Ipsos MORI

Understanding People?

Ben Page

Chairman, Ipsos MORI Social Research Institute

ben.page@ipsos.com

Ipsos

Ipsos MORI

Most People feel they are <u>not</u> listened to

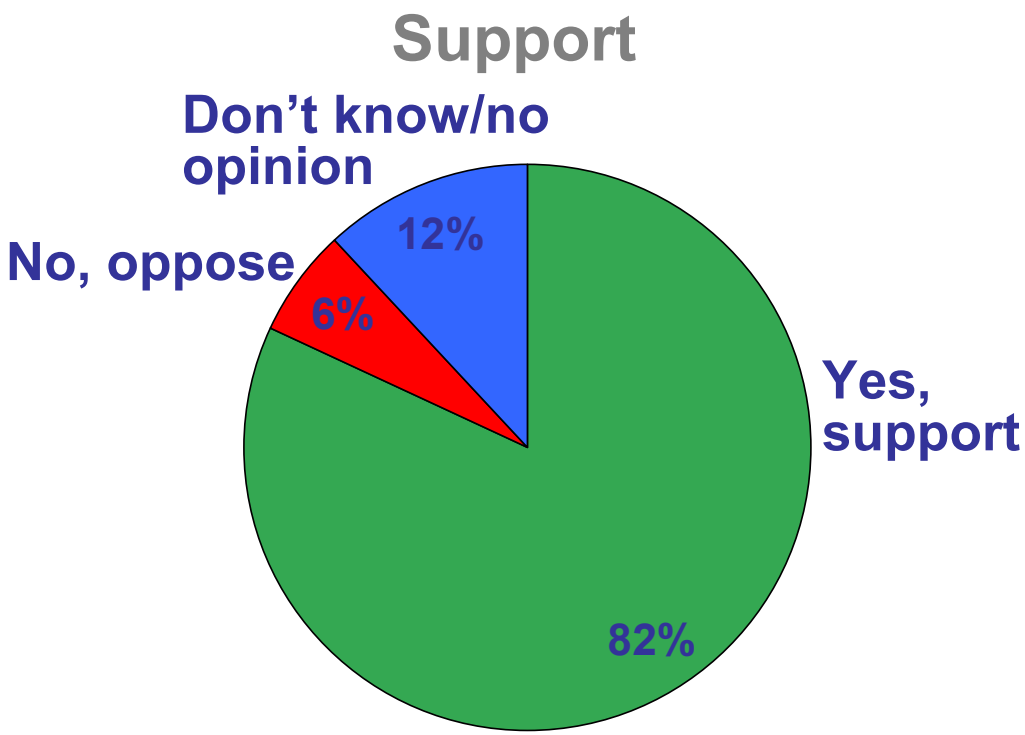
- But may still be difficult to get them to take part in a particular exercise – or take part in existing structures
- Five challenges
  1. Relevance

     Is the Council doing a good job in implementing its Agenda 21 obligations?
  2. Credibility/efficacy problem - what's in it for me? What will actually change?
  3. Resources to make it register
  4. Political and managerial commitment
  5. Scale – most good examples are only working with a very small proportion of people

Ipsos MORI

Most people favour local area forums of one kind or another

Q In principle, would you support or oppose extending Community Partnerships to other parts of the Borough?



Base: All residents (1,021)

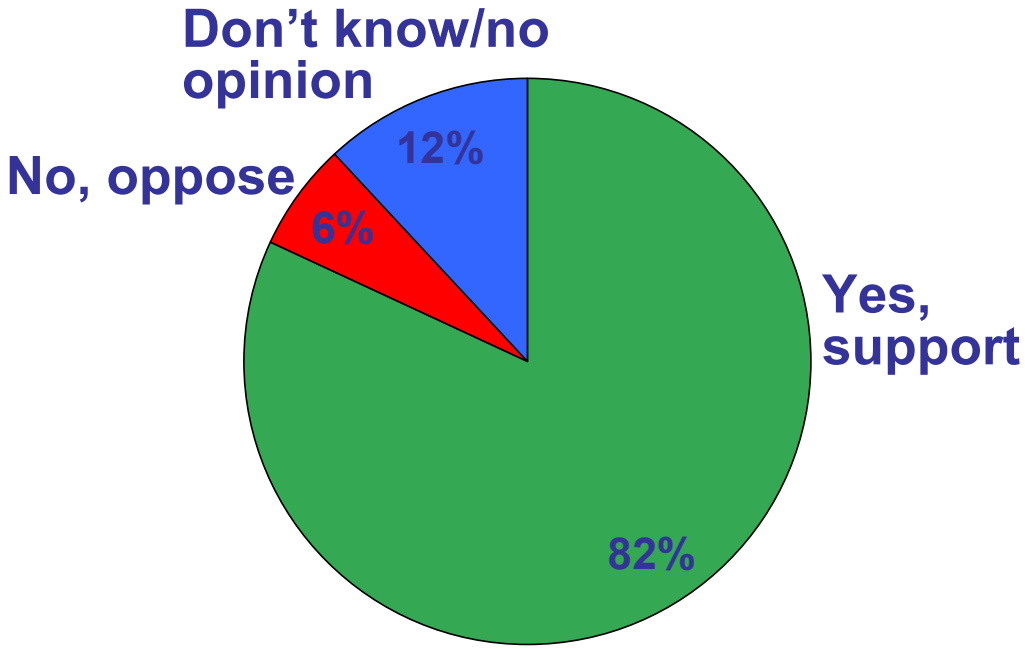
Ipsos MORI

But many fewer SAY they personally want to get involved

Q ***In principle, would you support or oppose extending Community Partnerships to other parts of the Borough?***

