

Quadrant 1: Audience and goals

Who is the audience for your research? E.g.,

- Scientific peers: **Medium**
- Funding agencies: **High**
- Policy makers: **Medium**
- The general public: **Low**
- "Users": **High** (people with SUD, caregivers)
- You yourself: **Medium**
- ...

Why are you doing this research?
What are you trying to accomplish? E.g.,

- Curiosity/finding out new things: **Medium**
- Peer recognition and career advancement: **Medium**
- Financial income: **Low**
- Societal impact: **High**
- ...

Quadrant 2: Current approach

How do you usually develop methods and materials for this research?

- We identify and select methods by:
 - Consulting peers who have used relevant methods and materials in the past
 - Review methods/materials used in publications on similar topics or the general methods literature
- We use existing tools provided by the university or available in the lab (e.g., survey software)
- Most obvious standard method we would use for this project: A survey using either a clinician-administered or a self-reported questionnaire among SUD patients in treatment, conducted in the clinical environment or via online tools

Quadrant 3: Pains

In light of your answers to Q1 and Q2:

What do you or your audience find "negative" about the methods and materials you usually use?

- Current methods do not reach a large and diverse population of people with SUD (especially those who are not patients in treatment). E.g., due to access issues, physical health conditions, cognitive impairments
- Low response rates to online surveys (due to jargon, lack of trust, privacy concerns, stigma and shame, ...?)
- Typical surveys ask about what researchers have in mind – may miss what matters to people with SUD (especially those who do not show up in the hospital)
- Not clear that responses are reliable, especially responses from people with severe SUD

What do you or your audience find "negative" about the process you usually use for developing methods and materials?

- Lots of time spent on developing a full survey just to see that it fails in pre-tests
- Costly to go back and change things
- We seem to be re-using the same old approaches – need ideas on better ways to learn about preferences, needs, and substance use patterns

Quadrant 4: Gains

In light of your answers to Q1 and Q2:

What do you or your audience expect or are positively surprised by with respect to the methods and materials you usually use?

- Data come from a large and representative sample – people with diverse backgrounds can participate
- High response rate, few drop-outs
- Respondents give reliable answers – survey questions are easy to understand and answer; little room for error and (mis)interpretation
- In general: Methods have been validated, deliver reliable results, are well documented and replicable

What do you or your audience expect or are positively surprised by with respect to the process you usually use for developing methods and materials?

- The process stimulates thinking about the project goals, the audience, and the general set-up