

Target Audience Survey to Inform Knowledge Management and Research Utilization Approaches

Summary of results from a pilot survey carried out at the 2018 International Social and Behavior Change Communications Summit

Prepared November 2018





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About the Survey

Purpose & Approach

To optimize Breakthrough RESEARCH's knowledge management and research utilization approaches, it is important to understand the communication preferences of key target audiences such as program implementers, policy makers, researchers, and donors.

The thematic focus and timing of the International Social and Behavior Change Communication (SBCC) Summit presented an ideal opportunity to pilot an approach to collect such information.

With input from Breakthrough ACTION, we developed a short, mobile/tablet-based survey to implement at the Summit.



The Survey

The three-minute survey captured six key pieces of information

1. Organization type
2. Regional residence
3. The ways respondents typically first get to know about new research, best practices, or programmatic tools
4. The formats that would best help respondents understand the key information and its implications for their work
5. The communities of practice or resource repositories that respondents regularly visit or participate in for SBC information or discussion
6. Whether or not they would be interested in being part of a small “user-test” group to provide input on the design and format of Breakthrough RESEARCH products

Survey Approach

The target audience survey was created in Google Forms and primarily conducted via mobile phones.

- Breakthrough RESEARCH staff and consortium partners used their phones, iPads, and laptops to collect survey responses.
- Surveys were carried out in social spaces where groups of conference participants tended to congregate such as near the booths, at lunch tables, and in seating areas in the entryway.
- Potential participants were approached and all who were willing either completed the survey themselves or were guided through the questions by a Breakthrough RESEARCH team member.
- The survey link was also included in the Summit's Daily Digest on the last day of conference.
- We collected 117 survey responses from among ~1,200 attendees.

The image displays two mobile devices showing a survey titled "Breakthrough ACTION + RESEARCH SBCC Summit Survey".

Tablet Screen:

- Title: Breakthrough ACTION + RESEARCH SBCC Summit Survey
- Intro: Thanks for taking our survey! Your insights will help to inform our future work planning and implementation.
- Question 1: Organization Type (Choose)
- Question 2: In which region do you reside? (Choose)
- Question 3: Rank the TOP THREE ways you typically FIRST get to know about new research, best practices, or programmatic tools.
- Ranking options: First, Second, Third (each with a "Choose" dropdown).

Smartphone Screen:

- Question 5: Tick all the communities of practice or resource repositories that you regularly visit or participate in for SBCC information or discussion (at least 4x a year)?
- Introductory text: Regularly visit or participate in could mean thoroughly reading emails received from these groups, participating in discussion boards, accessing resources via website, and attending regular meetings.
- Options (checkboxes):
 - ☐ Core Group Working Groups
 - ☐ Global Health Council's Resource Hub
 - ☐ Health COMPASS
 - ☐ HIPNet
 - ☐ Implementing Best Practices (IBP) Initiative
 - ☐ K4Health
 - ☐ Learning Collaborative to Advance Normative Change
 - ☐ Reproductive Health Supplies Coalition
 - ☐ Roll back Malaria SBCC WG
 - ☐ Service Communication
 - ☐ SPRING
 - ☐ Springboard
- Logos: USAID and Breakthrough ACTION + RESEARCH.

Survey Limitations

The pilot survey had several limitations that should be considered when reviewing and interpreting the results

- Convenience sampling can introduce bias.
- The survey was only developed and conducted in English, limiting participation by non-English speakers and limiting applicability to Anglophone audiences.
- Conference participants are often senior level people and may not accurately represent the “typical” end-user, particularly in program and field settings.
- Small overall sample size limits the ability to analyze pilot results in a fully meaningful way, for example disaggregating results by each audience segment or cross-tabulating responses; also limits the extent to which overall and audience-segmented results can be generalized.
- Since pre-determined options were presented, it may have limited participants’ thinking and responses on what accurately reflected their “true” preferences.

