



Research for Organizing Webinar Series

Module 3: Overview of Research Methods

Presenters

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Agenda

- Logistics
- Who we are
- Past Modules
- Types of Data
- Sources of Data
- Research Methods
- Moving forward
- Q & A

Webinar Logistics

- **Audio Options:**

- **Listen by phone:**

- Select “telephone” in the audio option on the control panel.
 - Call the number sent to you in registration confirmation
 - Enter your access code
 - Enter your audio pin (press # [code numbers]#) so we can identify you.
 - Pin will be shown on your screen when you log in online.

- ***Or, listen through your computer’s audio.***

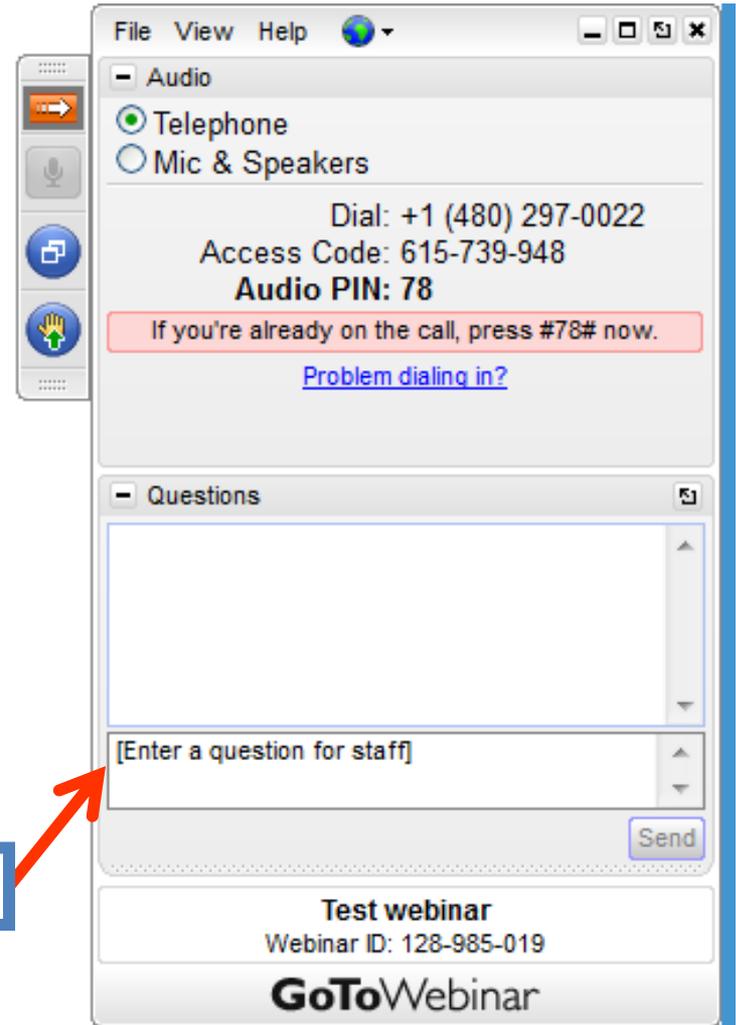
Everyone but the presenters will be muted to reduce background noise.

Webinar Logistics

Questions

- As we go through the webinar, if you have any questions, you can type them into the question box
- We will answer questions after the webinar during the Q&A session

Your questions here!



INTRODUCTION TO THE COMMUNITY DEVELOPMENT PROJECT (CDP)

Who is CDP?

