



Primary Research and Data Collection

7 September 2024

Agenda

- Introduction to NuSocia
- NuSocia's Approach to Primary Research
- Primary Research Process
- Research Ethics Protocol

NuSocia is enabling the ecosystem for sustainable impact

We make social responsibility both meaningful and impactful

Incubated at



Our Vision

A world where every individual and organization is socially responsible

We work at the intersection of research, practice and collaboration

DOMAIN EXPERTISE

Strong understanding of the sector
Global team, localized partnerships

RESEARCH

Global standard frameworks
Data driven insights

CONSULTING

Dedicated teams, strong governance
Ethics Protocol

COMMUNITY

Experience across geographies
Network of field and local experts



14 SDGs

24 States

250+ Project-based researchers

We put strategy into action and create impact that is evident

We maximize, manage, measure and communicate impact



NuSocia's Approach to Primary Research

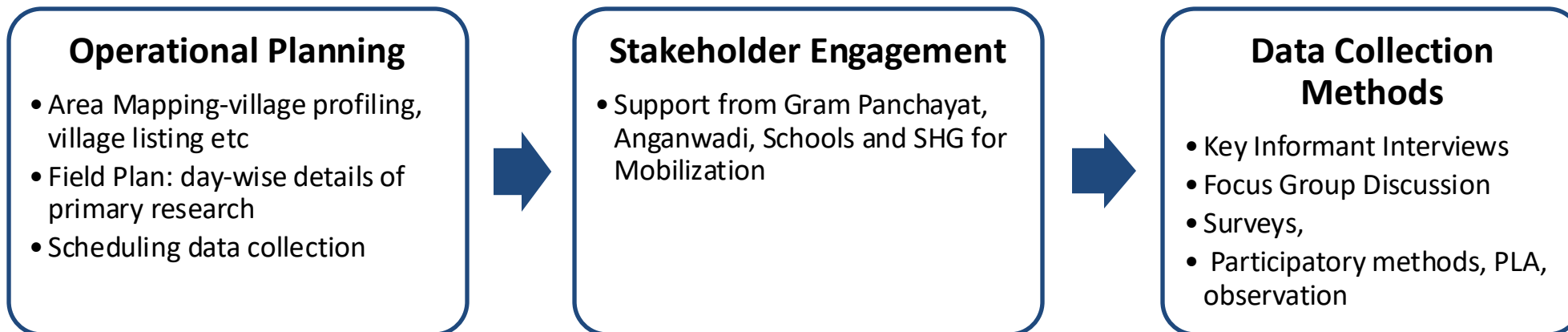


- NuSocia places significant emphasis on primary research. As it helps to gain deeper insights into community needs and development challenges



- Primary Research helps to gain deeper insights into community (including beneficiary & stakeholder) needs and development challenges
- Primary research is crucial for a better understanding of these issues along with accurately assessing the context, ground realities, needs, relevance, and feasibility as well as the outcome, output, and impact of various social development interventions
- Focus is on collecting firsthand information (quant & qual) through interaction with diverse, inclusive stakeholders across different levels and with relevant stakeholders to collect the appropriate data.

Approaches



Research Ethics Protocol



Researchers are mediators between the respondents and the concerned stakeholders



Researchers have great responsibility especially when dealing with human beings, their life aspects & such personal sensitive information



Researchers are responsible for the safety of respondents



Researchers are wary of labeling and attributing unworthy traits



Researchers observe good practices



Researchers have the responsibility of ensuring Data Privacy and Protection



Independent of the Research and Conflict of Interests

Capacity Needs for the Researchers

- Understanding the research and the methodology
- Do's and Don'ts in the Primary Research
- Observations and Insights

Quantitative Research

- Quantitative Survey
- Using digital tools and platforms such as survey apps, researcher portals, etc

Qualitative Research

- Understanding the Qualitative Research
- Training on community mobilization or community engagement
- Training on how to conduct interviews and Focus Group discussions
- Writing field reports



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