1. **Content**

**Summary of Qualitative/Quantitative Research**

At the beginning of this course, I proposed that the qualitative and quantitative research would help in finding which 21st century communication tool would be most effective in reaching the target audience of the future fellows. After asking 5 participants in the qualitative interview their thoughts and opinions, the entirety believed opt-in email to be most effective in increasing awareness of NAPALI’s message between current and future fellows. One of the participants had a hard time seeing how public service announcements over the radio would help in increasing awareness of the target audience and another participant had the same feelings regarding the organization website. The communication tool which had the least amount of enthusiasm about its abilities to reach the target audience dealt with SMS text messaging through cellular phones. Two of the current fellows thought it would be an ineffective tool while three of the future fellows thought it would be an effective communication tool. After evaluating the qualitative research, follow up questions were then constructed for further research in the quantitative surveys. As the researcher it was important to find out if this opinion of text messaging as an ineffective communication tool had origin in generational bias or experiential bias. That is, did the current fellows who responded that text messaging would be ineffective know this from personal experience in working with the future fellows or did they come to believe it based on their age and communication practices throughout the years.

The survey section was created, arranged, promoted, processed, analyzed and then evaluated, once again pointing out opt-in email as the most effective communication tool for increasing the awareness of the target audience. The survey was distributed and collected among 10 participants whose opinions emphasized all communication tools mentioned above to be effective besides SMS text messaging. By putting together, analyzing, and evaluating questions 7-10 asked in the survey there was indeed a generational bias; but no experiential bias manifested itself. This is primarily seen in question 9 where 86% of the participants responded that they felt comfortable with using 21st century tools and in question 10 where 100% of the participants responded that they believe 21st century tools to be useful in increasing awareness of future fellows. If it had to do with generational bias, it is first of all unlikely that the participants would be comfortable with 21st century tools and secondly, it is unlikely that they would feel they would work well in increasing awareness of the target audience. Charts of this information will be provided in the “Connections” section of this paper.

**Validity**

According to pages 259-261 of our Austin and Pinkleton text, AAPOR’s ethical guidelines to disseminating validity are based on 6 separate methods:

1. *The total sample size*
2. *The valid sample size*
3. *The completion rate*
4. *The response rate*
5. *The refusal rate*
6. *The noncontact rate*
7. The total sample size- Is very large in the Pacific Rim, but for the purpose of this research project, minimizing the people to fit the average population is important. The qualitative and quantitative research of this study did not really illustrate the demographics of the population to fit precisely with the number of participants recorded in the data.
8. The valid sample size- Each of the participants in this study were observed and recorded based on their knowledge and understanding of the material involved in the research study. Each of the participants understood English well, work within the NAPALI organization or have heard of its message in reaching/recruiting future fellows, and are located in or near the Pacific Rim where the research is trying to measure. “It is in the research manager’s interest to minimize the number of noncontacts because they lower the response rate and can raise questions about the study’s quality” (Austin and Pinkleton, page 260)
9. The completion rate- also called the minimum response rate is the measure needed to determine “how big a sample must be drawn to achieve the desired number of completed surveys.” (Austin and Pinkleton, page 260) Before doing this study, a specific number was not researched that would allow for this to be computed. In order to get this particular information more would need to be known about the sample population and a larger sample population would have to be drawn.
10. The response rate- This is the measure which indicates how many of the participants responded to the study itself out of the total number of participants recruited. In the case of this particular study there were 10 participants in the survey with all 10 responding. This means that the response rate for this research study was 100% of the overall population of participants.
11. The refusal rate- This is the number of participants who decline or “refuse” to take or answer the survey. In this case of this specific research study, there were no people or participants who declined to take the survey.
12. The noncontact rate- is the number of participants who would have filled out the surveys but could not be reached due to unobtainable means. In this case of this particular study, each person recruited to be a participant had disclosed that they would be reachable before the research study started and remained consistent with their promises. This means there was a 0% noncontact rate.