- Strengthen impact of grassroots organizations, through...
 - Participatory Action Research Reports
 - Grassroots Policymaking
 - Popular-Education Curriculum Design and Research Training
 - Strategic Campaign Research

**Find out more information about CDP here: <http://cdp.urbanjustice.org/>

CDP Partnership Model

- Prioritize working with groups that...
 - Are based in low-income/excluded communities in New York City
 - Conduct community organizing campaigns with a goal of achieving systemic change
 - Are membership-based, member-led
 - Engage in leadership development and base-building activities

Research For Organizing Webinar Series

- [Module 1: Unpacking the Toolkit](#)
- [Module 2: Designing your Research Project](#)
- **Module 3: Overview of Research Methods**

MODULE 3: *OVERVIEW OF RESEARCH METHODS*

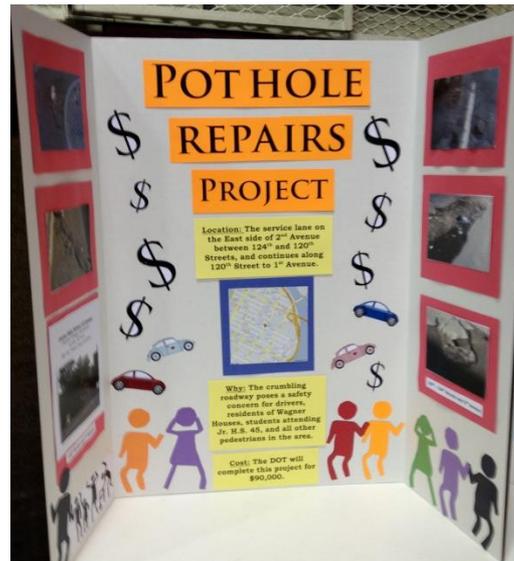
Objectives for this Module

- *Participants will be able to...*
 - *Define and understand the uses of primary and secondary data*
 - *Define and understand the uses of quantitative and qualitative data*
 - *Identify the best research methods to collect quantitative and qualitative data*

INTRODUCTION TO PARTICIPATORY ACTION RESEARCH (PAR)

Participatory Action Research (PAR)

- Community-driven
- Power-building
- Action oriented



RESEARCH FOR ORGANIZING (RFO) TOOLKIT



Research for Organizing Toolkit

- Designed for organizations and individuals using PAR in social justice work
- Compiled from years of working with grassroots organizations
- Trainings, tools and tips created for organizers & community members to become more actively involved in research process

Research for Organizing Toolkit

RESEARCH FOR ORGANIZING
A Toolkit for Participatory Action Research from the Community Development Project

[SIGN UP FOR OUR MAILING LIST](#)

HOME TABLE OF CONTENTS ABOUT THIS TOOLKIT

DOWNLOAD THE ENTIRE GUIDE AS A PDF

DESCARGA SECCIONES EN ESPAÑOL

Timeline of a PAR Project

An Overview of Participatory Action Research

Designing Your Research Project

Getting Your Data

I. Surveys

II. Interviews

III. Focus Groups

IV. Community Mapping

V. Community Visioning

VI. Mystery Shopping

Entering Your Data Into a Database

Analyzing Your Data

Presenting and Packaging the Report

Releasing the Report

Glossary of Terms

Tips for Facilitators

[Step-by-step Timeline of a Participatory Action Research Project](#)

[Case Studies](#)

[Example Activities](#)

[Example Tools](#)

[TOP](#)

Step-by-step Timeline of a Participatory Action Research Project

Research for Organizing

?

→

→

→

www.researchfororganizing.org

TYPES OF DATA

Quantitative and Qualitative Data

- **QUANTITATIVE DATA**

- Data that is presented numerically

- **QUALITATIVE DATA**

- Descriptive data that can help tell peoples' stories

SOURCES OF DATA

Primary and Secondary Data

- **PRIMARY DATA**

- Original information collected from your research sample

- **SECONDARY DATA**

- Data that has been collected and analyzed by someone else

SECONDARY DATA

Secondary Data

- Easy to access and mostly free (Google Scholar, Libraries, CBOs, government agencies)
- Can help clarify the research questions
- Helps avoid “reinventing the wheel”
- Shows gaps in existing research
- Might show the difficulty of collecting certain types of information

Secondary Data

- Literature Reviews
- Legal/policy reviews
- Background Demographic data
- Administrative data
- Freedom of Information Act/Law (FOIA/FOIL) requests

Literature Reviews

- Usually look at academic and media articles about the topic
- Summarize findings into one document
- Helps assess
 - What has already been researched
 - Different research methods
 - Gaps in the research
- Can be very helpful when writing the research report