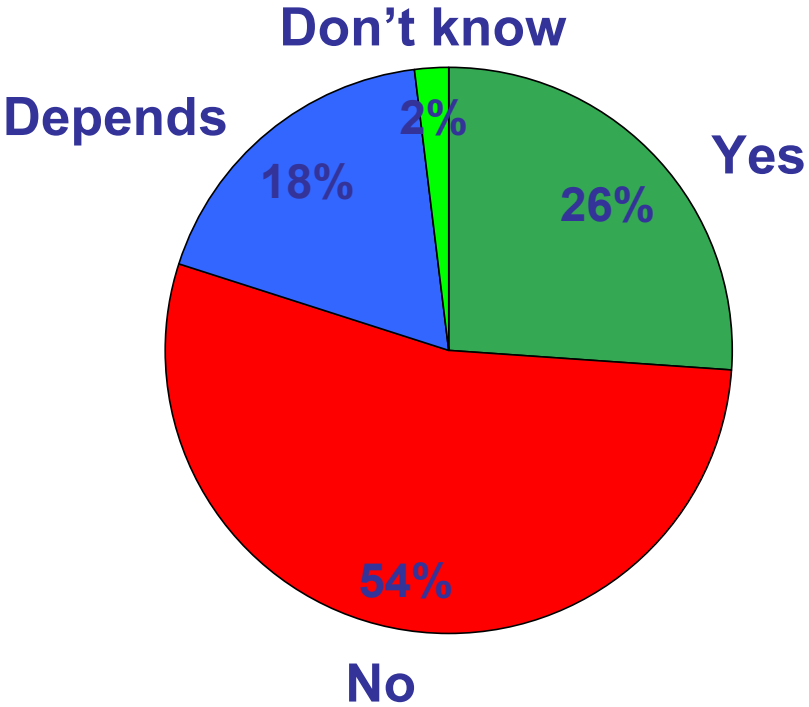
Q ***And would you personally be interested in getting involved?***

Support



Base: All residents (1,021)

Involvement



Base: All respondents who support the idea (835)

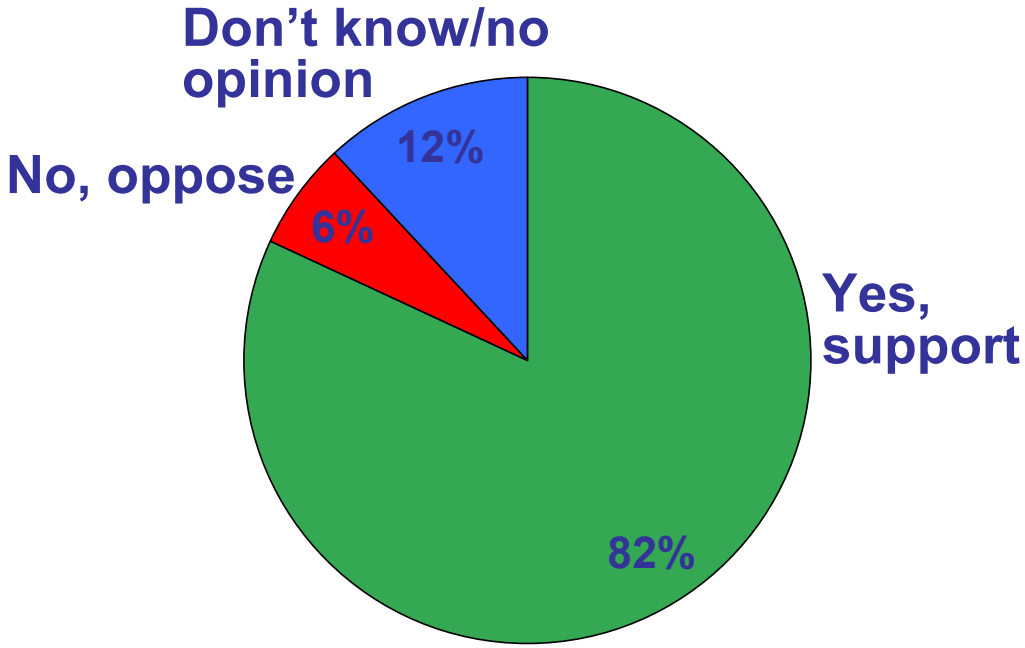
Ipsos MORI

And in practice only a tiny proportion ever do…

Q ***In principle, would you support or oppose extending Community Partnerships to other parts of the Borough?***