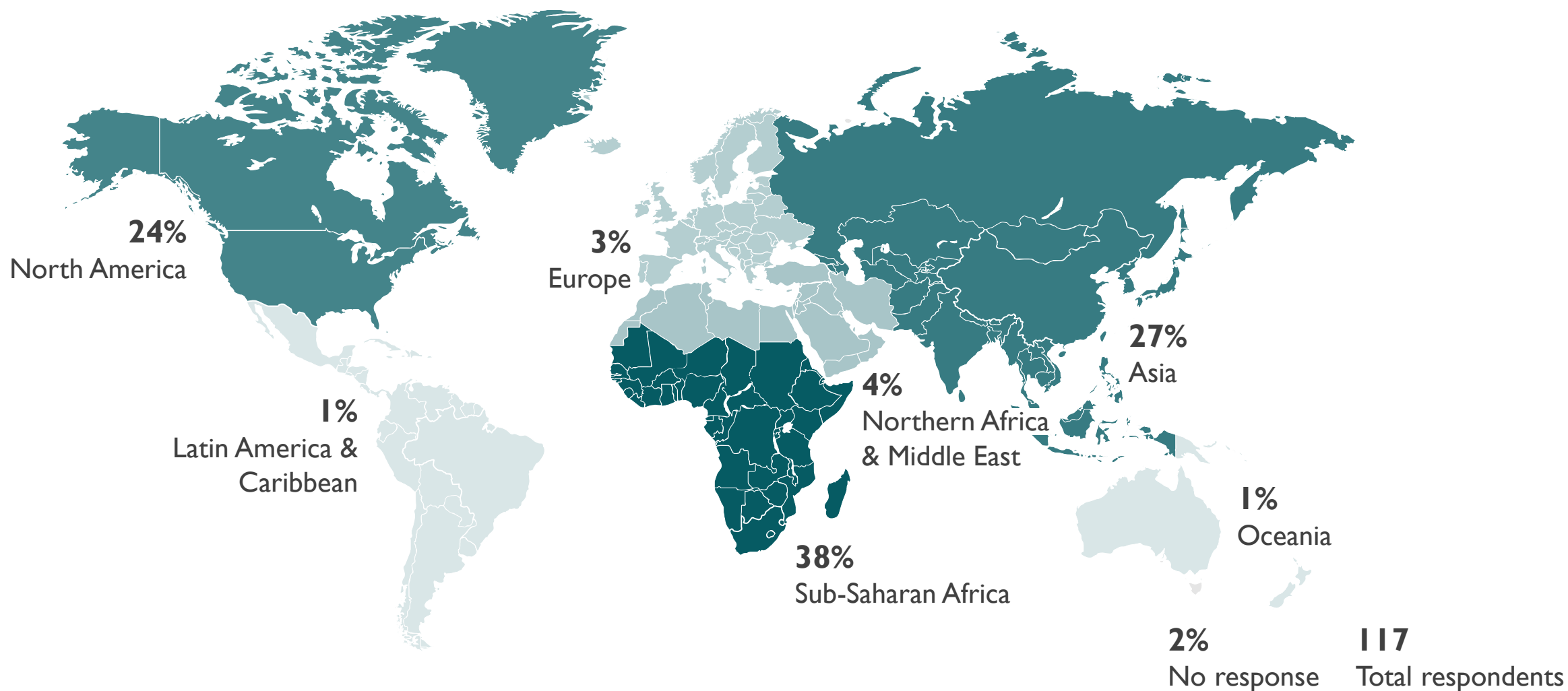
PART 02

Demographics

We asked “Organization Type” and “In which region do you reside?”

