw Data

Creating Themes and Connections

Identifying Insights

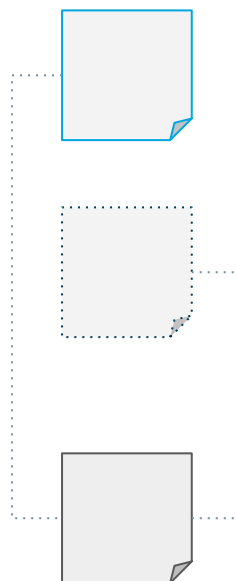
RELEVANT DATA *in Clusters*

Rich 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?



KEY THEMES *from Clusters*

Look at different ways you can make common patterns from your research.
 What are the common words you hear?
 What are the common themes of findings we have uncovered?
 Which themes are related? Why?



INSIGHTS

These re-perceive the current state. They are statements that provoke.
 What does each theme mean for us?
 What are the implications of these themes?



Citations

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>