Giuseppe Tipaldo

Applied Data Science Project and **Social Research Methodology**

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WHAT IS SOCIAL RESEARCH?

«The term 'social research' designates the scientific research conducted in the domain of the social sciences».

Cardano, M., 2003, "Tecniche di ricerca qualitativa", Roma, Carocci.

«Scientific research is a creative process of discovery that is developed according to a **predetermined itinerary** and according to **established procedures** that have been accepted within the scientific community».

Corbetta, P., 1999, "Metodologia e tecniche della ricerca sociale", Bologna, Il Mulino.

METHODS

TECHNIQUES



“Any individuals, groups of people, institutions or firms that may have a significant interest in the success or failure of a project (either as implementers, facilitators, beneficiaries or adversaries) are defined as ‘stakeholders’

”

STAKEHOLDER ANALYSIS - MAIN STEPS

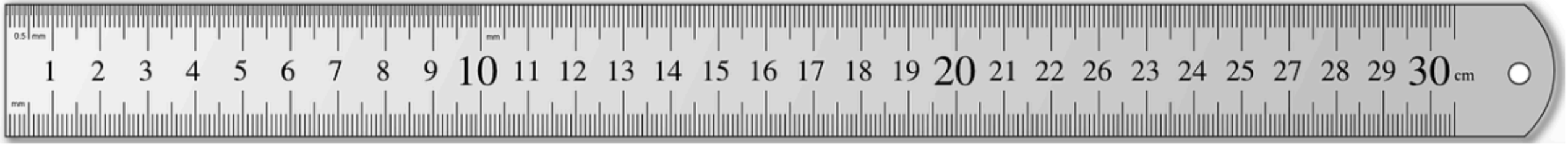
- IDENTIFY THE PROBLEM OR DEVELOPMENT OPPORTUNITY
GENERAL PROBLEM OR OPPORTUNITY THAT IS BEING ADDRESSED/CONSIDERED
- IDENTIFY ALL GROUPS THAT HAVE A SIGNIFICANT INTEREST
SIGNIFICANT IN THE (POTENTIAL) PROJECT
- INVESTIGATE THEIR RESPECTIVE ROLES, DIFFERENT INTERESTS, RELATIVE
RELATIVE POWER AND CAPACITY FOR PARTICIPATION (STRENGTHS AND
STRENGTHS AND WEAKNESSES)
- IDENTIFY THE DEGREE OF COOPERATION OR CONFLICT IN THE RELATIONSHIPS BETWEEN THE STAKEHOLDERS
- INTERPRET THE RESULTS OF THE ANALYSIS AND INCORPORATE RELEVANT
RELEVANT INFORMATION INTO THE DESIGN TO ENSURE THAT

  - resources are adequately targeted to meet the distribution/equity objectives and the needs of priority groups
  - management and coordination arrangements are appropriate to promote the participation
  stakeholders
  - stakeholder conflicts of interest are recognised and explicitly addressed in the design.



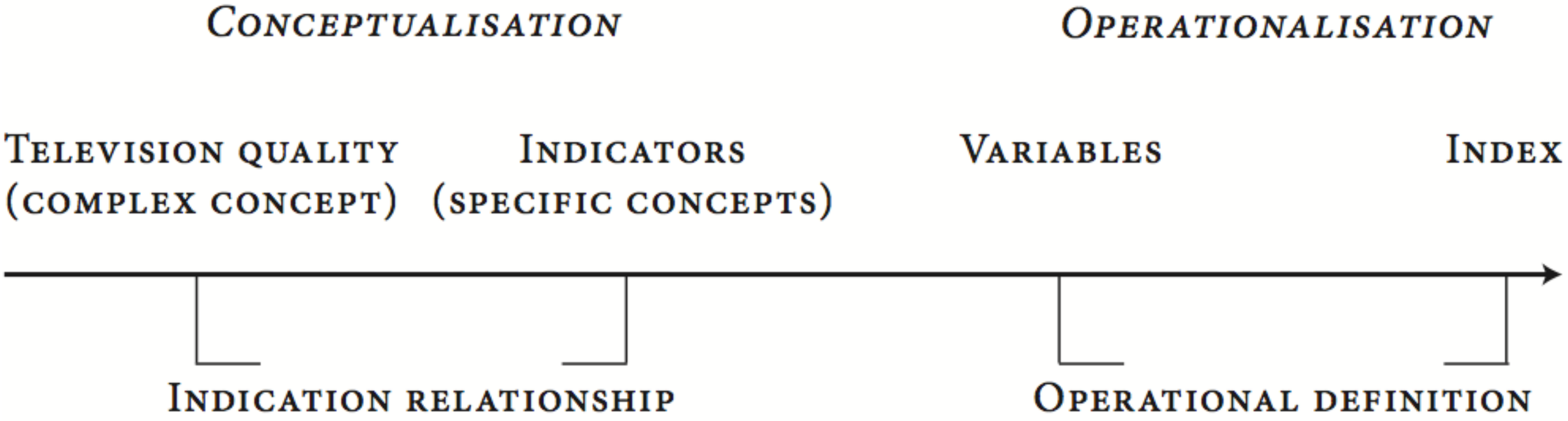
OBJECTIVELY VERIFIABLE INDICATORS - MAIN STEPS