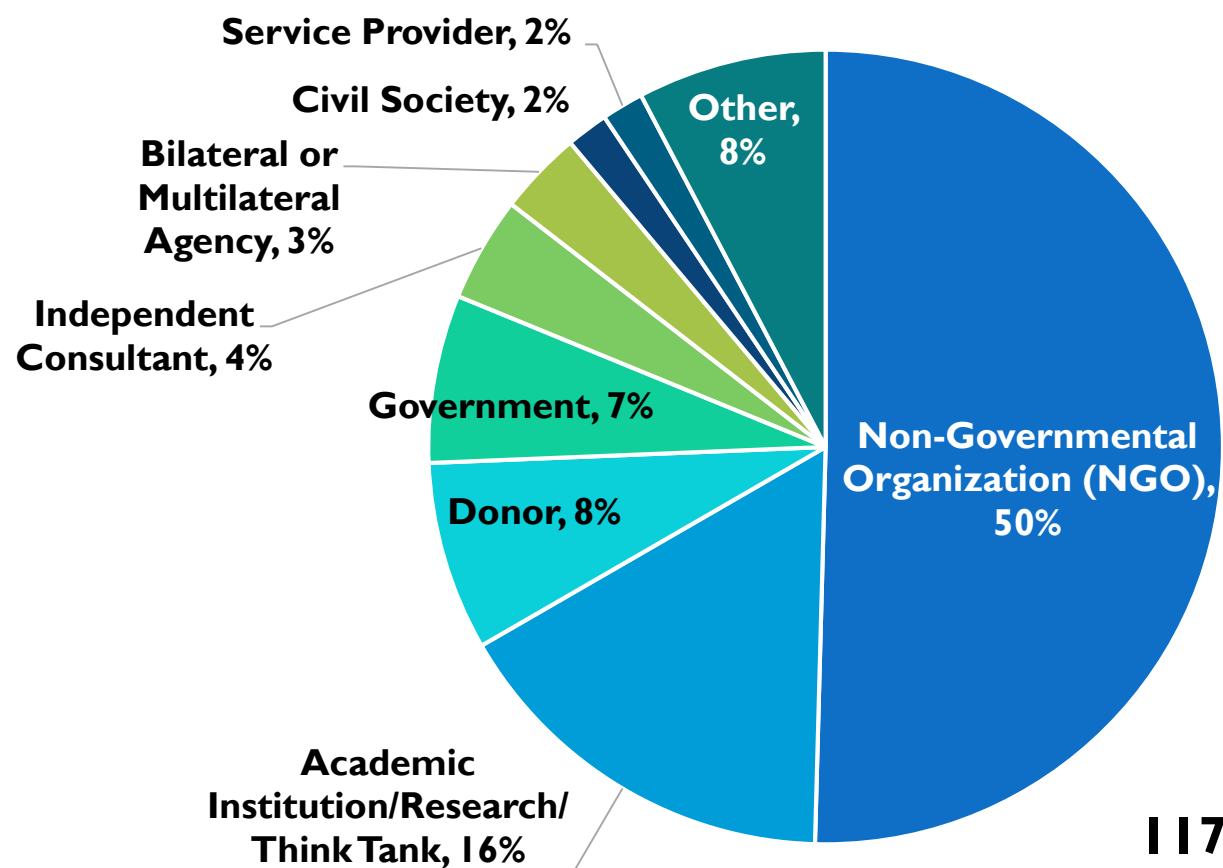
Participant Demographics

Respondents largely reside in Sub-Saharan Africa, Asia, and North America



Participant Demographics

Half of the respondents worked for NGOs



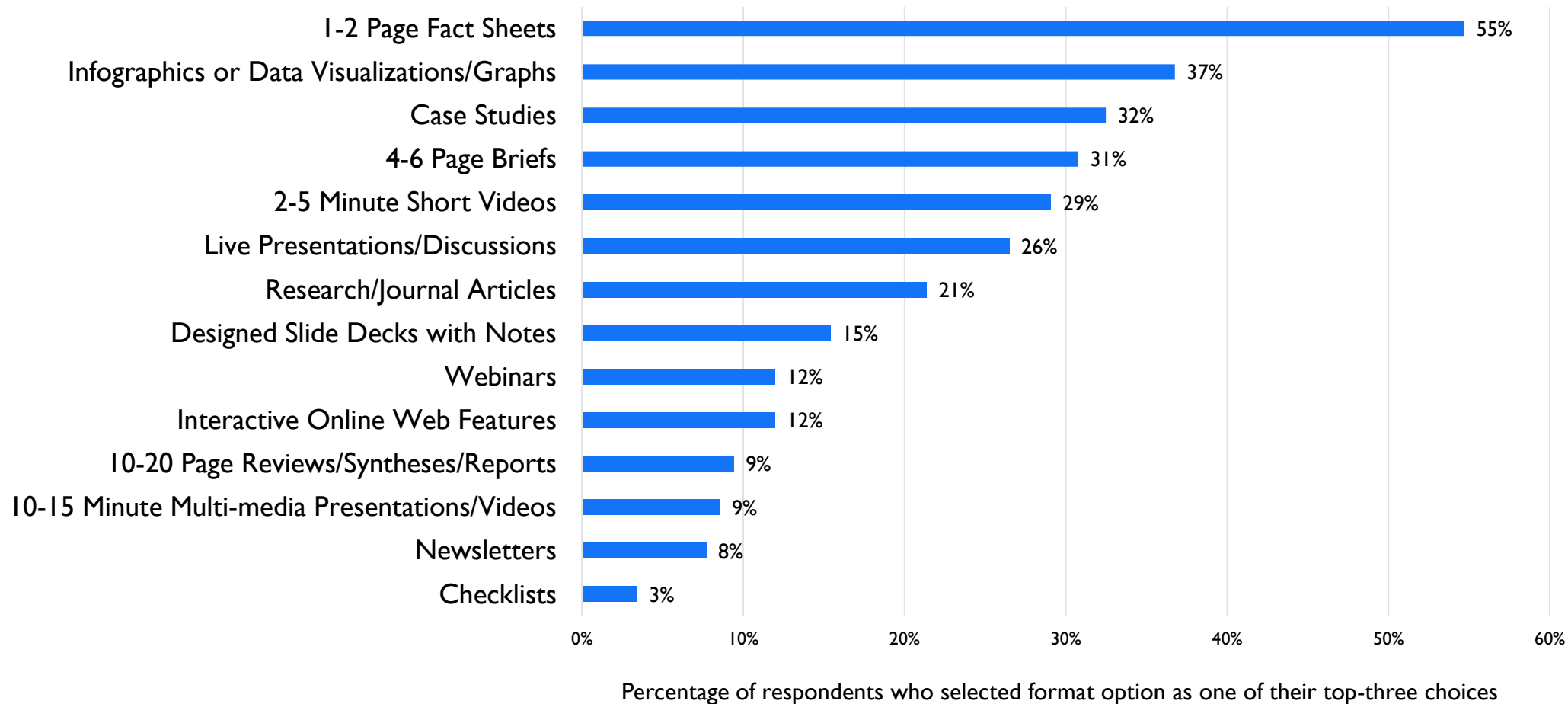
117
Total respondents

PART 03

Packaging Preferences

We asked “When learning about new research or programmatic resources, what format would best help you understand the key information and its implications for your work? Rank TOP THREE.”

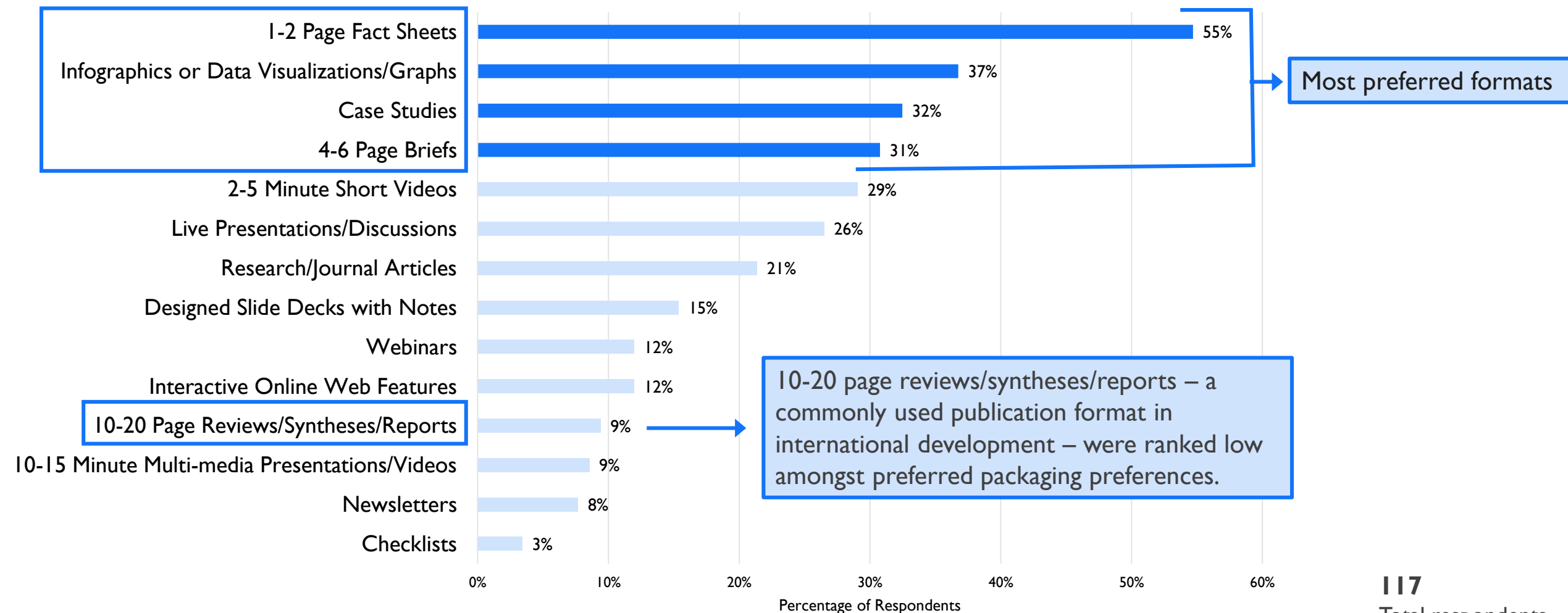
Format Preferences



Respondents were presented with this list of format options in three successive questions. They were asked to indicate which format was their 1st, 2nd, or 3rd choice, respectively, in each question. Percentages reflect the percent of total respondents who ranked a particular format either 1st, 2nd, or 3rd

