



eLearning Series

Evidence-Based Malaria SBCC: From Theory to Program Evaluation

Module 2 of 5

Formative Research for SBCC: Do You Know Your Audience?

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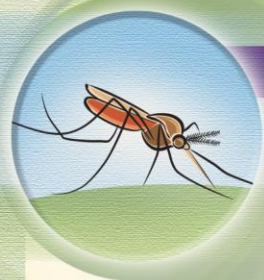


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Evidence-Based Malaria SBCC: From Theory to Program Evaluation

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Learning Objectives

At the end of this presentation, participants should . . .

- Know the steps to conduct formative research
- Be familiar with multiple methods of formative research data collection
- Understand the most effective way to conduct focus group discussions



Table of Contents

Part 1: What is formative research?

Part 2: Data collection methods for formative research

Part 3: Choosing among qualitative methods for your formative research

Part 4: Conducting focus group discussions in formative research

Part 5: Designing survey questionnaires for formative research

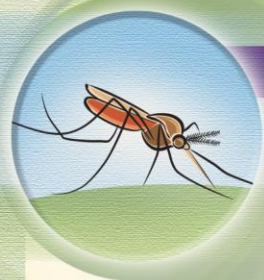
In summary . . .

Additional resources



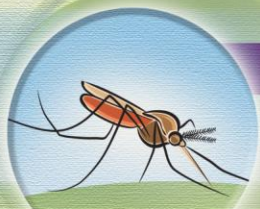
Part 1:

WHAT IS FORMATIVE RESEARCH?