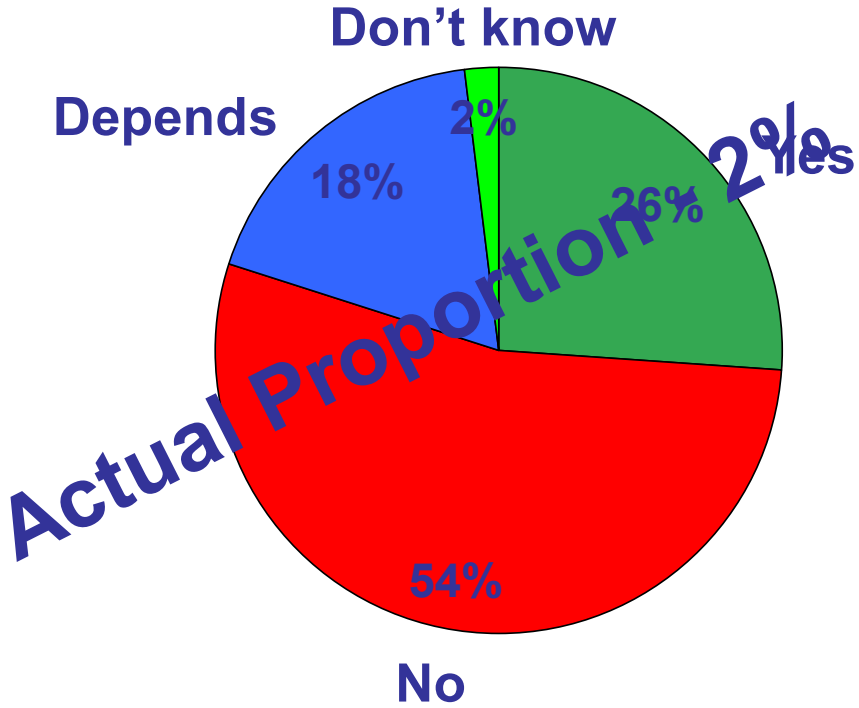
Q ***And would you personally be interested in getting involved?***

Support



Base: All residents (1,021)

Involvement



Base: All respondents who support the idea (835)

Ipsos MORI

Lots of theory……

- Arnstein's Ladder of Participation
- IAP2 Model (Inform, Involve, Collaborate, Empower)
- Farrington-Bebington Scale (Scope v Depth of Participation)
- Dryzek's three dimensions (scale, scope, authenticity of control)
- White's Development Typology of Participation

Ipsos MORI

Lots of theory……

- **Question 1:** What do I want to find out and how in depth does the engagement process need to be?
- **Question 2:** Who do I want to speak to and how many people do I want involved?
- **Question 3:** What type of conversation do I want to have with the people I want to speak with?

Ipsos MORI

INFORM	
Conversation Cafes	Informal hosted discussions in a given discursive space
Crowd-sourcing	Activities leveraging mass collaboration through Web 2.0 technologies. Problems are broadcast to an unknown group of solvers in the form of an open call for solutions, an example of a distributed participatory design.
Democs	A conversation-based game for small groups to discuss public policy issues.
E-Petitions	Online petitions where others can register their support.
Forum Theatre	This is an interactive form of theatre that encourages audience interaction and explores different options for dealing with a problem or issue.
General Survey	Interview survey (whether F2F, telephone, postal) of a relevant sample people.

Ipsos MORI

INFORM	
Opinion Polls	A quantitative measure of the opinion of a specific targeted sample of people.
Photovoice	Providing those in marginalised communities with photographic training to enable advocacy, expression and income generation.
Referenda	A formal poll on a single issue.
Survey of Service Users	Srveys of service users through routinely issued forms.
User-Generated Content	This method consists of online platforms that allow UGC (User Generate Content) to be directed to relevant decision-makers.
Webcasting	This method consists of making video available from a website. Available for consumption at leisure of user.

INVOLVE	
Action Planning / Area Forums	These are structured events held within a community at which local people and local service providers come together to discuss a particular issue, policy or set of ideas.
21st Century Town Meetings / Summit	This method usually consists of between 500 and 5,000 citizens deliberating on local, regional or national issues. Technology e.g. Wireless voting and networked laptops is prominent.
Citizen Panel	A large, demographically representative group of citizens regularly used to assess public preferences and opinions.
Dialogue	This method emphasises conflict resolution and compromise to nurture relationships between groups with diverse opinions. They involve those who are often in danger of being excluded from decision-making.

INVOLVE	
Ethnography	Ethnography is based on participant observation, meaning that the researcher is in the subject's environment, observing actual behaviour for an extended length of time, capturing all of the interactions and activities involved in daily life.
Online Consultations	Internet enabled consultation on an issue e.g. developmental policy proposal.
Online Forums	A tool allowing online discussions and allowing participants to post their own comments online. Distinct from one way communication tools such as email bulletins.

Ipsos MORI

INVOLVE	
Panel Surveys	Regular and/or repeat engagement through survey methodology with a representative group of 500-1000 (or more)
Planning for Real	Participants make a 3D model of their local area and add suggestions of the way they would like to see their community develop. Participant's suggestions are prioritised and an action plan created for decision-makers.
Virtual Consultation	Using a website or existing web platform to consult with relevant audience.
Web Charts	'Real time' conversations with decision makers maybe using video technology or instant messaging. An informal way to engage and gather information from different stakeholders and answer specific questions they may have.