Format Preferences Analysis

Shorter formats that incorporate visuals were preferred



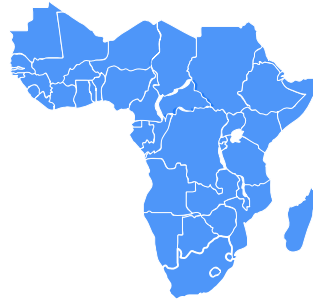
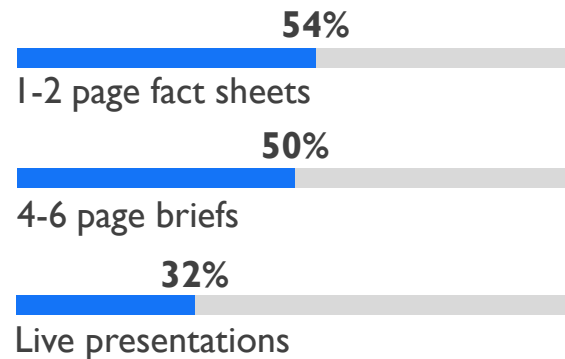
Format Preference by Region

These illustrative examples of regional audience segmentation show how this type of data can be analyzed in the future when we have a larger sample size.



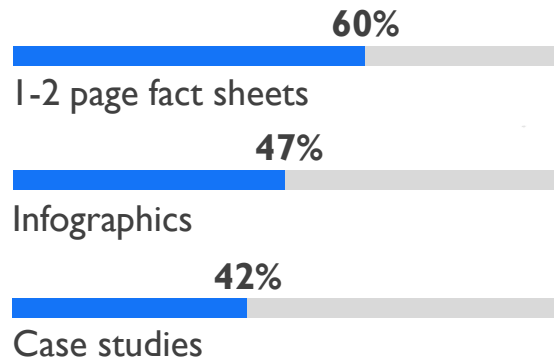
North America

Total respondents: 28



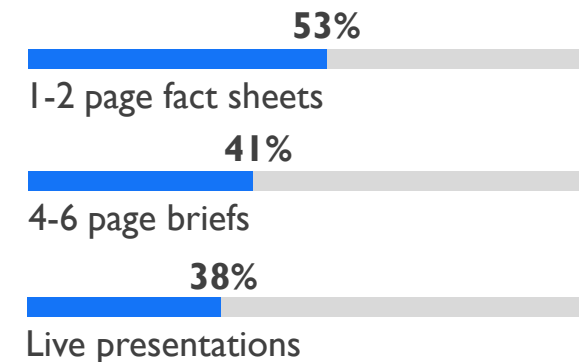
Sub-Saharan Africa

Total respondents: 45



Asia

Total respondents: 32



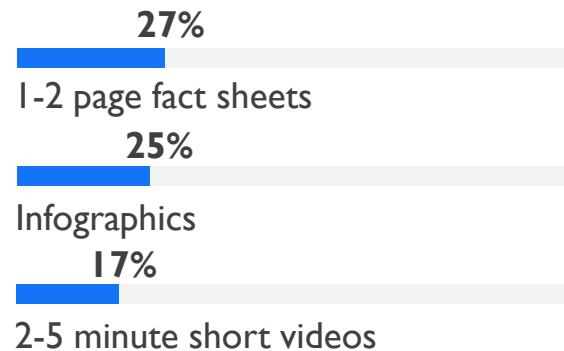
Formatting Preferences by Organization Type

These illustrative examples of audience segmentation by organization type show how this type of data can be analyzed in the future when we have a larger sample size.



