

Considerations in the conduct of deliberative research

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Presentation overview

- Introduction to our research
- Background to our choices
- Lessons learned from our experiences:

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- Introduction to our research
- Background to our choices
- Lessons learned from our experiences:
 - Development and commissioning
 - Design and management
 - Analysis and reporting

Public attitudes to climate change

- **Number of participants:** 150
- **Research methods:**
 - focus groups,
 - workshops,
 - psychographic questionnaires,
 - travel diaries
- **Deliberative materials:** expert presentations, personal CO2 emission information
- **Number of events:** 5 per group
- **Duration:** 18 months

Public acceptability of road pricing

- **Number of participants:** 450
- **Research methods:**
 - focus groups,
 - workshops,
 - depth interviews
- **Deliberative materials:** transport statistics, case studies, expert presentation
- **Number of events:** 6 per group
- **Duration:** 18 months

Why deliberative methods?

- Exploring complex issues
 - Avoid knee jerk reactions
 - Enable informed debate
- Allow use of established social research methods over time
 - Consider impact of information provision
 - Scope for exploration of attitudes etc over time
- Research not consultation

LESSONS LEARNED

Development and commissioning

Policy and communications engagement

- Generally positive
- Easier to achieve buy in
- Methods more accessible

Development and commissioning (2)

Contractor engagement

- Negative views expressed
- Limited awareness/understanding
- ‘One size fits all’

Development and commissioning (3)

Expert engagement

- Difficulties identifying appropriate individuals
- Important to establish confidence in selected experts
- Engage colleagues (e.g. policy) in selection

Development and commissioning (4)

Stakeholder engagement

- Need to identify ‘other stakeholders’
- Implications of stakeholder engagement
- Consider ministerial needs

Design and management

Development of materials

- Consider amount of input required
- Think about audience
- Engage participants
- Balance of information / discussion
- Manage expectations
- Influence of external events
- Paying for expert contributions
- Speaker's notes
- Plan B

Design and management (2)

Incentives and retention

- Potentially complex structure
- Inclusive to needs of potential participants
- Maintain contact

Design and management (3)

Research design

- Flexible to adapt to changing needs
- Timing of research events

Analysis and reporting

- Wealth of data generated
- Health warnings on findings

Concluding comments

Early days for DfT's use of deliberative research

- Positive experience so far
- Meets the need of policy and communication
- Importance of longitudinal design for attitudinal and behavioural research
- Value in evaluating methodological approach

Questions?

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