Legal/Policy Reviews

- Review the policy landscape around your issue
 - What are the current laws and administrative policies regarding the issue
 - What are the gaps in regulation and enforcement
- Distills dense information into accessible language
- Useful for designing research instruments
- Useful for making policy recommendations

Background Demographic Data

- Helps you describe your community - % that is low income, languages spoken, etc.
- Good way to determine if survey sample matches demographics of the geographic location sampled
- Flags when some portion of the population is oversampled, which may skew results

Demographics of Survey Sample Compared to Neighborhood Demographics

		Survey Data	Community District (2011-13 ACS Data) ¹
		N = 508	
Gender N = 477	Male	36%	47%
	Female	64%	54%
	Transgender	0.4%	N/A
	Other gender identity	0.2%	N/A
Race/Ethnicity N = 432	African American or Black	30%	29%
	Latino/a or Hispanic	56%	45%
	Asian or Pacific Islander	4%	8%
	Native American	1%	0%
	White	13%	15%
	Other	3%	3%
Primary Language N = 472	English	83%	47%
	Spanish	24%	41% ²
	Chinese	1%	13%
	Other Language	2%	
Employment N = 408	Employed	66%	49.5%
	Unemployed	20%	12%
	Retired	15%	N/A
Yearly Household income N = 415	Below \$25,000	40%	45%
	\$25,001 to \$40,000	23%	41% ³
	\$40,001 to \$70,000	18%	
	\$70,001 to \$100,000	11%	
	Over \$100,000	7%	15% ⁴
	Median household income		\$30,335
Household size N = 254	Average household size	2.9	2.5
Age N = 441	14 years and under	.7%	17% ⁵
	15 to 19	3%	7%
	20 to 24	8%	8%
	25 to 34	18%	19%
	35 to 44	18%	13%
	45 to 54	21%	13%
	55 to 64	17%	11%
	65 and Older	13%	12%

Administrative Data

- Data routinely collected from organizations, agencies, and institutions
 - Data from organizations could be intake data, information from sign in sheets, etc.
- Information is publicly available (sometimes via FOIL and sometimes via online database)
- Usually tend to have large samples, and over a period of time

NYC Department of Buildings
Building Information Search

[Property Search](#) | [Complaints / Violations](#) | [Applications](#) | [Boiler Search](#) | [Gas Service Power Authorizations](#) | [Elevator Devices](#) | [Cranes & Derricks](#) |

Search by Property

1 House No: Street:

2 Block: Lot:

3 Building Identification Number (BIN):

Browse Block and Lot

4 Block: Lot (optional):

Search for Complaint or Violation

5 Complaint Number:

311 Reference Number:

6 ECB Violation Number:

7 BIN Number for ECB Violation:

8 Select ECB Viol Type:

Name



Water Consumption In The New York City

A brief history of water consumption in the New York City Water Supply



Energy and Water Data Disclosure for Local Law 84 (2012)

On September 25, 2013, New York City released the 2012 energy and water data for large multifamily buildings to the nation to publicly disclose data for large multifamily buildings. Approved in 2012.

The new data set includes more than 9,000 self-reported multifamily property results of both manual and automatic water benchmarking, with more than 100,000 individual units.



Recycling Diversion and Capture Rates

For each Community District, its Recycling Diversion rate (percentage of waste diverted) and Capture Rate (% of total Paper or Metal/Glass/Plastic in the waste stream).



NYC Cool Roofs Buildings

Locations of buildings participating in the Cool Roofs initiative. NYC Cool Roofs initiative encourages cool roofs to reduce energy usage and lower greenhouse gas emissions.