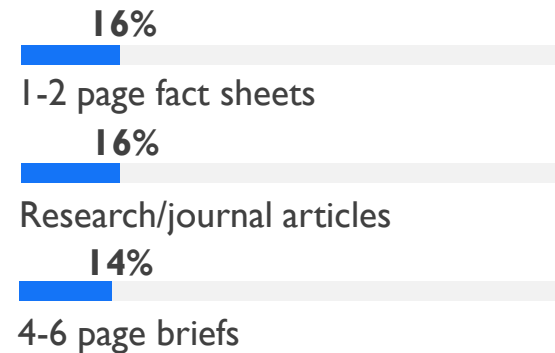
NGO

Total respondents: 59



Academic Institution/ Research/Think Tank

Total respondents: 19

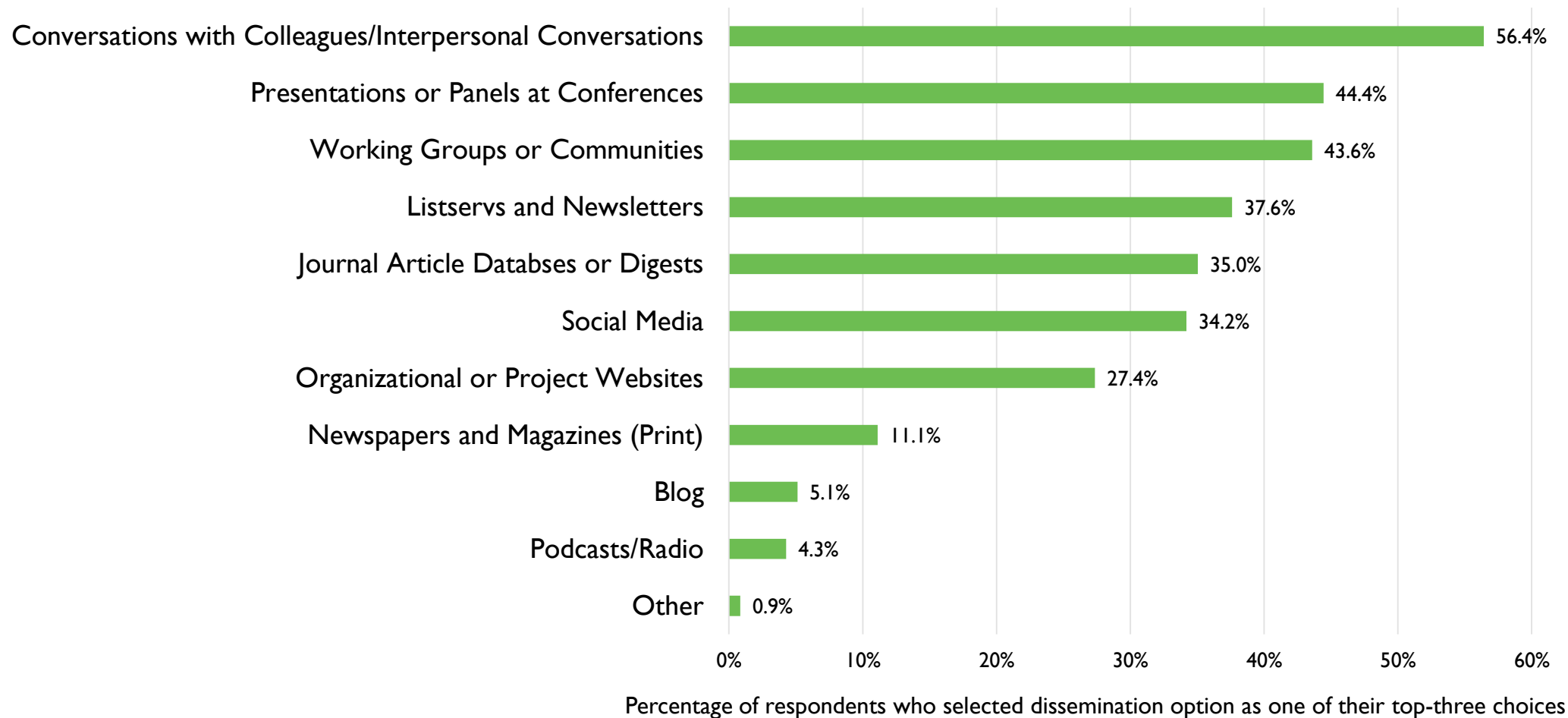


PART 04

Sharing Resources

We asked “Rank the TOP THREE ways you typically FIRST get to know about new research, best practices, or programmatic tools.”

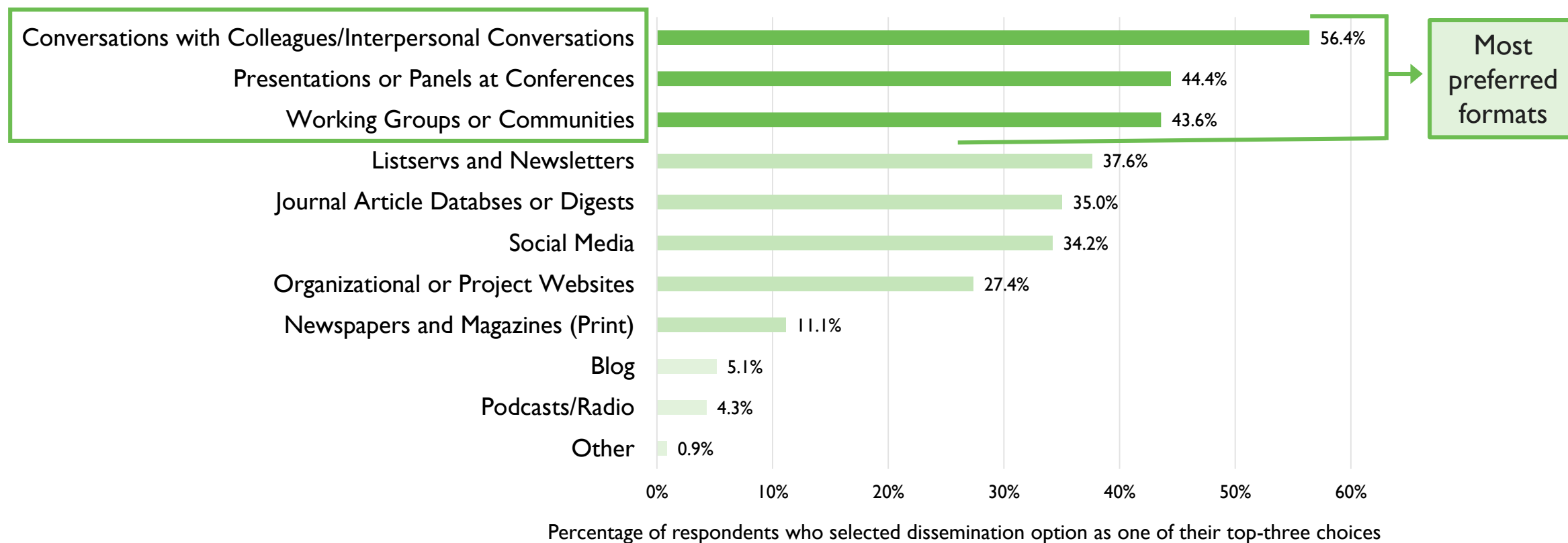
Dissemination Preferences



Respondents were presented with this list of dissemination options in three successive questions. They were asked to indicate which dissemination approach was their 1st, 2nd, or 3rd ranked choice, respectively, in each question. Percentages reflect the percent of total respondents who ranked a particular dissemination approach either 1st, 2nd, or 3rd.

