PART D - Analysis

Analysing the Findings of the Target Audience Analysis - We will create a written report and accompanying PowerPoint presentation that showcases the main findings, along with findings for each question and the full methodology used for the survey. The report will include multivariate analysis of the data, graphics for all questions, as well as additional analysis that is helpful in noting differences between different subgroups. The consortium has extensive knowledge in analytic techniques ranging from factor analysis and multivariate regression to cluster analysis and structural equation modelling to provide the most thorough and rigorous analysis.

For example, we will use quantitative data collected to identify key reasons for support for the Russian Government within different segments of the population – relationships between level of vision of the future and government support will be analysed for statistical significance. Recommendations for target areas to reduce support for the Russian Government and increase support for the national governments within specific segments of the population will be provided.

In practice, this will mean creating an index comprised of the answers to several key questions that indicate support for the Russian government. Starting with a large grouping of measures, including our key question (e.g. overall views on support for the Russian government), we will identify several sub groupings through principal components analysis with varimax rotation. Some questions will prove a poor fit, and will be subsequently dropped from the analysis, and the factor analysis is run again.

For the individual factor groups, we can then run reliability tests to ensure that the questions included are contributing significantly. Usually we use Cronbach's alpha. Based on the factor analysis and reliability testing we select the precise questions we wish to use in constructing the index.

The index is then constructed using the mean scores for each contributory question, and split into segments running from low to high scores on the key measure (e.g. support for Russian government). Further multivariate analysis is then used to visually display any differences in media consumption within the segments through correspondence analysis. Media consumption and segment membership can then be compared, which allows us to identify the most appropriate media channels to target.

Focus Group analysis will be based on debriefs with each moderator and English language transcripts of the focus groups. Debriefs are essential in analysis of focus groups as they allow the moderator to share the tone of the discussion and what issues were more emotive for participants, which can be lost by simply analysing written transcripts. Our team employs qualitative researchers that specialize in content analysis, and we will strive to attain a gender balance in the composition of our teams.

Reporting – The team will provide an interim and final report as well as a presentation for the project, detailing the findings in an easily sharable form for internal stakeholders. Additionally, regular financial reporting as per CSSF requirements will be provided.

The interim report will be provided upon the completion of fieldwork and will include frequency counts for all survey questions as well as a bullet point summary of key findings. We will clearly point to any data limitations or caveats in relations to the results of the project. The team will clearly distinguish between facts, opinions, and interpretation and support any claims with the data evidence, as well as discuss any external factors that may have influenced the results and cite any relevant sources.

The final report will include full analysis, including multivariate analysis of the quantitative data and full analysis of the qualitative focus groups with conclusions and recommendations. Illustrative graphics and diagrams will be used where appropriate. A cleaned SPSS data file will be submitted along with the report. A PowerPoint presentation that summarizes key findings and recommendations contained in the report will also be provided.

Additionally, weekly reporting will be provided in the form of power point presentations detailing project progress and preliminary insights.

Final Report Proposed Structure:

I. Executive summary of results
II. Short background to TAA in Estonia, Latvia and Lithuania, outlining the main challenges/goals
III. Quantitative Analysis: Summary of the results of the quantitative analysis for each country

- Profile of different segments of Russian population
- Satisfaction with National Government of [Country]
- Attitudes towards life in [Country]
- Perceptions of Russia
- Perceptions of the West (e.g. NATO and EU)
- Perceptions of UK Government and international community
- Attitudes towards the future
- Media consumption (e.g. local media, international media, social media)

IV. Qualitative Analysis: insights from qualitative analysis that help increase understanding of statistical findings.

- Summary of Focus Group finding, including findings across specific demographic groups (such as gender and age clusters)
- Summary of online forum analysis

V. A summary of the findings
VII. Appendixes: detailed methodology and technical approach.

A PowerPoint presentation that summarises key findings and recommendations contained in the report will be provided as well.