NYC Greenthumb Community Gardens

Listing of NYC Greenthumb community gardens



Public Recycling Bins

Locations of public recycling bins throughout NYC



Natural Gas Consumption by ZIP Code - 2010

2010 Natural Gas consumption in therms and GJ, by ZIP code, building type



Air Quality

Dataset contains information on New York City air quality surveillance data

Freedom of Information Act/Law (FOIA/FOIL) Requests

- Provides the public the right to request access to records from any government agency, as long as personal privacy, national security, & law enforcement interests are protected
- FOIL requests usually have an associated cost & take a long time to process
- FOIA website (for federal agencies):
<http://www.foia.gov/index.html>
- Check for your state agency FOIL laws here:
<http://www.nfoic.org/state-freedom-of-information-laws>

Interpretation Requests By Development - BROOKLYN

LANGUAGE	DEVELOPMENT	COUNT
RUSSIAN	RENT APARTMENTS	3

第1頁

紐約市房屋局租賃契約書 - 公共房屋
租契範本 僅供參考，非正式文件!

年度收入審查季度:

租金帳戶編號:

公房區名稱:

NEW YORK CITY HOUSING AUTHORITY
紐約市房屋局

NYCHA 040.507 (4/9/14)v1
房屋租賃契約書

1. 紐約市房屋局 (簡稱「房屋局」，下稱「房東」) 在考慮
和 (下稱「承租人」) 繳付租賃費用 呈交申請表上申報資料 并許諾承擔

NEW YORK CITY HOUSING AUTHORITY
DEPARTMENT OF COMMUNICATIONS
LANGUAGE SERVICES UNIT
INTERPRETATION REQUESTS
CALENDAR YEAR 2013

PRIMARY DATA

Primary Data

- Data that you generate through your research
- Creative control – you develop the research plan, you control how information is collected
- Great organizing tool – opportunity for members to be involved
- You define how your community is studied

PRIMARY RESEARCH METHODS

Primary Research Methods

- Interviews
- Focus Groups
- Mystery Shopping
- Surveys

Tool 2.3: Participatory Action Research (PAR) Menu of Methods



Tool 2.3: Participatory Action Research (PAR) Menu of Methods

Surveys – Surveys ask specific questions and tend to include short answer, multiple-choice, and scaled-answer questions. Surveys can be done online, through the mail, and can be written and filled out in person. The most effective way to conduct surveys in support of organizing is in an in person “interview style” so that the surveyor can make personal connections with the respondent. Surveys are helpful for getting information or data from a wider group of people and are better for getting quantitative information like numbers, than they are for getting qualitative information, like people’s stories. Surveys can be helpful when making policy demands because elected officials, policymakers and the media tend to respond to hard numbers.

Interviews – Interviews are guided conversations about a specific topic, are often done one-on-one, and tend to use open-ended questions in order to get in-depth explanations. Interviews are useful when you want to get more specific, detailed information than you would get from a survey and you want to get deeper into people’s experiences and personal stories. Interviews are appropriate when dealing with sensitive or personal information that people may not be comfortable writing on a survey or sharing in a group setting (such as a focus group). Interviews can also assist the organizing outreach process because they facilitate one-to-one interaction, but they can be more time intensive than surveys.

Focus Groups – Are small group sessions (7-12 people) that are led by a facilitator in order to obtain opinions based on the research question. Like interviews, focus groups are good for getting qualitative data, and are an effective way to get people’s personal stories, testimonies, and experiences from a group setting. They can also be useful for delving deeper into a specific issue or research question not fully addressed by another method. Focus groups can be useful in allowing participants to bounce ideas and stories off of each other. Due to the group setting, they can also be more challenging than interviews for discussing sensitive topics.

Community Mapping/Canvassing – Is a process of documenting and visually presenting trends or patterns in a given community. Community maps and canvassing can be used to document many physical, spatial dynamics of a neighborhood from new construction sites, to new luxury condos, to green spaces, to new businesses, to vacant lots, etc. This is an effective tool for tracking physical changes in a neighborhood, and specifically as a way to document the impact of gentrification on a neighborhood.

Community Visioning – Is a process where group of community members come together to develop an alternative vision or proposal for the future of their community. Visioning can be used to develop public policy demands and can be particularly useful when communities are working to impact the physical development of their community. This can also be useful for groups working to influence a particular issue or policy.



