

Research Methods Final Report Outline

1. Historical context

- What specialty coffee(s) were researched by your team?
- What is the Central American country that exports the specialty coffee(s) researched by your team?
- What effects has coffee production had on this country?
- What effects does specialty coffee have on this country?

2. Consumption

Given the data your team has collected:

- What connections do people make between the coffee(s) they choose to consume and their self-identity?
- Who consumes or doesn't consume the specialty coffee(s) examined by your team?

3. Brand(s)

- What are the stories told by coffee farmers, distributors, roasters, and cafés about the specialty coffee brand(s) examined by your team?
- Are these stories persuading consumers that the brand(s) is/are part of who they are or who they want to be?
- Why is this persuasion happening/not happening?

4. Recommendations

- What recommendations does your team have for the coffee farmers, distributors, roasters, and cafés that sell the specialty coffee(s) examined by your team?