COLLABORATE	
Participatory Rapid Appraisal (PRA)	Best used in combinations of different community engagement techniques to understand community views on a particular issue. It is usually done quickly and intensively – over a two or three week period. The process is designed and led by local people.
Participatory Budgeting	An umbrella term describing a variety of mechanisms that delegate power or influence over local budgets, investment priorities and economic spending to citizens.
Participatory Strategic Planning	A consensus-building approach for joining community together to envision how they would like their community or organisation to develop over the next few years.
Alternate Reality Games (ARGs)	An interactive narrative using the real world as a platform, often involving multiple media and game elements, to tell a story that may be affected by participants' ideas or actions.

COLLABORATE	
Appreciative Enquiry	Intended to build a vision for the future using questions to focus people's attention on past and future success. These questions are then taken to the wider community.
Citizens Jury	A small panel of non-specialists, modelled on the structure of a criminal jury examine an issue of public significance in detail and deliver a "verdict".
Consensus Conference	A panel of citizens question expert witnesses on a particular topic at a public conference. Their recommendations are then circulated widely.
Customer Journey Mapping/Peer Research	A way of researching and evaluating user services through the involvement of trained user volunteers. Mystery shoppers have been described as 'under-cover' service users.

COLLABORATE	
Deliberative Mapping	Involves both specialists and members of the public combining varied approaches to assess how participants rate different policy options against a set of defined criteria.
Deliberative Polling	An observation of the evolution of the views of a citizen test group as they learn more about a topic.. It tends to be more statistically representative than many other approaches due to its large scale.
Deliberative Workshops / Events	These are dialogue-based events focused on group deliberation on policy and/or issues typically involving a minimum of 15 people and a maximum of 1000 people
Delphi Survey	A series of questionnaires that allow experts or people with specific knowledge to develop ideas about potential future developments around an issue. Questionnaires evolve in response to participant answers.

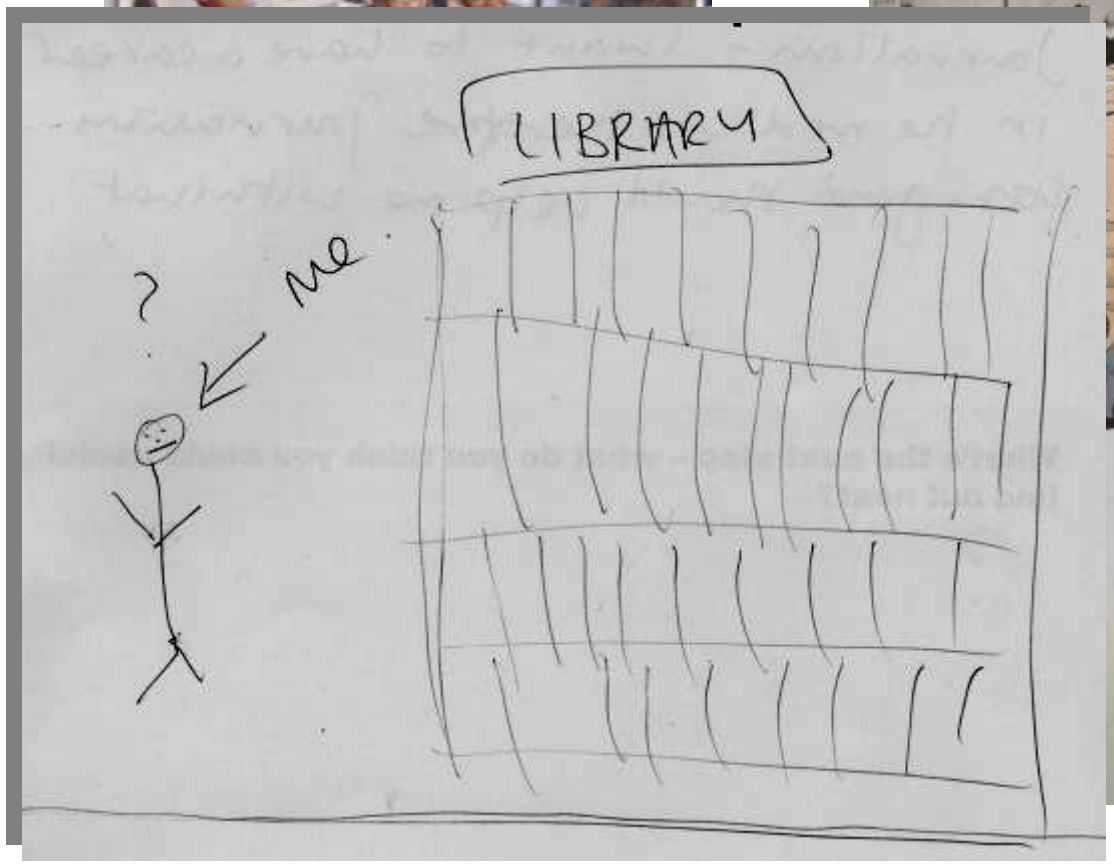
COLLABORATE	
Design Charettes	An intensive, hands-on workshop that brings people from different disciplines and backgrounds together to explore design options for a particular area or site.
Future Search	A way for a community or organisation to create a shared vision for its future through engaging a large group of stakeholders to take part in a highly structured process lasting ideally two and a half days.
Neighbourhood Forum	General term to describe structured regular local meetings with local people to consult about issues of local importance.
Participatory/ User Panel	Groups of 10-30 members of the public who sit as a committee to inform and advise decision making.