Mystery Shopping – Is a process where community members posing as customers call or visit businesses and document their experience and observations. Usually mystery shoppers have a specific set of criteria they are looking for when they visit or call a business. This is a good way to document employment practices, compliance with labor laws, and consumer fraud.

Secondary Data – Is data that comes from someone else’s research. This is distinct from “primary data” which is original data that you collect through your own research in the field. Secondary data is helpful for getting background information that will complement the ground-level information that comes from people’s experiences (primary data). It can also be helpful to do a bit of secondary data collection before you begin your primary data collection in order to focus your research questions and help you to develop your research instruments (such as surveys and interview guides). Secondary data can come from a variety of public and private sources, such as the U.S. Census Bureau, city and state agencies, research organizations and academic institutions.

Media Review – A systematic review of a certain number of news articles or clips from a variety of sources about a specific topic to uncover the most common words or themes that emerge. This can be used as background research to help inform your research design and can also be used on its own to give you data about how a specific issue is being presented or framed in the media.

Literature Review – This is a review of existing articles, academic studies or reports in order to find out what information already exists about the topic you are exploring. This can be part of your secondary research; can help inform your research questions and can help you identify gaps in research and information on a given issue.



Interviews

- Guided conversations about specific topic
- Used to document stories, experiences, and impacts
- Usually one-on-one
- Tend to use open-ended questions to get in-depth explanations

Interviews - Benefits

- Useful for qualitative data, for getting more in-depth answers
- Great for dealing with sensitive information that may be difficult for individuals to share in a group setting
- Good for organizing – getting to know how issues affect individuals

Interviews - Challenges

- Time-consuming
 - Hard to do more than a few interviews based on capacity to do them
- Won't get numbers from results
- Interviewer needs to be trained
 - To deal with sensitive information and using the interview guide
 - Needs to take detailed field notes and/or record and transcribe interview for analysis.

Research for Organizing – Interviews



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A Toolkit for Participatory Action Research from the Community Development Project

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GETTING YOUR DATA: INTERVIEWS

DOWNLOAD
ACTIVITY 3.2

Activity: 3.2 Creating Effective Interview Questions

Purpose of Activity:

This activity is designed to guide your group through the process of creating effective interview questions. First participants will learn how to create open ended vs. close ended questions, and will review other interview question tips. Then your group will brainstorm interview questions to use in your interview guide.

By the end of Activity Participants Will:

- Understand the difference between close-ended vs. open ended questions
- Understand how to create effective interview questions
- Develop a list of interview questions to use in your interview guide

Before this Activity Participants Will Need to:

Be updated about your organization's research plan and timeline

3. Getting Your Data: Interviews

Activities

[Creating Effective Interview Questions](#)

[Interview Role Play](#)

Tools

[Tips for Creating Effective Interview Questions](#)

[Interview Guide Template](#)

[Informed Consent Form Template](#)

Case Studies

[VOCAL-NY and CDP Report: Stuck in the System](#)

[TOP](#)

VOCAL – NY: Syringe Access Report (2011)



WHAT overall questions did VOCAL want to answer through their research?

- What **experiences** do people that use syringe exchange programs have with police?
- What **impact** do the practices of law enforcement have on drug users access to clean syringes and ability to safely dispose of used syringes?
- What are the **experiences** of drug users with harm reduction programs?

HOW did VOCAL gather information (what methods did they use)?

- **INTERVIEWS:** VOCAL used one on one interviews to capture the stories and experiences of Syringe Access Program participants.
 - This method was chosen because of the personal nature of the information that was discussed and the stigma that surrounds injection drug use

DAILY NEWS

Murky laws endangering New York's syringe exchange programs: study

BY Katie Nelson
DAILY NEWS STAFF WRITER



laws are endangering
Ind.