Dissemination Preferences Analysis

Opportunities for two-way knowledge exchange was preferred. The top three dissemination approaches create space for interaction and dialogue between knowledge producers and users.



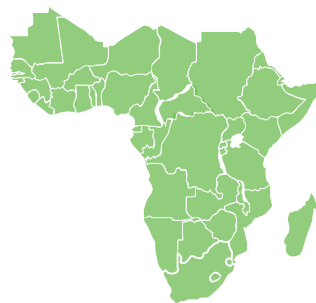
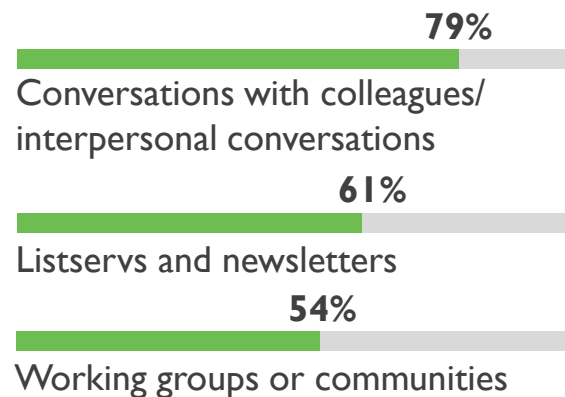
Dissemination Preference by Region

These illustrative examples of regional audience segmentation show how this type of data can be analyzed in the future when we have a larger sample size.



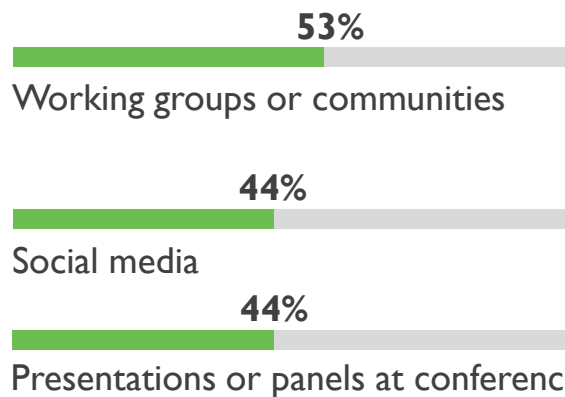
North America

Total respondents: 28



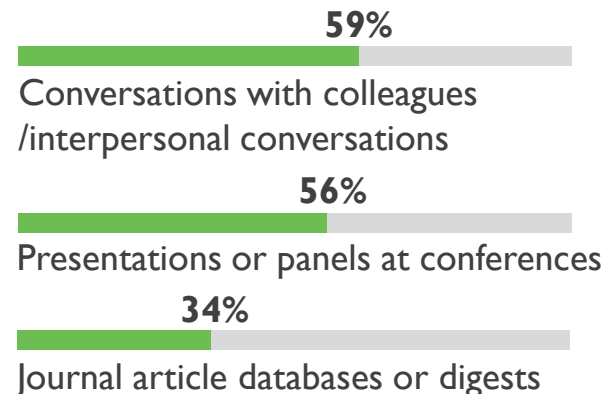
Sub-Saharan Africa

Total respondents: 45



Asia

Total respondents: 32



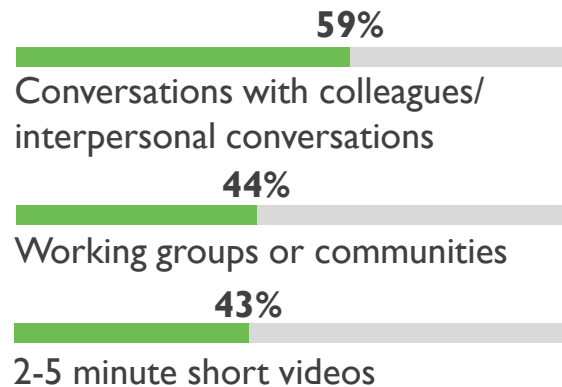
Dissemination Preferences by Organization Type

These illustrative examples of audience segmentation by organization type show how this type of data can be analyzed in the future when we have a larger sample size.



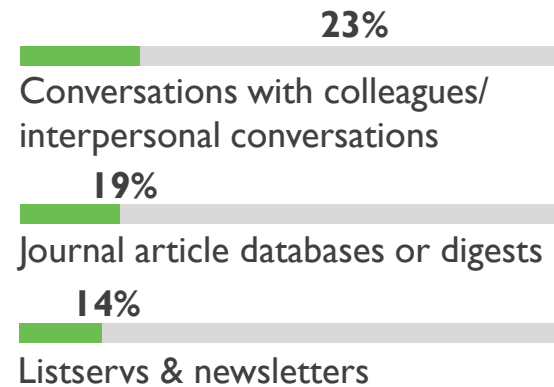
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Total respondents: 59



