

## Social Marketing Project Interim Report

(The interim report is typically due in Week 5 of the course. This provides ample time to give feedback and clarify the research question, data collection methods, etc. before continuing on to the primary data collection and analysis).

### I. Introduction (About 2 paragraphs)

Begin with an introduction of the chosen social issue and why you think it is intriguing/important in connection to the SDGs.

Begin in a compelling way- citing key statistics, an important quotation, etc.

What is your research question(s)? (Suggestion: Your research question should be focused on a question you can answer through primary research. Don't just collect data about something secondary research can better address.)

### II. Data Collection Methods (About 2 paragraphs)

What is your plan for collecting data? Are you planning to use interviews, surveys, focus group, observations, or textual analysis? (Expectation: Every group member does two interviews, as well as at least one other data collection method)

How do your methods connect to answering your research question?

Who is in your intended sample and why?

### III. Secondary Research (1-2 pages, plus references)

Summarize your secondary research. This can include information from a governmental or organizational website, newspaper articles, relevant statistics, and so on. Synthesize your secondary research, ie not just summarizing one-by-one, but combining the research done on the different aspects of your topic.

What academic papers/books have already been written on this topic and how does your work build on these? Especially search for articles written about how to influence behavior in this area. Position your work in comparison to these. How does your work build on the research that has already been done?

Be sure to properly site, using a References section at the end of your report

Feedback on the interim report will be provided in the following week.