**NEW REPORT: SYRINGE ACCESS PROGRAM PARTICIPANTS
CITE POLICING PRACTICES AS BARRIER TO PUBLIC
HEALTH**

*Study Identifies Legal Loophole & Fear of Police as Undermining Publicly
Funded Programs*

*New State Data Shows over 700 Arrests in 2008 &
Nearly 600 in 1st Six Months of 2009*

Focus Groups

- Small group sessions led by a facilitator to collect qualitative data
- Guided discussions with pre-determined questions
- Questions are open-ended

Focus Groups – Benefits

- Effective way to get peoples' stories, testimonies, experiences
- Great organizing tool
 - Brings people together to explore how a particular issue is affecting them and their community
 - Brings people together to identify commonalities and raise consciousness about an issue
- Allows participants to bounce ideas off of each other

Focus Groups – Challenges

- Group setting can make it harder to discuss sensitive information
 - However, bringing people together to discuss things that initially feel sensitive can actually help build community and ultimately support relationships and organizing
- Facilitation skills are key
- The conversations have to be transcribed and analyzed

Research for Organizing– Focus Groups



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GETTING YOUR DATA: FOCUS GROUPS

DOWNLOAD
ACTIVITY 3.4

Activity: 3.4 Preparing for a Focus Group

Purpose of Activity:

This activity is designed to educate participants about the basics of focus groups, focus group guides, and how to devise effective focus group questions.

By the End of Activity Participants Will:

- Learn the basics of setting up and conducting focus groups
- Develop questions for a focus group guide

Before this Activity Participants Will Need to:

Have determined your research goals and research questions
Have decided on your research method

Materials Needed:

3. Getting Your Data: Focus Groups

Activities

[Preparing for a Focus Group](#)
[Facilitating a Focus Group](#)

Tools

[Benefits and Challenges of Focus Groups](#)
[Tips for Focus Group Facilitation](#)
[Sample Focus Group Guide](#)

Case Studies

[Right to the City National's Report: We Call These Projects Home](#)

[TOP](#)

Right to the City – We Call These Projects Home (2010)



WHAT Overall questions did RTTC want to answer through their research?

- How have low-income residents been **impacted** by the destruction of and disinvestment in public housing?
- What is the **need** for public housing as a permanently affordable housing source?

HOW Did RTTC gather information (what methods did they use)?

- **FOCUS GROUPS:** to collect qualitative data from public housing residents
 - Allowed RTTC to collect the stories and experiences about the impact of housing policies on low-income residents
 - Achieve the goal of highlighting residents' voices in the public housing policy debate.
 - Brought residents together as communities to share their experiences

THE BLOG

Housing Discrimination, Gentrification and Black Lives: We Call These Projects Home



Mystery Shopping

- Community members pose as consumers – call or visit businesses and document their experience and observations
- There is usually an observation sheet that has been prepared beforehand so that members know what to look for when they visit businesses
- Data from mystery shopping can be both quantitative and qualitative

Mystery Shopping – Benefits

- Good way to document fraud, compliance, enforcement, etc.
- Good for organizing members and getting them involved in research
- Can help identify organizing targets for campaigns

Mystery Shopping - Challenges

- Need capacity of members to carry out mystery shopping
- People may not feel comfortable going into businesses and posing as consumers
- Need capacity to do background policy research so that you can prepare a mystery shopping guide

Research for Organizing – Mystery Shopping



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GETTING YOUR DATA: MYSTERY SHOPPING

DOWNLOAD
ACTIVITY 3.10

Activity: 3.10 Mystery Shopping Training

Purpose of Activity:

To make participants familiar with the instrument being used for mystery shopping and to train shoppers and observers on how to conduct the mystery shopping visits.

By the end of the activity Participants will:

- Understand what mystery shopping is and why it is being used
- Understand how mystery shopping fits in to the larger campaign
- Be familiar with some research terms
- Be familiar with the mystery shopping instrument
- Understand all the key terms in the instrument
- Understand who/where should be targeted by the mystery shopping visits

Before this Activity Participants Will Need to:

Determine where you want to go for the mystery shopping
Have finalized your mystery shopping instrument
Develop scenarios for your mystery shoppers

3. Getting Your Data: Mystery Shopping

Activities

[Mystery Shopping Training](#)

Tools

[Tips for Mystery Shopping](#)

[Sample Mystery Shopping Scenarios](#)