**Reliability**

According to page 218-222 of our Austin and Pinkleton text, reliability of a research study can be found by indicating if the study is or has:

1. *Replicable*
2. *Consistency of the measurements, when, and how the measurements were collected*
3. Replicable- this means that study questions and data are reusable. Can the study be preformed again and again and get similar results. In the case of this particular study, this is indeed the case. Although some of the measures may change, due to the nature of the research dealing with effective communication tools all audiences that are apart of the valid sample should be able to answer their opinions just as those who answered in this study.
4. Consistency of measurements, when, and how the measurements were collected- this means that the survey sheets and measures for the analysis/evaluation sections of the survey could be used again. Calculations of this research study could definitely be used again because it is just simple math. This survey was measured using a Likert scale of 1-5. Each participant circled one number for each question listed in the survey with all questions totaling a possible 50 points. Each 50 points was then multiplied by 2 to achieve a 100 point scale per question (50 x 2 = 100 pts). The following summary of the data table above translates the 100 pt. scale into percentage based on 100% per question; that is, 100 pts. = 100% agreement. All of these measurements were collected directly after the participants filled them out and retrieved over email within a day or two. If these steps were done again and again similar measurement tactics would be displayed.

**Generalizability**

To generalize the findings of the overall research of this particular study, one could say that all participants felt 21st century communication tools would be effective in increasing the awareness of the target audience. However, there are certain tools that would be more effective than other; in order of ranking (most effective to least effective):

1. Opt-in email
2. NAPALI Website
3. Public service announcements over the Radio
4. SMS text messaging

Although taking these newer communication tools into consideration, the word of mouth tactic can not be dismissed as more participants favored it over public service announcements and at the same level for increasing awareness of the target audience as the NAPALI website. This is to say that if opt-in email were to be factored into the rankings above, it would fall together as number two.

To generalize a couple other findings that hit a 100% agreement measure one could say that opt-in email is most definitely the strongest form of communication to use in reaching the target audience. Secondly, 100% of the participants agreed that they use more than the word of mouth tactic on a daily basis to communicate. Lastly, 100% of the participants agreed that 21st century tools would be a good way of reaching and recruiting new fellows to the NAPALI organization.

**Likelihood of findings will apply to audience**

At the current time there are many people within the Pacific Rim who are using 21st century tools on a daily basis. This can be backed up from the measure of number seven on the survey which concluded 100% agreement of participants using them on a daily basis. Under this concept, it is not a stretch to predict the top ranking communication tools above to be effective within their communities. First, most of the population has experience and confidence in using 21st century tools and second most see the benefits to its usage in reaching/recruiting a wider audience.

Findings about SMS text messaging were not quite as high as the other communication tools for effective communication and increasing awareness. However text messaging still has some roots within the community as there were a few participants within the study who thought its capabilities could be helpful. Maybe in future times this communications tool will be helpful in increasing awareness of the target audience, but for the time being must be dismissed because it does not apply to a large enough section of the audience who will be trying to raise the awareness using these 21st century communication tools.

**Recommendations for Future Research**

Due to the data analyzed and evaluated, there are few wholes which should be figured out before the study is replicated. First, a more in depth research study should take place before the qualitative and quantitative research dealing with specific demographics of the target population. By doing this a random sample could be constructed to directly relate/represent the population of the target population in a more accurate manner. Secondly, the completion rate for validity should be rethought because more completed surveys may change the findings of the overall research.

More research must be done to see if SMS text messaging is truly effective in other campaigns for increasing awareness of a population similar to this target population. Maybe by taking a look at past or present studies of campaigns utilizing text messaging as a communication tool for increased awareness would be a good start to finding its potential in future studies derived from this one. Further research should also look into other campaigns that have utilized public service announcements as it was did not have a very high level of effectiveness in the views and opinions of the participants. Most of the participants thought that public service announcements would work, but maybe taking a look at how other campaigns have done by using it as a tactic would reaffirm its potential in reaching the target audience of the future fellows.

**What I learned**

If I were to do this research over again from start to finish I would make a few changes and do a few things differently. First, I would take the overall demographics and try to make a comparative sample population; i.e. number of current fellows vs. that of future fellows. Next I would try to find a way to reach more participants at one time as I personally feel that 5 individuals for the qualitative research portion and 10 individuals for the quantitative research portion was too small. Maybe by reaching more people at one time, getting a truer sample group related to the overall population demographics, and establishing a completion rate which was a bit larger, the overall findings of this research would hold more validity.

