Anderson introduces three new concepts to apply when gathering information from your readers. The first is to “define your research objectives” (Anderson 152) which gives you the ability to “streamline your research by defining in advance what you want to find” (Anderson 152). This step is important when processing feedback data because the accuracy and precision of defining your objective is shown through empirical proof. Objective is like the broadest part of a funnel that feeds data into the other steps.

Secondly you must “identify the full range of sources you should investigate” (Anderson 153). A method to find these sources is to list “person affected, persons involved, other organizations or groups engaged, (and) professional publications” (Anderson 153) and ensures that no essential stakeholders are left out of your feedback pool. Gathering a wide range of information also “determine(s) which sources provide the information that is most accurate” (Anderson 154) simply because you have larger amounts of data to compare, effectively funneling out more extraneous feedback. Thirdly, you must “gather information that can be analyzed in subgroups” (Anderson 254). This filters information even further down the analytical funnel by providing context to all the data through grouping. Pattern recognition is simplified by subgrouping and determines what data makes it out of the funnel and valid for conclusion.