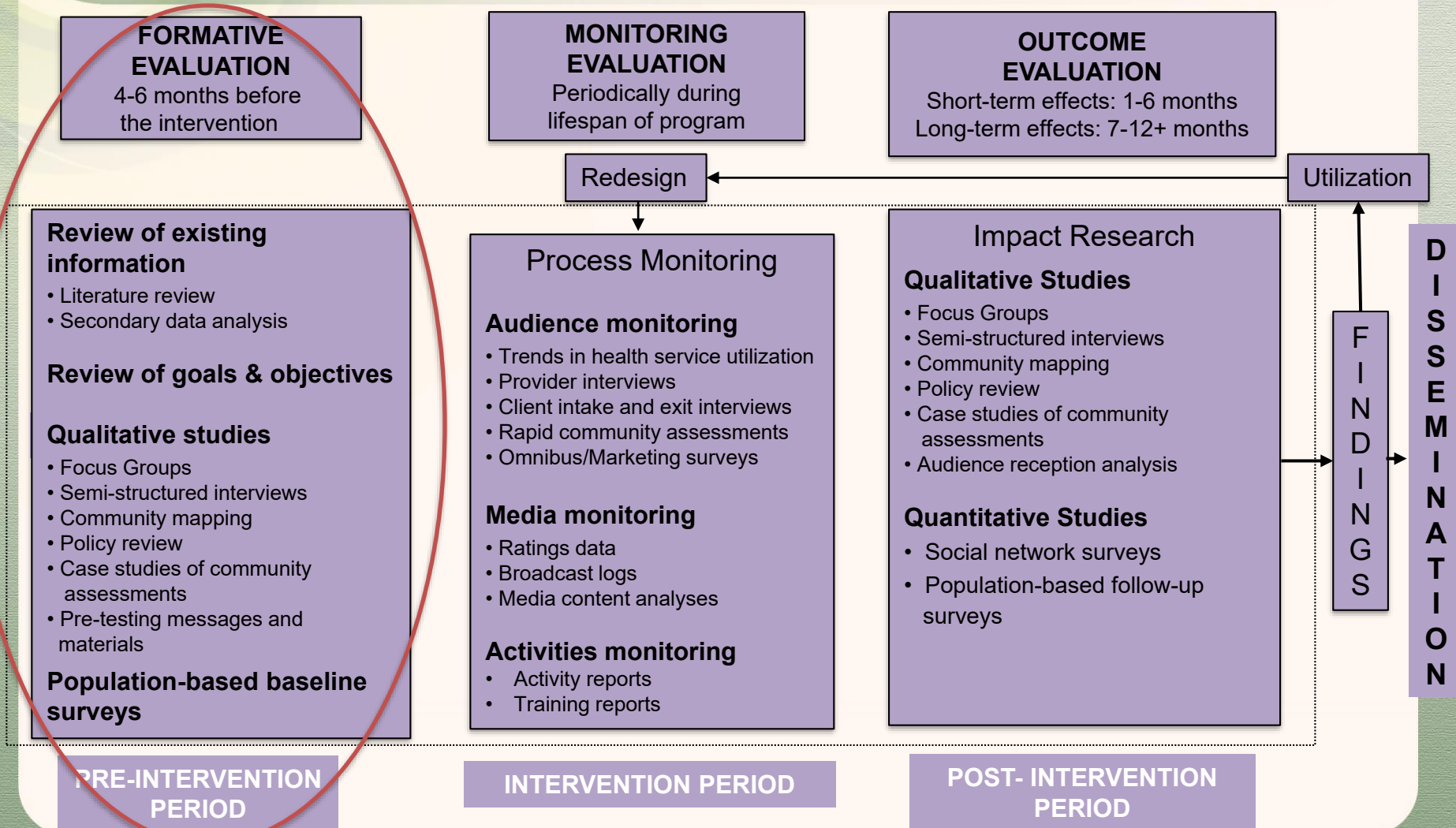


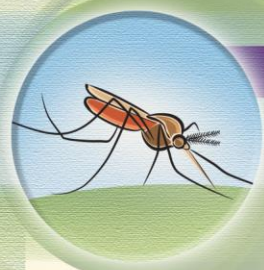
What is formative research?

- Essential step in developing an SBCC program
- Research (qualitative or quantitative) used to . . .
 - Identify target population
 - Identify needs and risk factors of target population
 - Identify barriers and motivators to behaviors
 - Understand the media habits of the audience and identify the channels that they have access to, use, and trust



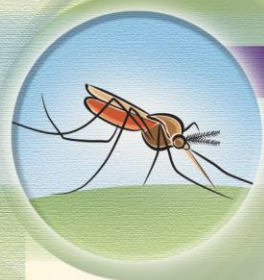
Evaluation system for health communication interventions





Steps to conduct formative research

1. Literature review
2. Identify research questions
3. Construct conceptual framework
4. Decide which data collection methods to use
5. Design study
6. Collect data
7. Analyze data



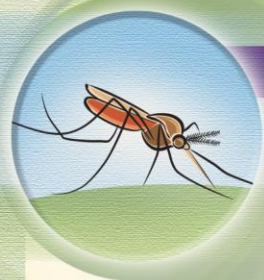
Literature review

- Do a key word search of both peer review literature and gray literature/reports for previous research on the topic
- Try to find out what worked/did not work in similar or different contexts
- Use findings from previous research to formulate your own research questions and conceptual framework