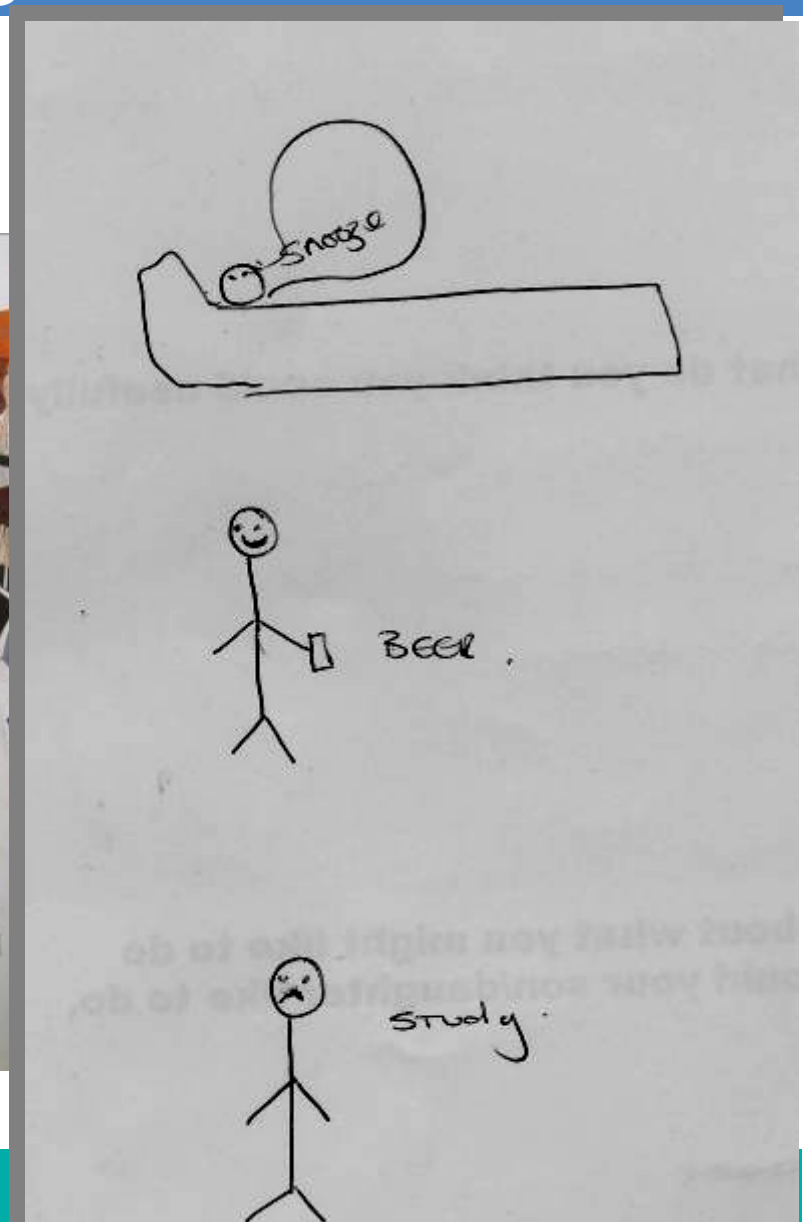
Ipsos MORI

EMPOWERMENT	
Community Development	Long term approach of building active and sustainable communities that attempts to remove barriers to participation and develop solutions to community problems.
Citizen Report Cards	Participatory surveys that solicit user feedback on the performance of public services but go beyond mere data collection to exact public accountability through media coverage and civil society advocacy that accompanies the process.
Intermediary Institutions	Specifically designed institutions with a statutory mandate to audit policy plans, budgets and expenditure.
Participatory Appraisal	A broad empowerment approach designed to build community knowledge and grassroots action. It uses a lot of visual methods, making it especially useful for participants who find other methods of participation intimidating or complicated.
Open Space	Participants form their own discussion /activist groups in an open meeting framework.

Ipsos MORI

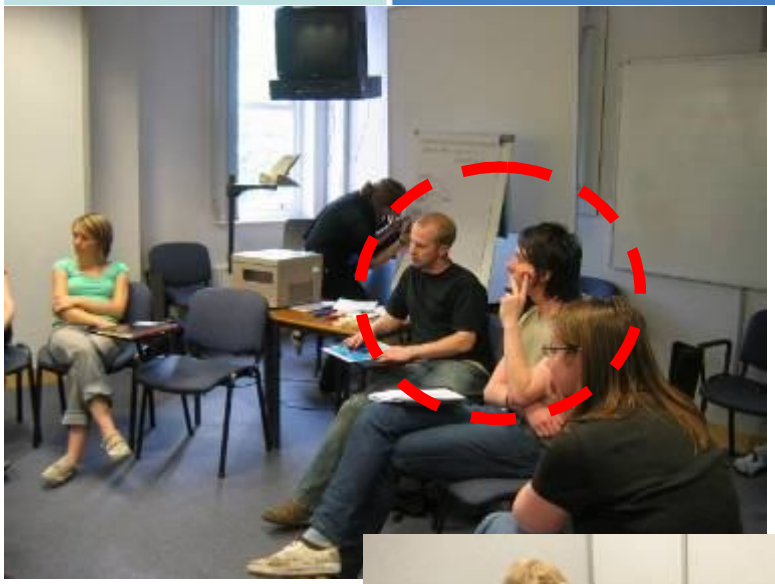
How do we investigate this changing area?





