

Start With the Decision

Marketing

Designing research backwards from the decision it must inform.

From decision to design.

1

Name the decision

What will be done differently depending on the answer.

2

State the options

The two or three courses actually under consideration.

3

Identify what would settle it

The specific evidence that would tip the choice.

4

Choose the method

The cheapest design that produces that evidence.

5

Set the decision rule in advance

What result leads to which action, agreed before fieldwork.

Agreeing the decision rule before seeing data is what stops results being reinterpreted to fit the preferred answer.