- TRANSFORMING OBJECTIVES INTO QQT (QUANTITY-QUALITY-TIME) INDICATORS
- SPECIFIC: MAXIMISE THE INDICATIVE PART OF THE INDICATOR AND MINIMISE
THE EXTRANEOUS ONE
- MEASURABLE: OPERATIONALISE THE INDICATOR APPROPRIATELY
- AVAILABLE: MAKE SURE THAT TOOLS AND DATA USEFUL FOR CONSTRUCTING
THE INDICATOR ARE ACCESSIBLE (AT REASONABLE COST/TIME)
- RELEVANT: INDICATORS MUST BE VALID, I.E. THEY MUST MEASURE EXACTLY
WHAT THEY ARE DESIGNED FOR
- TIME-BOUND: IT MUST BE CLEAR WHEN THE OBJECTIVES SET CAN BE ACHIEVED



LO SCHEMA DI LAZARSFELD (CONCETTI>VARIABILI>INDICI)

Figure 3.1 The empirical translation process of the complex concept of television quality



SPRINT DESIGN > BRAND SPRINT



Framework

The resources and data collected during the analytical phase represent the starting point for the definition of the Digital Strategy, which will use a **data-driven and user-driven approach, embedded in the operational framework of participatory planning.**



Audience co-design

From the data collected during the analytical phase, **B2B and B2C buyer personas will be identified and naming proposals will be made** based on the most frequently mentioned interests, themes and product features in user conversations.

Name poll

Sampling of users similar to the target audience confirmed during the first sprint and administering product naming survey to test suitability, attractiveness, creativity and relevance.

Analysis of results and selection

product name.



Digital Strategy co-design

On the basis of the identified personas and the communication funnel, **content types, channels and influencers** will be identified **for markets and customer segments**, using data from Internet user conversations and competitor content production as resources.

Audience Co-Design

The Design sprint focused on the Reference Audience has the objective of co-designing the customer ideal-types - B2B and B2C - towards which marketing actions should be directed, consolidating the knowledge of the current and potential target, through the results produced by the analysis of the reference context and benchmarks and formulating a selection of potential names for the new product.

Analytical phase report

Sharing of reports based on the output of the analysis, which constitutes the training material for the preparation of the sprint session design.

Identifying buyer personas

Identification keyBp2eCrsonas from a B2B perspective: values, behaviours, attitudes, needs and desires.

Summary and Progress Report

Functional summary report to the second sprint design session and next step

B2B buyer personas identification

Identification of key personas from a B2C perspective: values, behaviour, attitudes, needs and desires.

Product naming

Devising, evaluating and selecting a list of potential names for the new piva product to be tested

subsequently.

STRATEGIC COMMUNICATION PLANNING

> “Strategic communication planning is the process of strategically designing, developing, and managing communication to achieve specific objectives.”

KEY ELEMENTS OF STRATEGIC PLANNING

Communication Objectives

What is intended to be achieved through communication?

Target Audience

Who is our audience?

Which stakeholders are part of it?

Strategies and Tactics

How will we achieve our objectives?

Message

What do we wish to convey?

Communication Channels

Where will we communicate?

1. MESSAGES

1.1 Project data

Based on the idea/essence of your project and its functional benefits, create communication messages - formulate what a person should **understand** and **feel** after communicating and interacting with the project (its services/products).
Develop **one key message** in response to **each** of the project communication **goals**.

a. PROJECT IDEA

A unifying concept that connects all project elements into a capacious, understandable, single statement.
A project idea helps answer the question: "What is your project?" in a very simple way.

