

Research for Effective Campaigning

Are you eager to create positive change through effective campaigning but unsure how to build a strong foundation for your initiatives? Research is the answer! In this guide, we will explore the significance of research in campaigns and how to conduct effective research to support your cause.

Why Research Matters in Campaigning

Research plays a pivotal role in designing and implementing successful campaigns. It helps you to:

- **Understand the issue:** Gain in-depth knowledge of the problem, its causes, and its effects on different stakeholders.
- **Identify target audience:** Understanding which individuals or groups hold the power to create change within your campaign.
- **Develop a compelling narrative:** Craft persuasive messages and stories backed by evidence to engage and mobilize your target audience.
- **Formulate effective strategies:** Design data-driven interventions and tactics that address the root causes of the problem.
- **Evaluate and refine:** Assess the effectiveness of your campaign and make data-informed adjustments to improve your strategies.
- **Evidence based:** If your campaign is targeting Durham University, research is essential. The University is an academic institution, and therefore often responds best to requests for change that are backed up by evidence.

Conducting Effective Research for Campaigns

To conduct impactful research for your campaign, follow these steps:

- **Define your research question:** Clearly state the research questions you aim to answer. These questions should directly relate to your campaign's objectives and the problem you seek to address.
- **Choose your research methods:** Select appropriate research methods to answer your research questions. Consider both qualitative (e.g. interviews, focus groups, workshops) and quantitative (e.g. surveys, statistical analysis) methods.
- **Gather and analyse data:** Collect data from primary and secondary sources, such as interviews, surveys, workshops, government reports, and academic articles. Analyse the data to draw meaningful insights relevant to your research questions.
- **Synthesize and present findings:** Combine the insights from your research into a comprehensive understanding of the issue. Present your findings in a clear and accessible format, such as a research report or an infographic.
- **Apply research to your campaign:** Utilize your research findings to shape your campaign's objectives, strategies, and messaging.

Existing research

Before beginning your own research have a look to see if anyone has done any research into this area.

- SU Research – research has already been conducted into various areas. It may relate to your campaign or could give you an idea of how to format your own research: [SU Research](#)
- National resources – there are also lots of online resources you could use to back up your campaign. These two websites are great for finding statistics: [HESA](#), [Office for National Statistics](#)

Have questions or need further support?

- Contact Sophie, the activism programme coordinator at sophie.l.birch@durham.ac.uk.
- Book a session to receive campaign support: [Book time with BIRCH, SOPHIE L.D.](#) (if these times do not work for you just email Sophie to organise an alternative meeting).
- For more information visit [Campaigns @ Durham SU](#)