Ipsos MORI

Get people involved – workshops & Citizen Researchers



Ipsos MORI

And then….

… Web offers plenty of potential, as long as your are not trying to produce representative research….

- Engage users/citizens
- Provide added insight into the research process
- This is done by harnessing the power of Facebook, YouTube, MySpace, General Blogs for research purposes
- Or by creating communities and applying social media techniques (e.g. interactive discussions, user generated content, collaboration, co-creation etc.) to increase engagement or provide added insight.
- We are **not** talking about making the survey look or work better – we take this as a given!

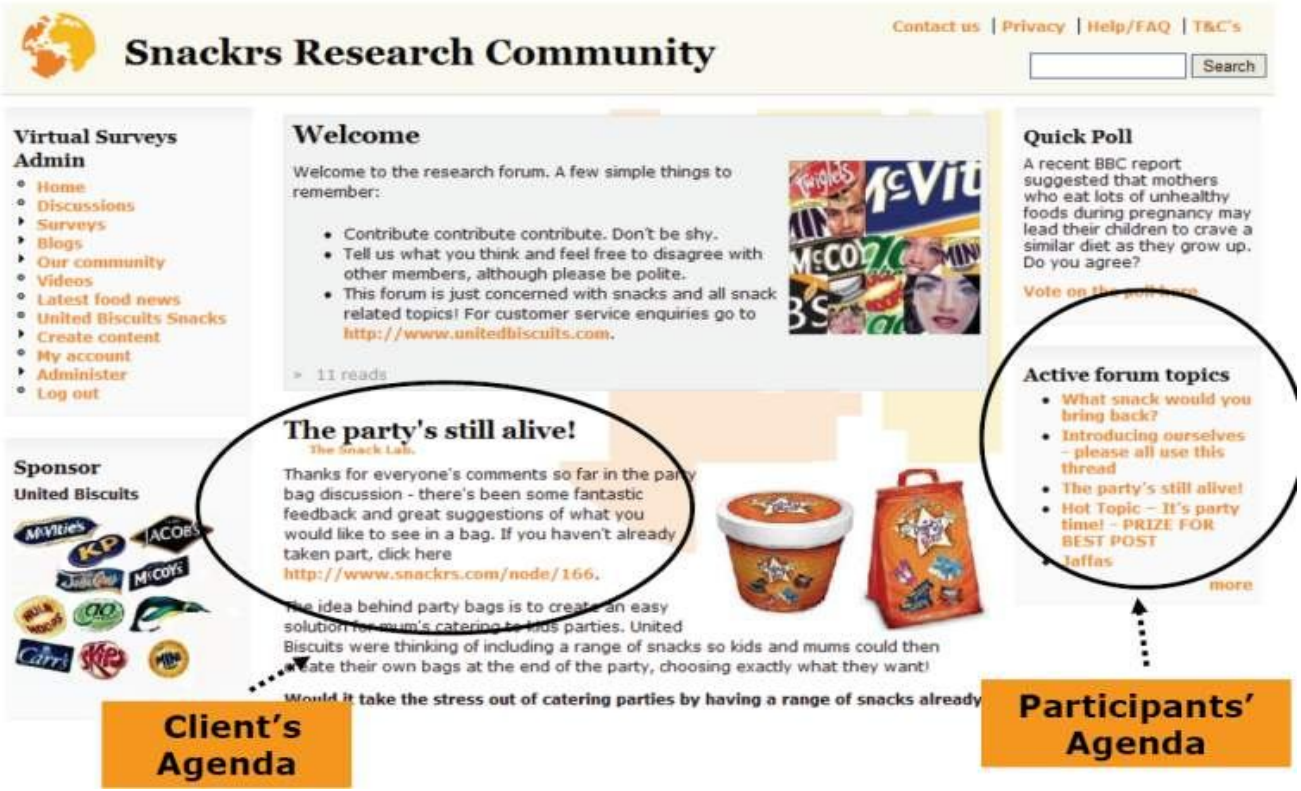
Ipsos MORI

Some challenges….

- Only c69% of the UK population are Online in the first place.
- Users visiting these sites can not be assumed are actually collaborating and engaging with the content writer and technology
- Therefore is it just nerds and freaks who will respond?
- These techniques require a fundamental shift from traditional research practices
  - Researchers must cede control to research participants
  - We no longer just ask questions and expect responses
  - We have less control on the direction of the research project
  - Senior politicians/managers need to be more involved in the process

Ipsos MORI

Social Community Insight



Ipsos MORI

02 is using Facebook for research

Ipsos MORI

Big organisations like the BBC are already onboard

BBC Forum Home Page

Tomorrow's News Research Forum

Pete Comley

Welcome

Active forum topics

Wording on the new BBC World Service Homepage - The World Service needs your ideas...

Submitted by Virtual Surveys on Wed, 03/10/2007 - 15:11.

Last week a few of you commented on the labelling of the 'Listen to this...' heading at the top of the page on the new wireframe design we showed you. The World Service would like to know what you think would be a better heading/phrase to have there? To refresh your memory and see the full wireframe design for the page click here.

