Research Methods and Strategies

Presented by
Sheryl Cates, RTI International
Laura Green, RTI International
Jennifer Anderson, Colorado State University

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Developing Educational Materials

Formative Research
- Identify target audience
- Understand knowledge, attitudes, and practices

Draft Educational Materials

Materials Pretesting
- Attractiveness
- Comprehension
- Relevancy
- Acceptability
- Usefulness
- Believability/credibility
- Persuasiveness

Final Educational Materials

Program Evaluation
- Process
- Impact
  - Knowledge
  - Attitudes
  - Practices
- Outcome
Data Collection Methods

- Telephone Surveys
- Mail Surveys
- Internet Surveys
- In-person Interviews
- Focus Groups
- Tele-focus Groups
- Observational Studies