The research itself followed the research plan made a few weeks ago almost to a “T”. However there were a few changes along the way. In the initial plan, I had anticipated interviewing and surveying only current fellows, but do to time constraints and personal relations I had to change my sample size and participants to a mixture of both current and future fellows. By the time the qualitative and quantitative research was completed last week, more future fellows had participated than those who were current fellows. Another part of the plan that drifted a bit was the means of recording. The plan initially incorporated the idea of doing digital recordings of the interviews, but analogue recording over micro-cassette was utilized based on availability of finding the recorder. This proved to be much more difficult to me when writing up the raw data for the interview conversations as sounds do not seem to be as good quality to that of digital recorders. This problem ultimately made it possible that certain words could not be made out or transcribed correctly which otherwise may have if using a digital recorder.

The research topic and questions that I proposed in the research plan stayed completely the same; trying to find the most effective communication tool to increase the level of awareness in the upcoming communications campaign. All the information that I wanted to get from the participants I received and the measurements I wanted to get about 21st century tools compared to the current word of mouth tactic was displayed. I had expected the word of mouth tactic to be rated lower on the list of communication tactics as it took 2nd alongside the NAPALI website. With this said, I have learned not to assume an answer ahead of time because although it may seem more than likely based on knowledge of the sample population, it is not set in stone until the data reveals itself. Next time I will not make predictions about the word of mouth tactic being second nature to 21st century data because conclusions like this before they are drawn make my research findings look rather sloppy.

**What Worked Well**

In my own opinions, I believe that the interviews and the surveys went very well. The response rate was 100%, leading me to find data without recruiting new participants and ultimately saving time. I feel that the interview questions were well developed which then in turn gave helpful information to figuring out the research question. To be completely frank, I feel that given the short amount of time for this course, the project as a whole developed data that was useful for mid course corrections to the campaign, ultimately working out very well. Without this research done in the precise order it was completed, it is doubtful that I would have had strong information to work within course corrections.

**What Didn’t Work Well**

As denoted earlier in this paper, the microcassette recorder did not work very well during the interview process. The sounds during playback were choppy and somewhat unintelligible in certain sections of the conversations. Another part of this research study that did not work so well were differences in vocabulary between myself and the participants. In the interview portion of this research study I felt as if I needed to ask some questions twice because the words were not simple enough for the participants to understand.

**Things I Would Do Differently the Next Time**

1. I would observe and report a more in depth research study before the qualitative and quantitative research dealing with specific demographics of the target population. Due to time constraints, this was not possible and would have probably necessitated more participants for stronger validity in regards to the total sample size.
2. I would do more work on completion rate for validity because more completed surveys may change the findings of the overall research. For the time being, 10 participants in the survey were plenty, but data may change a bit with more opinions of participants involved.
3. I would not make fewer assumptions about the outcomes before the research actually took place.

**Next Time**

There will be a next time to this research project as it is the pilot study for the first attempt at a communications campaign for the NAPALI organization. I will now be making mid course corrections to incorporate the communications campaign to simply include email and the NAPALI website. Maybe in future times when reanalyzing this pilot study during post course corrections newer measures may be established to find if public service announcements or SMS text messaging has changed in its abilities to reach the future fellows based on the current and future fellows opinion. After learning what I did in this research study I can say that I will take my knowledge of qualitative and quantitative research methods into the world of business outside the academia of National University. I hope that to utilize validity and reliability in other papers that require data analysis and evaluations at it is through these means that one can be displayed as being credible or accurate in presentation.

1. **Connections**

Displayed directly below this is the comparison data from the qualitative and quantitative sections of the course. This includes charts from both segments. Similarities between the two will be displayed and described below the quantitative data section on page nine.

**Qualitative Data Results**

The charts below represent the views and opinions of two current fellows and three future fellows. The three future fellows are important to monitor because they have been selected to undergo the NAPALI Leadership Program in the near future (within this next leadership program cycle of 12 months) as well as being apart of the target audience. The views of the current fellows are important because they have daily experience working with their peers and the target audience. It is through their personal experience that they understand the unique challenges placed by technology and the tools which may work for their culture.

