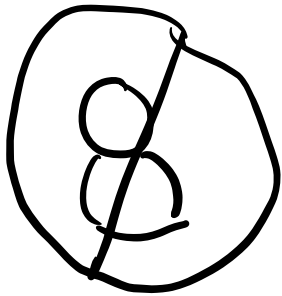


UNIVERSAL TOOLS

no matter the research, you will:

① looking for people

② asking them questions



wrong people

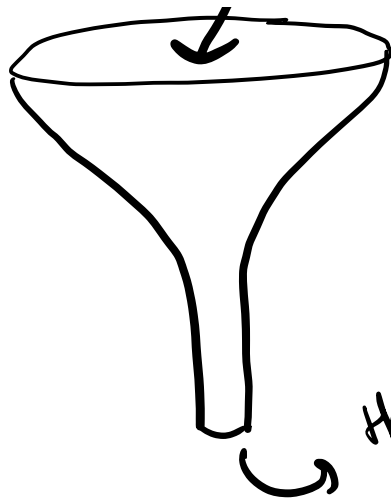
→ confidence in wrong results

RECRUITING

↙ target audience

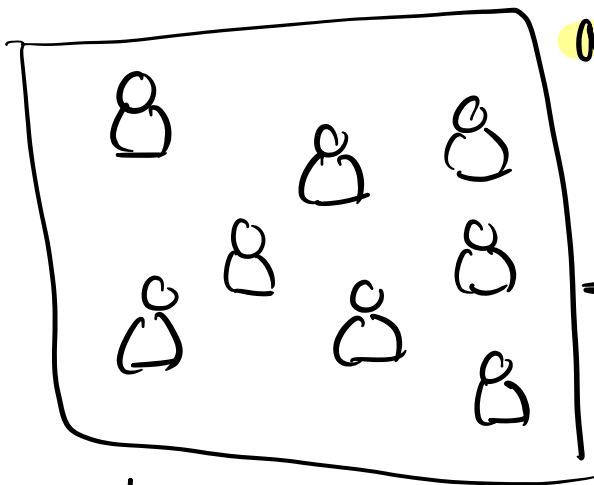
↓ finding representatives

↘ convincing them to join



finding an audience profile is a **NARROWING** process.

the best feedback



a personal database is **VALUABLE!**

start with family

then, expand your horizons!

search and filter

primary & secondary lists

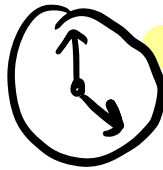
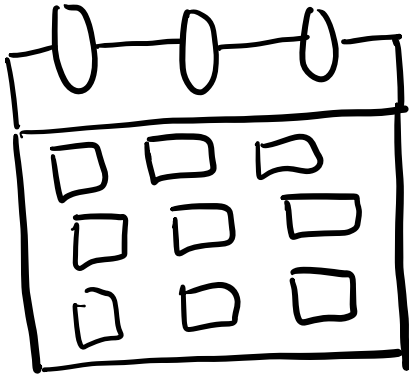
**THE
SCREENER**

Questions to identify

participants,



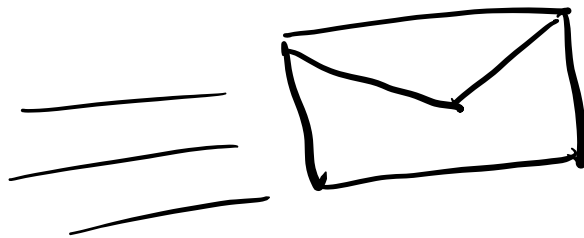
by terminating.



SCHEDULE

with a window!

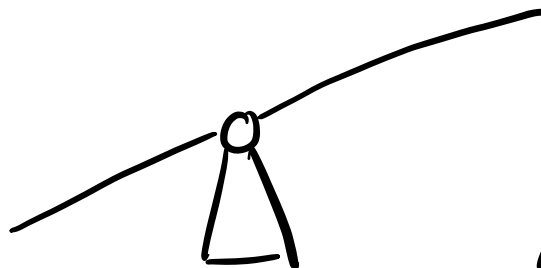
invitation contains
topic, importance,
location, & time



§ **INCENTIVE** should encourage
and reward special participants,



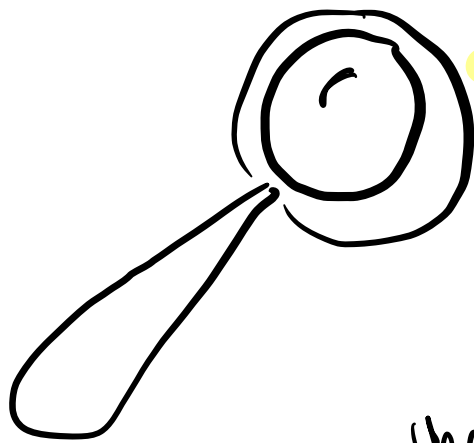
hard to
recruit
teens!



BIAS exists in
most populations

anonymizing
helps!

→ space can
affect people.



FINDING A RECRUITER

involves researching
their firm



They can handle steps above



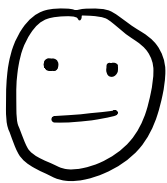
with a complete description.



INTERVIEWING



intro → warmup → general issues
wrap-up ← reflect ← deep issues



NEUTRALITY

is key!

↓
nonjudgemental

↘
open-ended