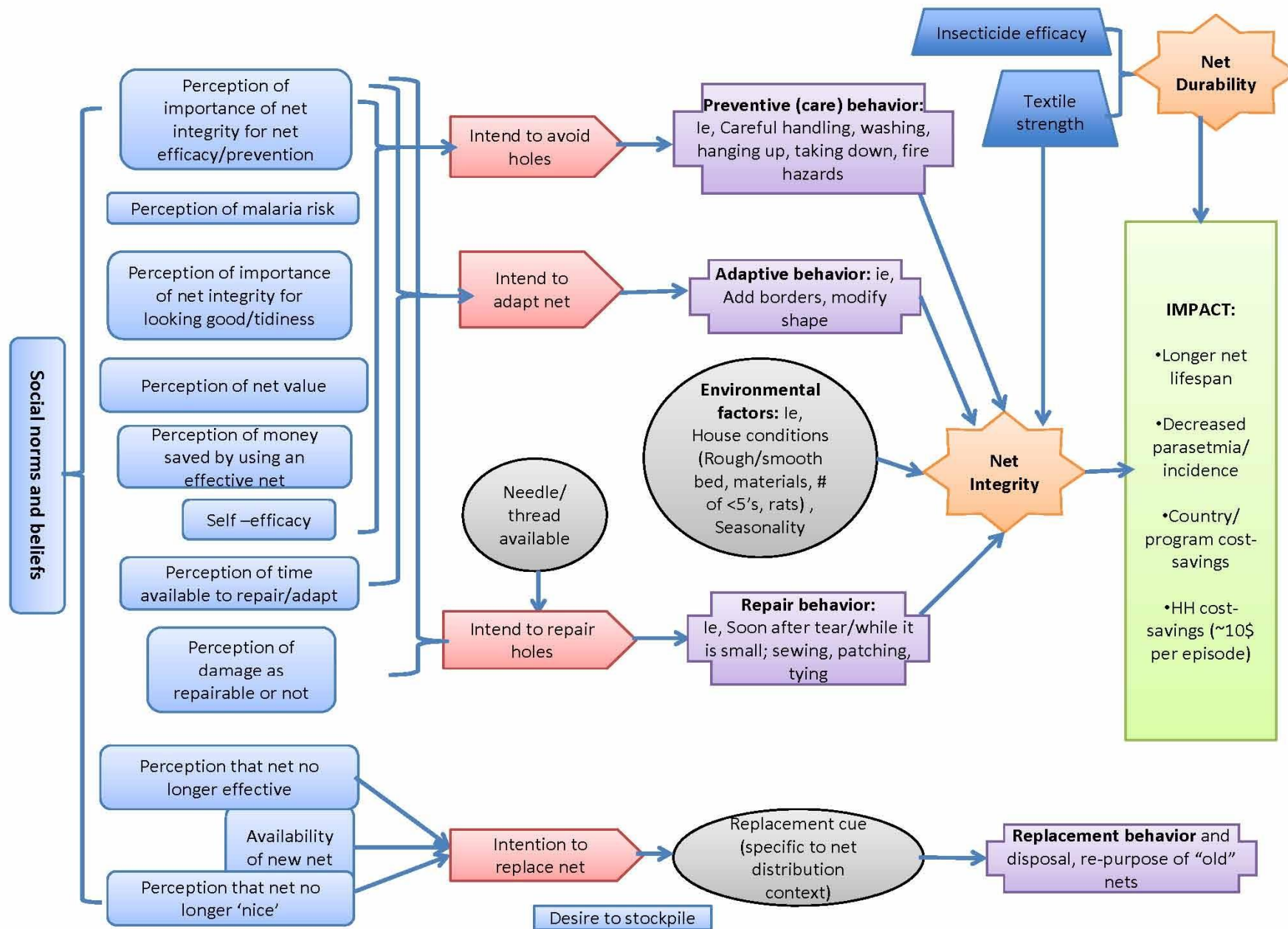
Identify research questions

- What do you really need to find out in order to make your intervention effective?
- What other variables might be related to the behavior you want to change?
- *Example:* What do bednet users in the targeted area know, think, and feel regarding caring for and repairing their bednets?



What is a conceptual framework?

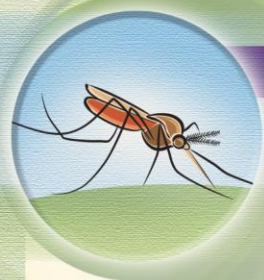
- A model that explains what you think is going on around a behavior or health practice
- A visual way to map out your understanding of how something happens
- Used to inform research, particularly to help develop research questions





Why use a conceptual framework?

- To give you a better understanding of factors influencing the behavior we want to change
- Can help shape what topics should be probed or followed up on in the formative data collection
- Conceptual models are always changing, as we learn more, we will make changes to our model



Role of theory in formative research

- Behavior change theory can be used to . . .
 - Develop your conceptual framework
 - Identify research questions
 - Inform development of guides for in-depth interviews, focus group discussions, and key informant interviews or questionnaire development
 - Guide development of your codebook for qualitative data analysis
 - Guide analysis of both qualitative and quantitative data