Spectrum of motivations

Activity-led

(i) Articulate ‘what’ and ‘why’
(ii) Know ‘who’
(iii) Define ‘how’
(iv) Define success
(v) Plan and undertake research-informed activity
(vi) Review and reflect
(vii) Disseminate

.... perhaps leading to a new communication activity

Curiosity-led

Communication Activity Planning Framework

Research Process

1. Define research question
2. Identify methods to collect/analyse data
3. Obtain ethical approval
4. Collect data
5. Analyse data
6. Write paper

[Section 7]
[Section 8]
[Section 9]
[Section 10]