1 **WHAT ARE WE TRYING TO INFLUENCE WITH EVIDENCE?**

**INFLUENCING OBJECTIVE AND POSSIBLE ROLES FOR RESEARCH**

<table>
<thead>
<tr>
<th>Change people’s attitudes and beliefs, norms and behaviours:</th>
<th>Change, implement government and private sector policies and practices:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Identify and understand existing attitudes and beliefs, social/gender norms and behaviours; whether and how they are changing.</td>
<td></td>
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<tr>
<td>• Identify influences that support or limit behaviour change and/or policy implementation.</td>
<td></td>
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<tr>
<td>• Identify positive outliers that might lead to wider adoption/scale-up.</td>
<td></td>
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<tr>
<td>• Demonstrate the human/gender/environmental impacts of policies and practices from local people’s experiences.</td>
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<tr>
<td>• Show why policy and practice alternatives are feasible and likely to work.</td>
<td></td>
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<tr>
<td>• Change behaviours that hinder policy implementation.</td>
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</tbody>
</table>

**Set the policy agenda, change the terms of debate:**

<table>
<thead>
<tr>
<th>Policies, power and implementation of government and private sector policies and practices:</th>
</tr>
</thead>
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<td>• Identify and understand existing attitudes and beliefs, social/gender norms and behaviours; whether and how they are changing.</td>
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**Inform and strengthen civil society voice and strategies:**

<table>
<thead>
<tr>
<th>Inform the media and advocacy campaigns:</th>
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<tbody>
<tr>
<td>• Controversial, new;</td>
</tr>
<tr>
<td>• Human face to the story;</td>
</tr>
<tr>
<td>• Killer facts with numbers.</td>
</tr>
</tbody>
</table>

2 **WHO ARE WE TRYING TO INFLUENCE WITH EVIDENCE AND HOW?**

**AUDIENCES AND EVIDENCE THEY RESPOND TO BEST**

<table>
<thead>
<tr>
<th>Policymakers/politicians:</th>
<th>Civil servants:</th>
<th>Corporate executives:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Short;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Timely solutions that resonate with public mood and policymakers’ values and priorities;</td>
<td></td>
<td></td>
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<tr>
<td>• Compelling stories;</td>
<td></td>
<td></td>
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<tr>
<td>• Big ideas;</td>
<td></td>
<td></td>
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<tr>
<td>• Positive visions.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Objective, rigorous, credible methodology;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Data;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Technical details.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Company-specific findings;</td>
<td></td>
<td></td>
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<tr>
<td>• Comparative rankings vs other companies;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Credible methodology.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Communities (geographic, identity, interest):</th>
<th>Activists, supporters, general public:</th>
<th>Media:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Community-focused;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Generated with their participation and participatory/action research.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Human face to the story;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Heroes and villains;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Killer facts – easy to remember;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Clear impacts of policy.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Controversial, new;</td>
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<td></td>
</tr>
<tr>
<td>• Human face to the story;</td>
<td></td>
<td></td>
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<tr>
<td>• Killer facts with numbers.</td>
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</tbody>
</table>

*Informed by influencing aims and objectives (problem, context) and gender analysis*

*Informed by an initial power analysis and stakeholder mapping (including gender analysis)*
FOCUS YOUR RESEARCH!

1ST: WHAT'S ALREADY KNOWN?
Conduct a rapid literature review of what's out there.

2ND: WHAT NEW OR ADDITIONAL RESEARCH IS NEEDED, IF ANY?
What are the knowledge gaps and what do we need to add e.g. in relation to what needs to change, who has the power to achieve it and/or how – at different scales?

3RD: WHAT QUESTION(S) ARE WE TRYING TO ANSWER?
Refine and specify the question further
- Who, what, when, where?
- Is it a single case study, or comparative across time or place?
What sub-questions need to be answered to respond to the main question?

WHAT TYPE OR MIX OF RESEARCH APPROACHES AND METHODS WILL BEST ANSWER THE RESEARCH QUESTION(S) AND ENGAGE TARGET AUDIENCES?

OPTIONS INCLUDE:

Macro policy research methods:
- Investigative/journalistic approach
- Document/data analysis
- Key informant interviews
- Modelling/projections/estimates

Community-based research methods:
To collect qualitative data - semi-structured interviews, focus groups, participatory mapping, video, learning workshops
To collect quantitative data - household and other surveys, participatory ranking, numbers

Consider gender and intersectionality fully
- Record quotes, take photos!

Macro-micro linkages: human interest case studies and/or stories illustrating the broader issues/injustices, killer facts and graphics

DECIDE HOW TO DO IT

HOW CAN WE ENGAGE AUDIENCES WITH THE RESEARCH PROCESS AND FINDINGS TO MAXIMIZE RESEARCH INFLUENCE?

Refer again to your power analysis, research design and overall influencing strategy and think of ways to involve key audiences and influencers in the different stages of the research and influencing process:

- Develop relations with key audiences.
- Plan the research together.
- Invite them to be a member of a steering or advisory group.
- Involve in data collection team.
- Share and discuss draft findings in a safe space.
- Ask them to comment on 1st draft report.
- Preview final report and speak at launch.
- Co-host a seminar on the topic.
- Discuss findings in a one-to-one meeting.

Communications:
- Decide how to frame the research, e.g. how to appeal to the target audience
- Decide what research products will be most effective and user-friendly, e.g.
  - Written report with short executive summary or overview (with detail in annexes, separate documents or on web)
  - 1-page policy/media brief(s) or well-placed blogs
  - Video clips, photographs, cartoons?

Timing and messengers:
Regularly assess context and make the most of windows of opportunity; use influential people as messengers

Ensure evidence is combined with complementary influencing strategies:
- Coalition-building;
- Using public campaigning;
- Engaging with the media.

This guideline has been prepared by the Oxfam Research Network for use by development practitioners and researchers, including Oxfam staff and partners. It was written by Martin Walsh, Ruth Mayne and Irene Guijt, with the help of Richard English and Duncan Green, and edited by Martin Walsh, Amy Moran and Helen Wishart. It was developed from an earlier Research for Advocacy diagram conceived and designed by Kate Raworth for Oxfam GB.

To download the Research Guidelines from Oxfam visit www.oxfam.org.uk/researchguidelines