Enter the idea/essence of your project here

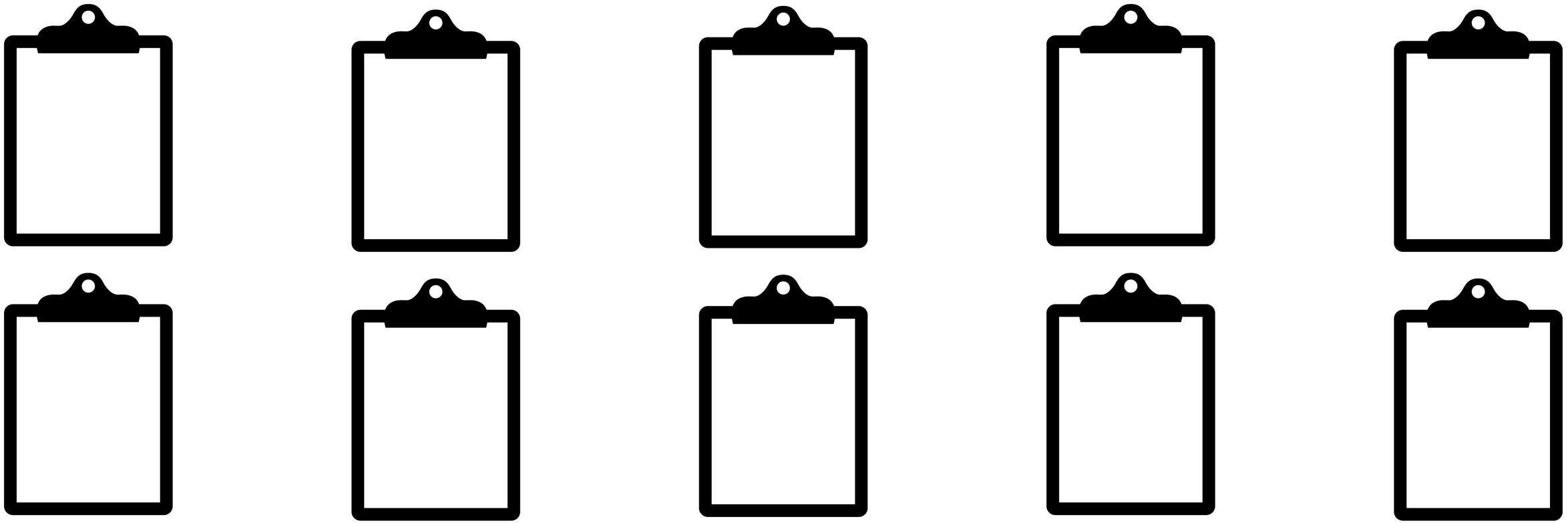
BENEFIT 1	BENEFIT 2	...	BENEFIT N
The benefits physically felt by the user/consumer from using the product/service provided as outcome from your project. All used together to form a tangible proposition across all core communications to all target audiences (ie, stakeholders transformed in receivers of a communication modeli			

b. COMMUNICATION MESSAGE 1 — part 1 of 2

Enter here the formulation of the goal facing the project

Brainstorm:

What exactly does our project provide people with? What kind of dry residue should remain in their minds after interacting with the project so that we can best achieve our goal?



c. COMMUNICATION MESSAGE 1 — part 2 of 2

Together, choose the strongest message from those generated in the previous slide and enter the text below.
Vote (1 point per member) and be inspired by the criteria below. A message must:
I. sets us apart from our competitors/context without us
II. meets the need of at least one of the key audiences (i.e. stakeholders as communication targets)
III. matches the project positioning.

ENTER MESSAGE HERE

Repeat in loop points a, b and c until you have elaborated all your messages.

2. FUNNEL

For each message generated before, fill out the communication funnel provided in the next slides, indicating:

- **segments of the target audience** (i.e. stakeholders you want to engage) who can act as recipients of the message and to whom this message could be relevant;
- **key attributes** that could be demonstrated in communication to confirm the message;
- key and additional communication **channels** and **tools** to deliver the message.

d. PASTE COMMUNICATION MESSAGE 1 HERE

TARGET AUDIENCE	KEY ATTRIBUTES		CHANNELS AND TOOLS	
List of relevant stakeholders here:	List of primary attributes here:	List of additional attr. here:	List of primary c&t here:	List of additional c&t here:

Repeat in loop point d. until you have elaborated all your messages.

3. SCHEDULE

Prepare the final roadmap for project promotion:

1. **place the statements of goals** under the quarters within which they will be solved;
2. **locate corresponding messages** under them;
3. copy all target audiences (i.e. stakeholders you want to engage), attributes and channels from the previous schema and **place them under corresponding messages**.

e. FILL IN (repeat in loop until all goals are elaborated)				
	Q 1	Q 2	Q 3	Q 4
COMMUNICATION GOAL 1				
KEY MESSAGE 1				
TARGET AUDIENCE				
PRIMARY ATTRIBUTE				
ADDITIONAL				
PRIMARY CHANNELS AND TOOLS				
SECONDARY CHANNELS AND TOOLS				
BUDGET				
KPIs				