



BUSINESS INTELLIGENCE PROGRAM (BIP) RESEARCH STANDARDS GUIDE

Through the Business Intelligence Program, Ontario Creates offers financial support to incorporated not-for-profit industry organizations undertaking business intelligence initiatives aimed at gathering, formulating and disseminating business intelligence relevant to the growth of one or more content creating sectors in Ontario.

This Research Standards Guide is intended to provide Business Intelligence Program applicants and recipients with additional guidance on how applicants can ensure their proposed projects meet our quality expectations. The Research Standards Guide supplements (but does not replace) the Ontario Creates Business Intelligence Program Guidelines. Before submitting an application, applicants are strongly encouraged to review both the Program Guidelines and Research Standards Guide, and reach out to program staff in advance of the deadline for more information.

PRIMARY RESEARCH PRIORITIZED

As outlined in the Business Intelligence Program Guidelines, proposed projects must address an existing information gap or gaps. Ontario Creates will prioritize funding for projects focused on primary research and data collection. If your project will include a significant component of secondary data analysis, you are encouraged to get in touch with program staff to discuss eligibility.

PROGRAM EVALUATIONS INELIGIBLE

Studies that focus on evaluation of an applicant's own program(s) are not eligible for funding.

RECOMMENDATIONS

Ontario Creates is unable to provide funding to projects that will include recommendations for government (including Ontario Creates or other public funders). If your proposed project will involve recommendations targeted at the industry itself, it may be allowable; we recommend getting in touch with Business Intelligence Program staff to confirm eligibility.

QUALITY EXPECTATIONS

Ontario Creates is committed to supporting high-quality business intelligence projects that are methodologically sound and will provide accurate results.

In order to do so, proposed project applications must:

- Clearly articulate the project's central research question.
- Explain why the proposed methodology is an appropriate way to answer the central research question.
- Include a detailed description of the proposed methodology. The research methodology must be rigorous and appropriate to the scope of the research. The description should include:
 - If administering a survey:
 - the data points or types of data points to be collected
 - how the survey will handle issues of confidentiality and anonymity
 - the survey outreach plan
 - clearly state the applicant's goals in terms of reaching a statistically significant or meaningful population, including minimum sample size. Sample size should be large enough to be representative of the population or group targeted by the study.
 - If carrying out roundtables or interviews:
 - the data points or types of data points to be collected
 - the number of people to be interviewed or number and size of roundtables
 - how participants will be selected
 - how roundtables/interviews will be moderated or facilitated, whether they will be recorded and whether responses will be anonymized in the final report.
- Proactively identify potential gaps or limitations in the project methodology.
- Describe mitigation strategies in the event obstacles are encountered collecting or accessing data.
- Describe data governance plans (how data will be collected, shared and stored).

For more information, please contact program staff.

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Ontario Creates

An agency of the Ontario Ministry of Tourism, Culture and Gaming, Ontario Creates facilitates economic development opportunities for Ontario's cultural media industries including book and magazine publishing, film and television, music and interactive digital media industries.