

Sample Research Objectives

Objective and questions to which we will find answers.

Each question should be tailored to ensure appropriateness for the specific individual stakeholder group

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1. Determine how each individual stakeholder group defines and perceives “awareness”
2. Determine how each individual stakeholder group defines and perceives the role of the assessment process.
3. Determine how each individual group of stakeholders perceive the current assessment process – i.e. what is wrong? Right? Better? What would they change? Perceived barriers towards achieving these specific suggested improvements.
4. Degree of confidence that the program is being communicated effectively and adhered to by stakeholders?
5. Ascertain level of satisfaction with current process
6. How do they perceive the compliance messages?
7. Determine how stakeholders define and perceive “behavior” as a metric,
8. Determine how stakeholders define and perceive “behavior intent” as an alternative metric
9. Ascertain what operators are currently using to measure their effectiveness
 - Do they have targets or benchmarks? If so how do they set them?
 - How do they perceive that budgets should be allocated
 - The effectiveness of the program at informing the affected and non-affected -- why do we care about non-affected? stakeholders regarding pipeline safety.
 - What communication channels are being used to distribute information to non-affected stakeholders?