



Ethical Frames To Do List

1. Identify an issue that customers or the public are upset about
 - a. Clues: Use of the word(s)
 - i. Unfair
 - ii. Disgusting
 - iii. Bastards
 - iv. Lying
 - b. Where?
 - i. In social media
 - ii. Market research interviews
2. Analyze existing transcripts and open-ended data by Ethical Frames to confirm
3. Analyze existing data by naturally existing skews
 - a. Use location data to approximate liberal versus conservative
4. Adjust upcoming research to incorporate Ethical Frames into your analysis
 - a. Add a question about political leanings to upcoming research
 - b. Be sure to recruit from both liberal and conservative areas
 - i. Make sure focus groups have similar beliefs
 - c. Add in Ethical Frames methodology elements:
 - i. For qualitative research:
 1. Make sure groups have similar beliefs
 2. Add in probes about key trigger words



3. Use Ethical Frames images to elicit reactions
 4. Analyze by Ethical Frames
- ii. For quantitative research:
1. Ensure sample has sufficient representation of different political leanings
 2. Create Ethical Frames attribute statements
 3. Analyze by political leanings
 4. Use Ethical Frames to analyze results.
5. Learn to RE(Frame) so you can address the issues you find in your research

Need support or more explanation? Ask for help at help@ethicalframes.com