Academic Institution/ Research/Think Tank

Total respondents: 19

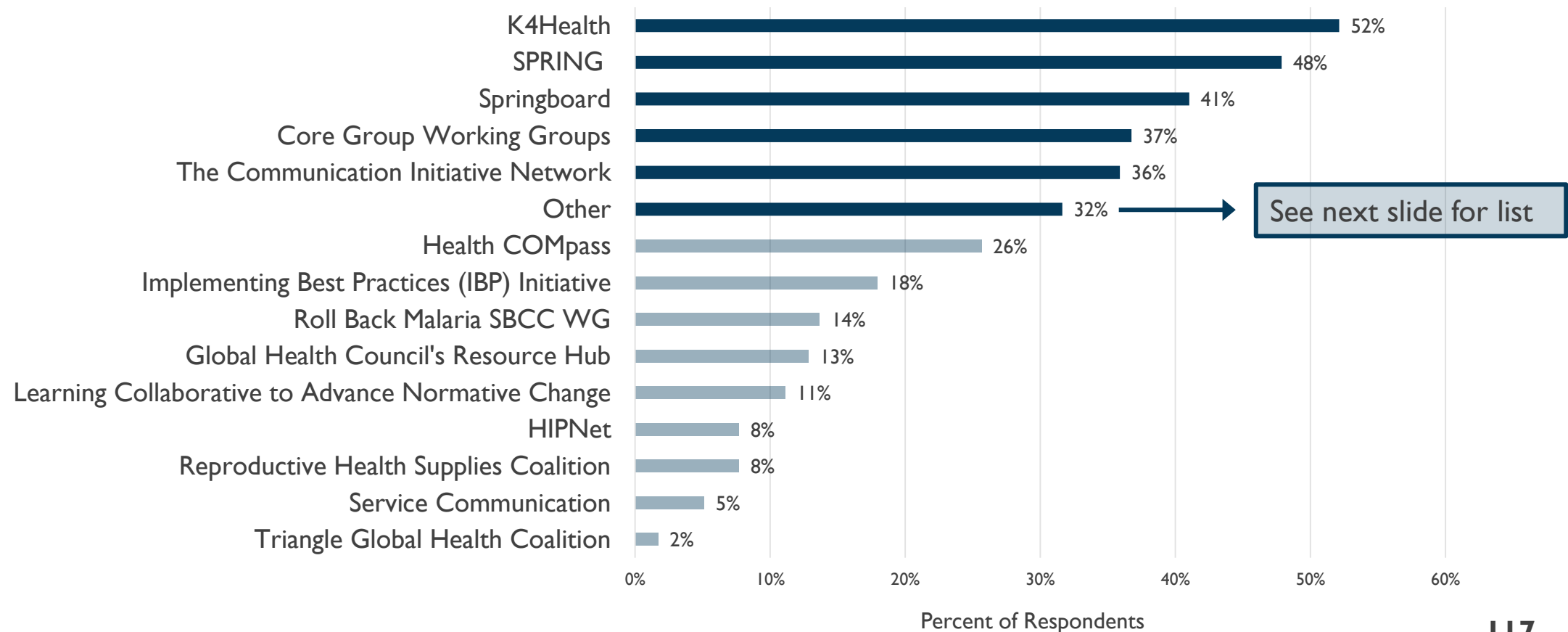


PART 05

Communities of Practice and Resource Repositories

We asked “Tick all the communities of practice or resource repositories that you regularly visit or participate in for SBC information or discussion (at least 4x a year)?”

K4Health and SPRING were the most frequently visited communities of practice



Respondents could select as many communities of practice that they actively participate in.

Unpacking the 32% “other” responses

Participants wrote in responses for the “other” category. These are the key responses and broad categories that emerged.

- Communication for Development (C4D Hub)
- TOPS SBCC Task Force
- Internal Intranet (e.g. UNICEF, USAID, Save the Children, Red Cross)
- Professional Social Networks (e.g. LinkedIn, Facebook, and WhatsApp)
- Organizational Websites

PART 05.1

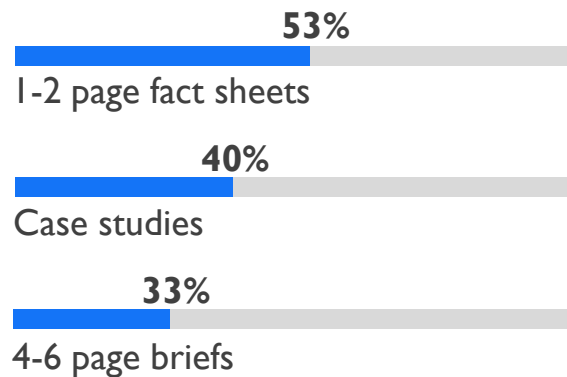
A Deeper Look at Springboard and COMpass Users

These two platforms are managed by JHU-CPP which leads our sister project Breakthrough ACTION.