» 6 comments | 1 new comment Read more | reply | 151 reads

Ask BBC World Service

Submitted by Virtual Surveys on Tue, 02/10/2007 - 16:27. Help and Feedback

The BBC World Service Team will be answering questions on the forum next Thursday afternoon (GMT). You can ask them anything you like about the website, online services or this research and they will post answers next week. To ask a question just submit a post as you usually would and the BBC World Service will reply. Please feel free to add comments on from each other's questions.

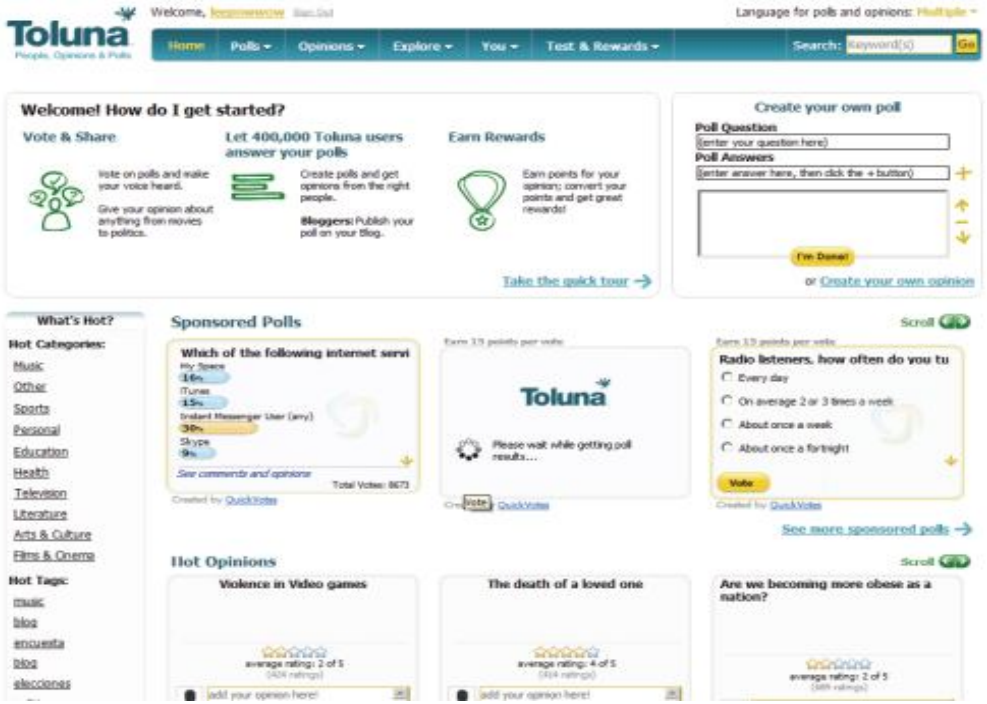
» 29 comments | reply | 223 reads

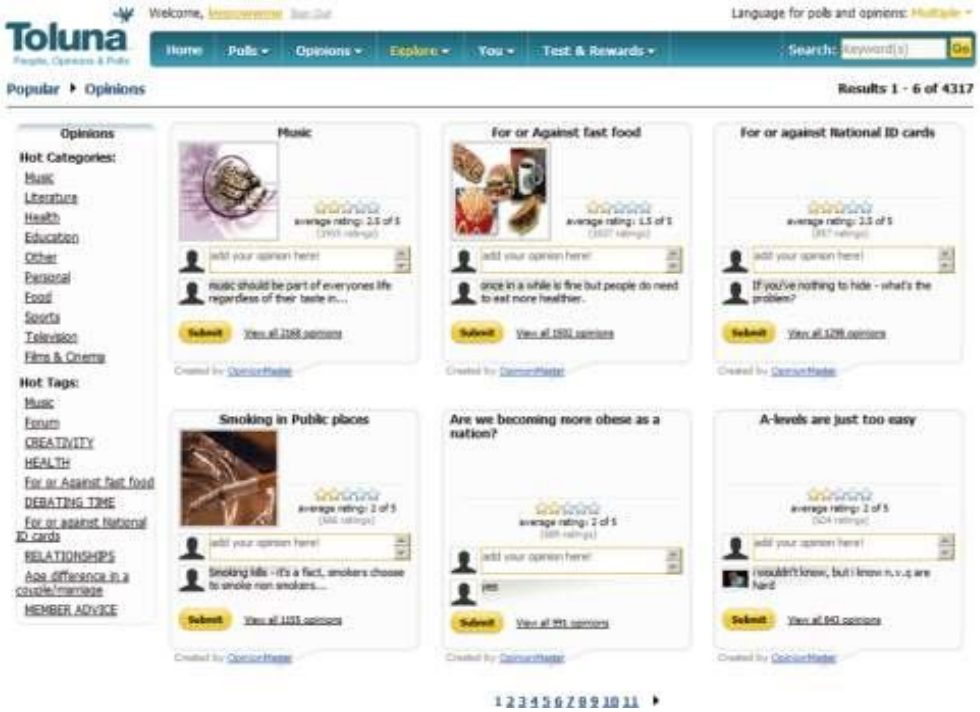
Ipsos MORI

Visit Britain: Blogging diaries

Ipsos MORI

Creating engagement through "democratised research"





Ipsos MORI

The Guardian and Market Truths has experimented in Second Life research

"We need to "let go", to cede control to consumers, to be in touch."