[Template for Mystery Shopping Form - Employment Agencies](#)

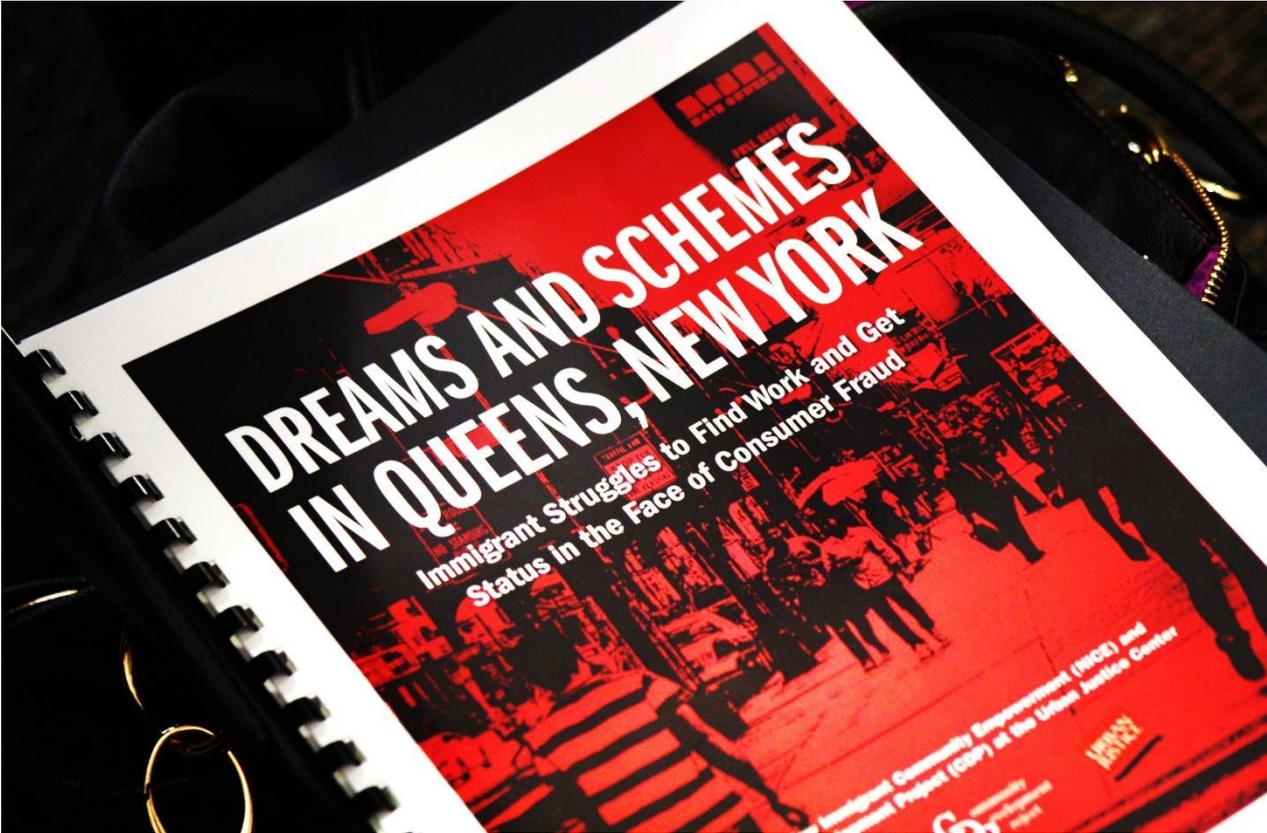
[Template for Mystery Shopping Form - Immigrant Services](#)

Case Studies

[New Immigrant Community Empowerment's Report: Dreams and Schemes in Queens, New York](#)

[TOP](#)

Dreams & Schemes in Queens, NY (2012)



WHAT overall questions did NICE want to answer through their research?

- What are the current **practices** of Immigration service providers and employment agencies?
- What are **enforcement shortfalls** for services targeted at this community?

HOW did NICE gather information (what methods did they use)?