COMpass & Springboard Users' Formatting Preferences

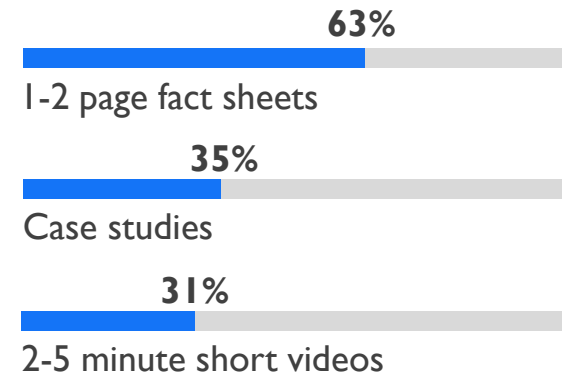
Compass

Total respondents: 30



Springboard

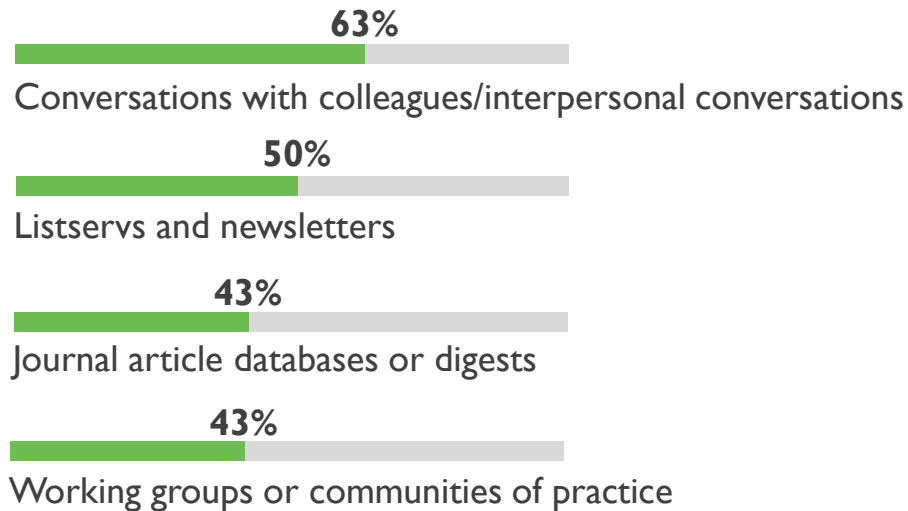
Total respondents: 48



COMpass & Springboard Users' Dissemination Preferences

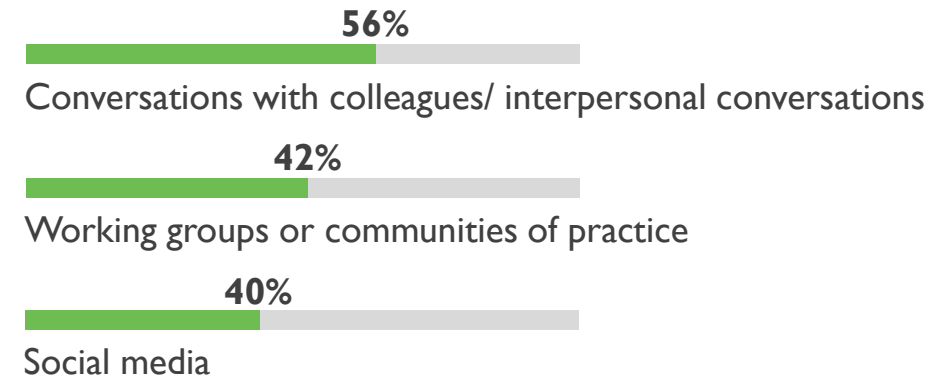
Compass

Total respondents: 30



Springboard

Total respondents: 48



PART 07

A Deeper Look at Our User-Centered Design Lab

We asked “Would you be interested in being part of a small "test" group to provide input on the design and format of Breakthrough Action + Research products?”

Piloting a User-Centered Design Lab

We had 80 survey participants sign up to join the UX Design Lab.

Some of the ways Breakthrough RESEARCH plans to use this group to inform how we package and share our work:

- Conduct real-time product usability testing
- Build a deeper understanding of priority audiences



PART 07

What Do These Findings Suggest for
Breakthrough RESEARCH?

What Do These Findings Suggest?

- **Use shorter and more visual formats.** Overall, there was a noticeable preference for shorter, more visually appealing formats. Breakthrough RESEARCH could consider requiring activity managers to produce a 1-2 page fact sheet to complement longer, more complex reports or to prioritize resources to create visual ways of displaying data and information within more traditional product formats.
- **Encourage two-way knowledge exchange.** The top three ways that respondents first learn about new research or resources all involve some level of interactivity and provide an opportunity for discussion. This exchange may be an area where Breakthrough RESEARCH can pilot innovative ideas to leverage how colleagues share information through formal and informal channels via one-on-one or small group conversations.
- **Leverage existing knowledge sharing platforms and networks.** The field of social and behavior change has well established communities of practice, resource repositories, and regular knowledge sharing events and conferences. The project could adapt our Research Utilization Planning Tool to highlight key platforms that should be used for dissemination of all key products.
- **Tailor to priority audiences.** Findings suggest that there are variations in preferences across regions and other priority audiences. When Breakthrough RESEARCH is planning to share new evidence and information, these preferences should feed into the design and packaging of more tailored formats and knowledge sharing approaches.

PART 08

Future Applications

Based on this pilot survey, we plan to continue this activity throughout the life of the project and build a repository of information about user preferences.

Learning and Adapting

- **Collaborate with Breakthrough ACTION to make this a joint activity.** We intend to expand the scope of this activity in partnership with Breakthrough ACTION. We have already begun working with the KM lead on updates to the survey platform and questions.
- **Refine the survey based on lessons learned.** Based on an After-Action Review post-Summit and our experience analyzing this first round of data, we plan to make several improvements such as: using Quick Tap Surveys, which offers the option to conduct surveys offline; revising the questionnaire to improve clarity and relevant response options; and creating an analysis plan and presentation structure that we can continually update.
- **Grow the sample size.** In order to conduct more meaningful analyses, we need a larger sample size (>400-1000) that includes a diverse range of potential end-users. To achieve this need, we plan to continually implement the survey throughout the life of the project in different “spaces” (e.g. conferences and events, Breakthrough ACTION + RESEARCH website, SBCC communities of practice). This effort will also allow us to grow the User-Centered Design Lab.



Analysis & Application

- **Explore preferences by audience type.** We plan to conduct analyses to learn about preferences across the full range of audience segments. This effort can help us understand, for example, variation in preferences between those in Asia vs. Sub-Saharan Africa or between local NGO staff vs. researchers. Further, we plan to build more complex end-user profiles. For example, understanding what type of format or dissemination method is likely to work best for a government policymaker in Sub-Saharan Africa or a donor in North America.
- **Conduct user testing to further refine and understand preferences.** We plan to pilot a real-time testing approach to gain further insights about what elements make a research or programmatic product appealing, easy to understand, and useable. This pilot will further refine our understanding of end-users and how best we can meet their information needs.
- **Apply learnings to product development and knowledge sharing.** The learning gathered from the analysis and user testing will inform the way we design and develop research translation products and the ways that we share them. This effort will contribute to improving uptake of project-generated evidence and learnings to improve SBC programs.

Breakthrough RESEARCH

Breakthrough RESEARCH catalyzes social and behavior change (SBC) by conducting state-of-the-art research and evaluation and promoting evidence-based solutions to improve health and development programs around the world. Breakthrough RESEARCH is a consortium led by the Population Council in partnership with Avenir Health, ideas42, Institute for Reproductive Health at Georgetown University, Population Reference Bureau, and Tulane University.

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