

## Methods and Strategies (Handout 2)

### Instruction

Based on the research plan presentation provided by MEF Associates, please review the below methods to identify: (1) how can the research best meet the information needs outlined in the proviso; and (2) whether project strategies identified below are sufficient to ensure successful project outcomes.

### Methods-starting point

#### Online survey

In the absence of a sampling frame, an exploratory survey can produce data that show the diverse array of work arrangements of independent contractors. Surveys require thoughtful recruitment strategies in order to best target populations from which information is sought. A common recruitment strategy is to market the survey on social platforms like Facebook. A drawback to this approach is there is less control over whom will complete the survey. An ancillary approach can be to work with trusted community partners to recruit respondents who we want to reach.

#### Focus groups

Focus groups provide more in-depth qualitative data to better understand the experiences and needs of those who perform independent contract work. Focus groups are more susceptible to sampling bias. An informed recruitment strategy is needed to maximize the probability of engaging a diverse group of participants who can talk in-depth about the topics addressed in the proviso.

#### Descriptive analysis

A best practice in research design is to incorporate the current state of knowledge on the subject matter. Washington-specific self-employment statistics taken from existing survey and administrative data sources provide alternative measures to triangulate primary research by verifying job characteristics, labor force demographics, and industry and occupational break-outs.

## Project Strategies

Title	Description	Outcome	Timeframe
Draft Research Action Plan	Written report that provides detailed work plan and schedule that builds from work done by Commerce and Committee to date	Clear research deliverables that adhere to project timeline	Oct – Dec 2018
Final Research Action Plan	Presentation to Commerce and Members on revisions to include Commerce and Member feedback/input	Final research plan that meets project needs	Dec 2018
Status updates	Periodic updates provided by project team to Commerce and Members in relation to Research Action Plan	Address project risks as they arise; test effectiveness of data collection methods	Jan – April 2019
Early data collection analysis	Presentation on preliminary research findings and project outcomes	Advisory Committee deliberation and input	March – April 2019
Final analysis and draft report	Presentation of final research findings and project outcomes	Advisory Committee deliberation and input	May 2019
Final study and briefing materials	Commerce completes final study and submits to OFM; finalizes briefing materials	Project completion	June 2019