- **SECONDARY/POLICY RESEARCH:** Research on the employment agencies and immigration service providers and the laws/policies regulating both of these services helped develop the mystery shopping guide.
- **MYSTERY SHOPPING:** Mystery shoppers documented their interactions posing as consumers seeking services at employment agencies and immigration service providers on a standardized form designed to evaluate providers' compliance with relevant laws and regulations.



ImmigrantEmpowerment @NICE4Workers - Jun 18
We did it!! NYS Senate and Assembly passes Justice for Job Seekers bill

DAILY NEWS

NEW YORK

Probe reveals rampant ripoffs hitting immigrants

Fraudulent businesses in rogue storefronts in Queens often fleece immigrants hunting for jobs or immigration help by taking fees for services they don't deliver, according to a report out Thursday.



Francisco Moya @FranciscoPMoya · Jun 16
Now to @NYGovCuomo desk. We need these reforms to protect low wage workers and immigrants seeking jobs! @JeffKleinNY

Surveys

- Ask specific close-ended questions
- Tend to include short answer and/or multiple-choice questions
- Generate quantitative data

Surveys - Benefits

- Can be administered in various ways (online, in-person, through the mail)
- Great for getting quantitative information/data from a large group of people
- Helpful with policy demands – elected officials, policymakers and media often want to see numbers

Surveys – Challenges

- Not the best at capturing meaningful qualitative data
- Surveys that are longer and more complicated tend to get the best results from “interview-style” administration where organizer gets to connect with person

Research for Organizing - Surveys



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GETTING YOUR DATA: SURVEYS

DOWNLOAD
ACTIVITY 3.1

Activity: 3.1 Survey Administration Training

Purpose of Activity:

To make participants familiar with the survey instrument being used for your research project and to train surveyors on how to conduct the surveys.

By the end of Activity Participants will:

- Understand how the survey fits in to the larger campaign
- Be familiar with research terms related to surveying
- Be familiar with the Survey instrument
- Understand all the key terms in the survey
- Understand who should be targeted to take the survey

Before this Activity Participants Will Need to:

Have finalized the survey instrument

Materials Needed:

Paper

3. Getting Your Data: Surveys

Activities

[Survey Administration Training](#)

Tools

[Survey Template](#)

[Sample Rap for Surveying](#)

[Tips for Conducting Surveys](#)

[Needs Assessment Survey Template](#)

Case Studies

[Domestic Workers United and CDP's Report: Domestic Workers and Collective Bargaining](#)

[New Settlement's Community Action for Safe Apartments \(CASA\) Report: Tipping the Scales in Bronx Housing Court](#)

[TOP](#)

Stand for Tenant Safety (2015)

Stand for Tenant Safety (STS)

Summary of Data to Document Construction
as Harassment in Rent Stabilized Buildings
and the STS Legislative Solution



By the Stand for Tenant Safety Coalition

with Research Support from the Community Development Project at the Urban Justice Center
September 2015

WHAT overall questions did STS want to answer through their research?

- What is the experience of rent-stabilized tenants undergoing major construction?
Would any of these experiences constitute tenant harassment?
- Is the DOB adequately and effectively enforcing the laws that protect rent stabilized tenants?

HOW did STS gather information (what methods did they use)?

- **SURVEYS:** Wanted to collect numerical data about the effects of construction as harassment and whether laws to protect tenants were being enforced
- **SECONDARY DATA:** Utilized Department of Buildings and Department of Finance databases to figure out which buildings have violations and how long the DOB takes to respond to complaints

MOVING FORWARD



Research For Organizing Webinar Series

- Module 1: Unpacking the Toolkit
- Module 2: Designing your Research Project
- Module 3: Overview of Research Methods

Moving forward:

- **Module 4: Creating, designing, and implementing Surveys – Quantitative Data**

Research For Organizing Webinar Series

- Module 5: Focus Groups & Interviews – Qualitative Data
- Module 6: Mystery shopping/observations
- Module 7: Creating research findings and Policy Recommendations
- Module 8: Presenting & Releasing your Research

Q&A