Data for Question One:

Chart represents could there be other ways to reach future fellows besides word of mouth:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Other than Word of Mouth?** | **Abe***(current fellow)* | **Dr. Katie***(future fellow)* | **Fran***(future fellow)* | **Richard***(future fellow)* | **Vern***(current fellow)* |
|  | Yes | Yes | Not Sure | Yes | Yes |

Data for Question Two:

Chart for the perceived effectiveness of communication tools based on interview findings:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Communication Tool** | **Abe***(current fellow)* | **Dr. Katie***(future fellow)* | **Fran***(future fellow)* | **Richard***(future fellow)* | **Vern***(current fellow)* |
| **Opt-in Email** | Yes | Yes | Yes | Yes | Yes |
| **Public Service Announcement**  | Yes | Yes | Yes | No | Yes |
| **SMS Text Messaging** | No | Yes | Yes | Yes | No |
| **NAPALI Website** | Yes | Yes | Yes | No | Yes |

In analyzing the interviews that were conducted over the telephone, the following measurements are the results:

* 100% of the interviewees believed opt-in Email will be an effective communication tool to reach future fellows.
* 80% of the interviewees believed opt-in Public Service Announcements over the radio will be an effective communication tool to reach future fellows.
* 60% of the interviewees believed SMS text messaging through cellular phones will be an effective communication tool to reach future fellows.
* 80% of the interviewees believed that the NAPALI website will be an effective communication tool to reach future fellows.

Data for Question Three:

Chart represents if interviewees have experience using any of these communication tools:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Experience using these tools?** | **Abe***(current fellow)* | **Dr. Katie***(future fellow)* | **Fran***(future fellow)* | **Richard***(future fellow)* | **Vern***(current fellow)* |
|  | Yes- all | Yes- all | Yes- except for Website | Yes- all | Yes- less with SMS text messaging |

Data for Question Four:

Chart represents which of the tools interviewees think will be more beneficial than the others in question two above:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tools that are more beneficial than others in question two above?** | **Abe***(current fellow)* | **Dr. Katie***(future fellow)* | **Fran***(future fellow)* | **Richard***(future fellow)* | **Vern***(current fellow)* |
|  | Email | Both Email and Website | Public Service Announcements | Email, Text messaging, and Public Service Announcements | Website |

Data for Question Five:

This chart represents the tools that interviewees would like to use themselves in spreading NAPALI’s message to future fellows:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tools that you would use yourself?** | **Abe***(current fellow)* | **Dr. Katie***(future fellow)* | **Fran***(future fellow)* | **Richard***(future fellow)* | **Vern***(current fellow)* |
|  | Email | Website | Email | Text Messaging and Emails | Website |

**Quantitative Data Results**

The data from the surveys is represented below; all responses are anonymous to ensure confidentiality. This means that the numbers in the response column do not match the numbers for the listed participants. (Example: number one in the participants section is Abe Correia, but he may or may not be number one in the chart below. )

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Response | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 |
| 1 | **5** | **5** | **5** | **5** | **1** | **5** | **5** | **1** | **4** | **5** |
| 2 | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **1** | **5** | **5** |
| 3 | **3** | **5** | **5** | **5** | **5** | **5** | **5** | **1** | **4** | **5** |
| 4 | **5** | **4** | **5** | **1** | **5** | **1** | **5** | **4** | **5** | **5** |
| 5 | **5** | **4** | **5** | **5** | **1** | **5** | **5** | **1** | **4** | **5** |
| 6 | **5** | **5** | **5** | **5** | **1** | **5** | **5** | **1** | **4** | **5** |
| 7 | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **4** | **4** | **5** |
| 8 | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **1** | **5** | **5** |
| 9 | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **1** | **4** | **5** |
| 10 | **3** | **4** | **5** | **4** | **1** | **5** | **5** | **1** | **4** | **5** |
|  |  |  |  |  |  |  |  |  |  |  |
| Total | **46** | **47** | **50** | **45** | **34** | **46** | **50** | **16** | **43** | **50** |
|  |  |  |  |  |  |  |  |  |  |  |
| Total x2 | **92** | **94** | **100** | **90** | **68** | **92** | **100** | **32** | **86** | **100** |

**Summary per Question**

* Question 1: showed that 92% of the participants strongly agreed that word of mouth tactic is effective in recruiting new fellows.
* Question2: showed that 94% of the participants strongly agreed that new communication tools could be used to recruit a wider audience.
* Question 3: showed that 100% of the participants strongly agreed that opt-in email would help recruit new fellows.
* Question 4: showed that 90% of the participants strongly agreed that public service announcements over the radio would help recruit new fellows.
* Question 5: showed that only 68% of the participants felt that text messages would help recruit new fellows.
* Question 6: showed that 92% of the participants strongly agreed that the NAPALI website would help recruit new fellows.
* Question 7: showed that 100% of the participants strongly agreed that they use communication tools other than word of mouth on a daily basis.
* Question 8: showed that only 32% of the participants grew up using 21st century communication tools such as email, website, and text messaging.
* Question 9: showed that 86% of the participants strongly agreed that they were very comfortable using 21st century communication tools such as email, website, and text messaging.
* Question 10: showed that 100% of the participants strongly agreed that using 21st century communication tools such as email, websites, and text messaging are good ways to increase public awareness of the NAPALI leadership program.

