Evidencing Your Impact

Chapter 2

How to evidence impact

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In this chapter, we will explore some examples of research questions that can be asked to address issues in advertising, and how to use those questions to evaluate the effectiveness of advertising campaigns.

**Independent Variable and Dependent Variable:**

- Experimentally manipulate the independent variable (e.g., ad type, ad frequency, ad placement, etc.) and measure the effect on the dependent variable (e.g., ad recall, purchase intention, brand preference, etc.).

**Research Hypothesis:**

- Hypothesis: Exposure to ad type A will lead to higher ad recall than exposure to ad type B.

**Research Method:**

- Qualitative methods (e.g., focus groups, in-depth interviews) to gather rich, detailed data on consumer perceptions of the ad.

**Data Collection:**

- Quantitative methods (e.g., surveys, experiments) to measure the impact of the ad on consumer behavior.

**Data Analysis:**

- Use statistical software to analyze the data and test the hypothesis.

**Conclusion:**

- If the hypothesis is supported, the ad type is deemed effective. If not, the ad type is modified and tested again.

**Ethical Considerations:**

- Ensure that participants are not exposed to bias or emotional manipulation.

**References:**

- Include all sources cited in the chapter.
you want the link between the research and the impact to be credible.

Why is this important? It's important to have a good understanding of the prerequisites of the project. How did they begin and how did they progress? From the perspective of the project, we can identify patterns and trends that may be useful to identify opportunities for growth.

1. Create a coherent narrative that explains clearly the relationship between the underlying research and the impact.

Key points for writing an effective impact case study:

- Research and want to work with you to develop new insights. Discuss your strengths, the more likely others will find
your research. The more widely you can spread the impact of your research, the more likely your work will
be noticed and adopted. Consider your expertise in this field and how it can

- Keep your language

3. Clearly identify

2. Be as clear as you

1. Avoid jargon

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- The research is in the same field as your research. Did collaboration with other fields,

- What are the implications of this work? How can others use it in their work?

- What did you learn from your research?

- What is the impact of your work?

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The guidelines on how to write a case study are as follows:

1. Choose a relevant topic
2. Define the purpose of the case study
3. Identify the objectives of the study
4. Collect data
5. Analyze data
6. Draw conclusions
7. Write a report

The key elements of a case study are:

- **Context**: The background information about the case.
- **Problem**: The issue or problem being studied.
- **Methods**: The research methods used.
- **Results**: The findings of the study.
- **Discussion**: The analysis and interpretation of the results.
- **Conclusion**: The implications of the findings.

**Example**

The example of a case study on the impact of education on economic development illustrates how case studies can be used to demonstrate the effectiveness of interventions. The study focused on the case of a rural community in Africa that implemented a program to improve literacy rates. The results showed a significant increase in employment and income levels among the community members. The study concluded that education is a key factor in economic development and recommends the replication of the program in other similar communities.

**Conclusion**

In conclusion, case studies provide a valuable tool for researchers to understand complex issues and evaluate the effectiveness of interventions. They are particularly useful in fields such as education, health, and policy-making. By following the guidelines outlined in this paper, researchers can conduct rigorous and meaningful case studies that contribute to our understanding of the world.
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Figure 7: Screnshot from Turner-Tails Website

Welcome to Turner's Tails...