

# DECI-2

Developing Evaluation & Communication  
Capacity for Information Society Research

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*Research Communication:*  
**Step 4 Module: Situational Analysis**



# ResCom Steps 12 adjusted to match UFE

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1. Organizational readiness assessment.
2. Communication team readiness assessment.
3. Stakeholder analysis.
4. **Situational analysis.**
5. Defining communication purposes.
6. Defining communication objectives.
7. Methods and media.
8. Field testing.
9. Implementation of strategy.
10. Assess effectiveness.
11. Institutionalization of ResCom.
12. Tell the story.

# Situational analysis

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The political, social and economic context shapes the nature of a communication initiative and greatly affects the research to policy link.

Questions about context can take place throughout the planning process.

\* This step could be done together with UFE.

# The media context: policies, costs

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## Guiding questions:

- Are there **media policies** that restrict the choice of communication channels that the project wishes to utilize?
- Are there up-to-date **media directories** or equivalent on-line listings of contacts?
- What **media research sources** exist with data on: audience reach, public interest programming, frequency of programming, schedules, geographic coverage, production Vs publishing/airing services available, pricing for each service?
- Who has **links with commercial media** production companies (print, audio, video, alternative, popular, etc.)?

# Hubs, existing networks, influential sources

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- **What networks exist that bring together relevant communities of interest?**
- **What social media or other online spaces exist that bring together relevant communities of interest?**
- **Does the community of interest have one or more key networker or champion who keeps dialogue moving?**
- **Who are the most influential bloggers, journalists and tweeters in the community of interest?**

# Research Journals and Think Tanks

- To what extent do research journals influence researchers' understanding of the communication process and content?
- What is the role of think tanks in communicating research?
- Is there a counter-frame such as 'human rights'? This does not often rely explicitly on information but define policy issues in terms of people's rights.

# Module summary

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## Situational analysis:

- Understanding the media context: policies, media directories, pricing and coverage information, contacts and linkages.
- Identifying the key intermediaries, hubs, networks and trusted / influential sources.

*This understanding informs all elements of the  
RAPID framework.*