DESIGNING THE FORMATIVE RESEARCH PLAN

Plan Elements

- Who will conduct the research?
- Who will you study?
- Where will you recruit them?
- How will you collect data?
- How will you analyze the data?

Who: Research Team

- Internal Resources
- External Resources
  - Local universities
  - Marketing firms
Who Will You Study?
- Consumers
  - Doers
  - Non-doers
- Secondary audiences

Texas WIC
- Current Participants
- Previous participants
- Eligibles
- Health Professionals
- WIC Staff

Where Will You Find Them?
- Doers
- Previous Doers
- Non-Doers
<table>
<thead>
<tr>
<th>Who</th>
<th>Where</th>
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</thead>
<tbody>
<tr>
<td>Current Participants</td>
<td>Random Sample of Clinics</td>
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<tr>
<td>Previous participants</td>
<td>WIC data</td>
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<tr>
<td>Eligibles</td>
<td>Match Medicaid and WIC data</td>
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<tr>
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<td>Local agencies with high and low referral rates</td>
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<td>Participant Observation</td>
<td>Regional Sample of Clinics and Grocery Stores</td>
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**How Will You Collect Data?**

- Budget and/or time is very limited
- No previous research on topic
- Unable to prepare survey questions

**Qualitative Only**
Qualitative Only

- Previous findings available
- Prepared to develop survey questions

Sample Sizes

- Saturation
- Sufficient redundancy
- Estimates
  Individual – 15 subgroup; total of 60 often enough
  Group – 2-3 per subgroup; 8 often enough

Sample Sizes

- Depends on analysis plan
  Number and size of subgroups
  Degree of accuracy required
  Types of statistical procedures planned
**Sampling Method**

- Selecting respondents
  - Randomly
    Everyone given a number so can be selected using table of random numbers or computer program
  - Systematically
    Select every X name
  - Extreme cases

- Understanding and living with bias

**Sampling Bias**

- Selection bias
- Response bias
  Number of people who responded/number of eligible people selected

**Biggest Budget Items**

- Personnel
- Travel
- Participant incentives
- Refreshment
- Transcription
- Analysis software
- Printing and copying
Budget Estimates

- Texas WIC
  $250,000
- Georgia WIC
  $60,000
- Kentucky WIC
  $1,000

Save Time and Money

- Use available data
- Conduct research in an iterative fashion
- Try low cost experiments

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