**Similarities between Qualitative and Quantitative Data**

1. In both Quantitative and Qualitative research, data indicates 100% agreement for opt-in email as an effective communication tool for increasing awareness of the target audience
2. SMS text messaging was not significantly effective as a communication tool based on the participant’s views and opinions in the Qualitative and Quantitative research studies.
* 60% of participants thought it would be effective in the interview
* 68% of the participants thought it would be effective in the surveys
1. In both Quantitative and Qualitative research, data indicates 100% agreement for participant’s use of 21st century tools in life. In the qualitative research question #3 this is experience using 21st century tools and in the quantitative research #7 this is using 21st century tools on a daily basis.
2. In both the Quantitative and Qualitative Research, there was enough agreement among the participants to believe that the NAPALI website tactic would prove beneficial in increasing the awareness of NAPALI’s message to the target audience. This would be question #2 in the qualitative data displaying 80% agreement and question #6 in the quantitative data displaying 92% agreement.
3. In both the Quantitative and Qualitative Research, there was enough agreement among the participants to believe that public service announcements over the radio would prove beneficial in increasing the awareness of NAPALI’s message to the target audience. This would be question #2 in the qualitative data displaying 80% agreement and question #4 in the quantitative data displaying 90% agreement.
4. **Conclusions**

**Qualitative Research Conclusions**

The objective of this study was to evaluate the views and opinions of both the current and future fellows in determining which communication tools proposed in the communication campaign should be most effective in reaching the campaigns target audience of future fellows. The conclusions from the analysis of all data are as follows:

* All interviewees felt that the current method of word of mouth could be enhanced with the suggestive communication tool of opt-in Email.
* The majority of the interviewees felt that public service announcements over the radio and the NAPALI website would be effective in reaching new fellows.
* SMS text messaging was viewed by the two current fellows as being an impractical tool to reach future fellows. The future fellows did not have this viewpoint.

**Quantitative Research Conclusions**

The objective of this study was to evaluate the views and opinions of both the current and future fellows through the method of the Likert scale in determining which communication tools proposed in the communication campaign should be most effective in reaching the campaigns target audience of future fellows. The conclusions from the analysis of all data are as follows:

* Responses from questions 1-6 followed the same data pattern as the prior qualitative research study done in week 2 of this course.
* Question 5 specifically reaffirmed the low confidence level that participants had in viewing text messages as a successful communication tool to recruit new fellows.
* As part of this survey, two questions (8 and 9) were included to discover if a generational bias or an experiential bias existed among the participants; it was discovered in the responses to question 8 that only 32% of the participants grew up using 21st century communication tools.
* However the experiential bias was null because 86% of the participants felt very comfortable using these same 21st century communication tools; and 100% of the participants strongly agreed that the 21st century communication tools would be good ways to increase public awareness of the NAPALI leadership program.
* Bottom line: There was indeed a generational bias; but no experiential bias manifested itself.

**Post Conclusions Standpoint**

Follow up research is needed in three areas covered by the survey questions:

* Findings have suggested that further education is needed among the participants to appreciate the value of text messaging, as this is a tool that many younger generations use extensively in their daily lives.
* This study focused on participants who actually live on the Islands in the Pacific Rim; future research could be done to incorporate participants from the mainland (continental United States of America)
* In future studies, increasing the number of participants in the sample population for this study may alter/impact the desirability of using text messaging to recruit new fellows.

**What will be implemented due to this research?**

After doing this research in both the qualitative and quantitative manner, the strategic communications campaign which will be started next week will:

* Use Opt-in email, public service announcements, and the NAPALI website to try and increase the awareness of the target audience of future fellows from 10%-50% within the next 12 weeks.