Researchers from *Here* Doing *There*

Rajiv N Rimal
Department of Prevention & Community Health
1. How many of the following do you own:
   a. Goats ___
   b. Chicken ___
   c. Cows ___
   d. Buffaloes ____

2. Do you own a transistor radio? Yes No

3. How many bed nets does your family own? _____

4. Is there a bathroom inside your house (or do you have to go outside)?
   _____ Inside _____ Outside
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8. Report the results
1. Conceptualize the Research Design

For studies that use the mass media as dissemination channels,

a. Is randomization possible?

b. Is the media environment similar?
2. Develop/assemble Instruments

1. Mode of data gathering
   a. Written surveys (self-administered)
   b. Oral interviews

2. Same concept, different operationalizations: Family SES

3. No “same concept”: Perceived risk

4. Response options: How to communicate a “five-point scale”? 
3. Local (In-Country) IRB

1. Countries are, rightfully, protective of
   a. Their populations being used as guinea pigs
   b. Lack of access to data and findings
   c. Absence of in-country capacity building for research

2. Board members often paid by number of meetings attended

3. Members upset by lack of local input
4. University (US) IRB

1. Insistence on use of consent forms
2. Difficulty in securing privacy
3. Safeguarding questionnaires
5. Local Data Collection Agency

1. IRB training for all data collectors

2. Building research capacity vs fee-for-service
6. Translation & Cultural Adaptation of Instruments

1. What is lost in translation?

2. Interpretation of transcribed and translated transcripts from a foreign culture
7. Conduct the Evaluation Research

1. Professional subjects

1. Why is my village in the control group? (What did we do to upset you?)

2. What is effective for the funder, the researcher, and the residents may be all different
8. Report the Results

1. First obligation to whom
   a. Funder
   b. Journal
   c. Participants
   d. Communities
2. Whose “property” is the data?
3. Are local researchers provided access?
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