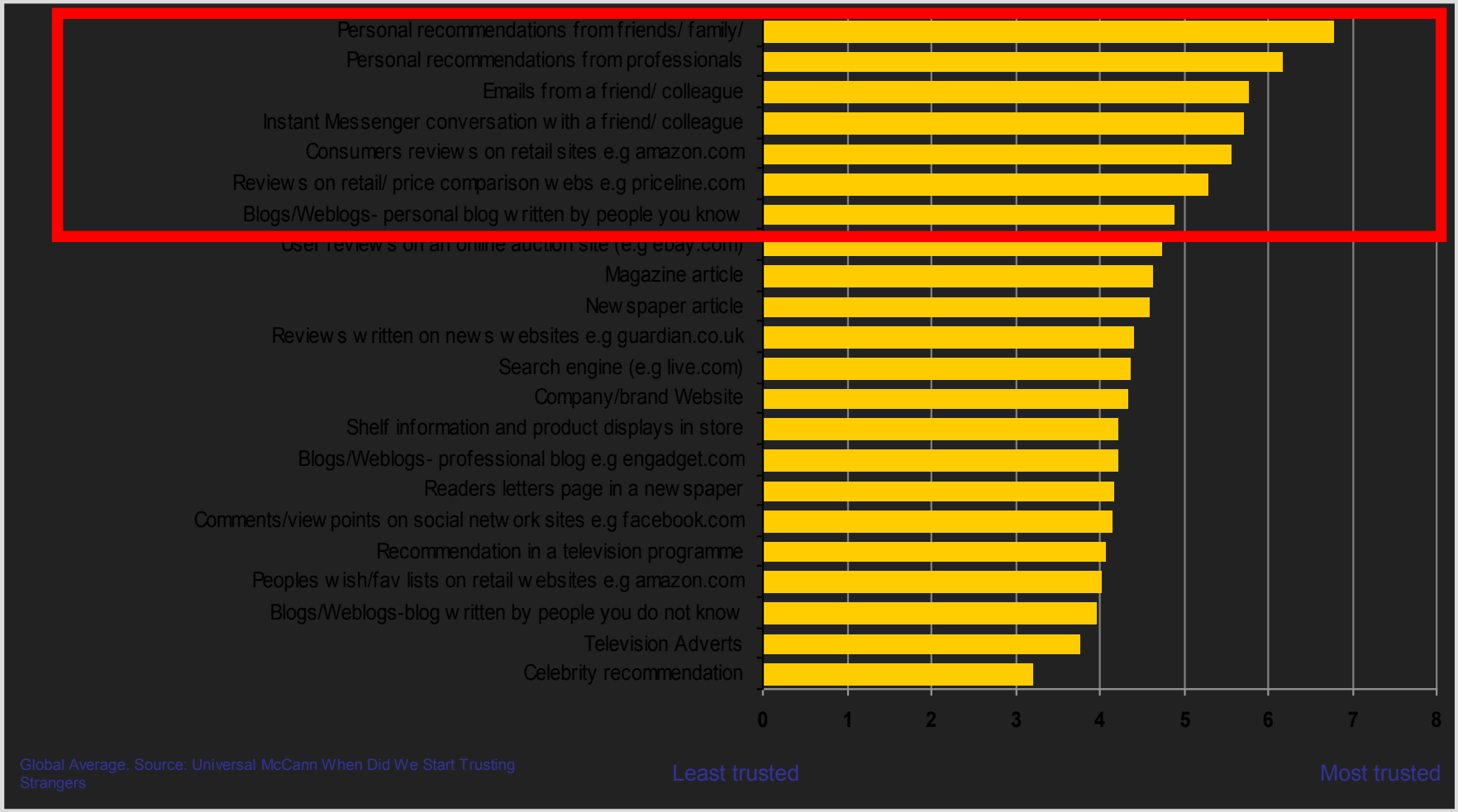
A.G. Lafley, Chairman and CEO, P&G

"78% do not believe advertising"

"66% believe what they are told by their friends and family"

Ipsos MORI

Consumer content more trusted



Global Average. Source: Universal McCann When Did We Start Trusting Strangers

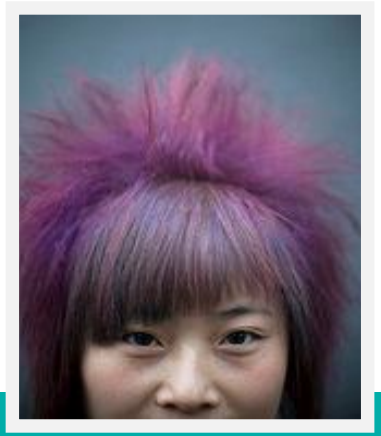
Global. Source: Universal McCann Trusting Strangers

Ipsos MORI

Hugely liberating

CCTV 中国中央电视台

Hierarchy → Individualism



Ipsos MORI

A new part of research

- No lines
- Rise of data & analytics
- Social Media as a data collection
- Global perspective

Ipsos MORI

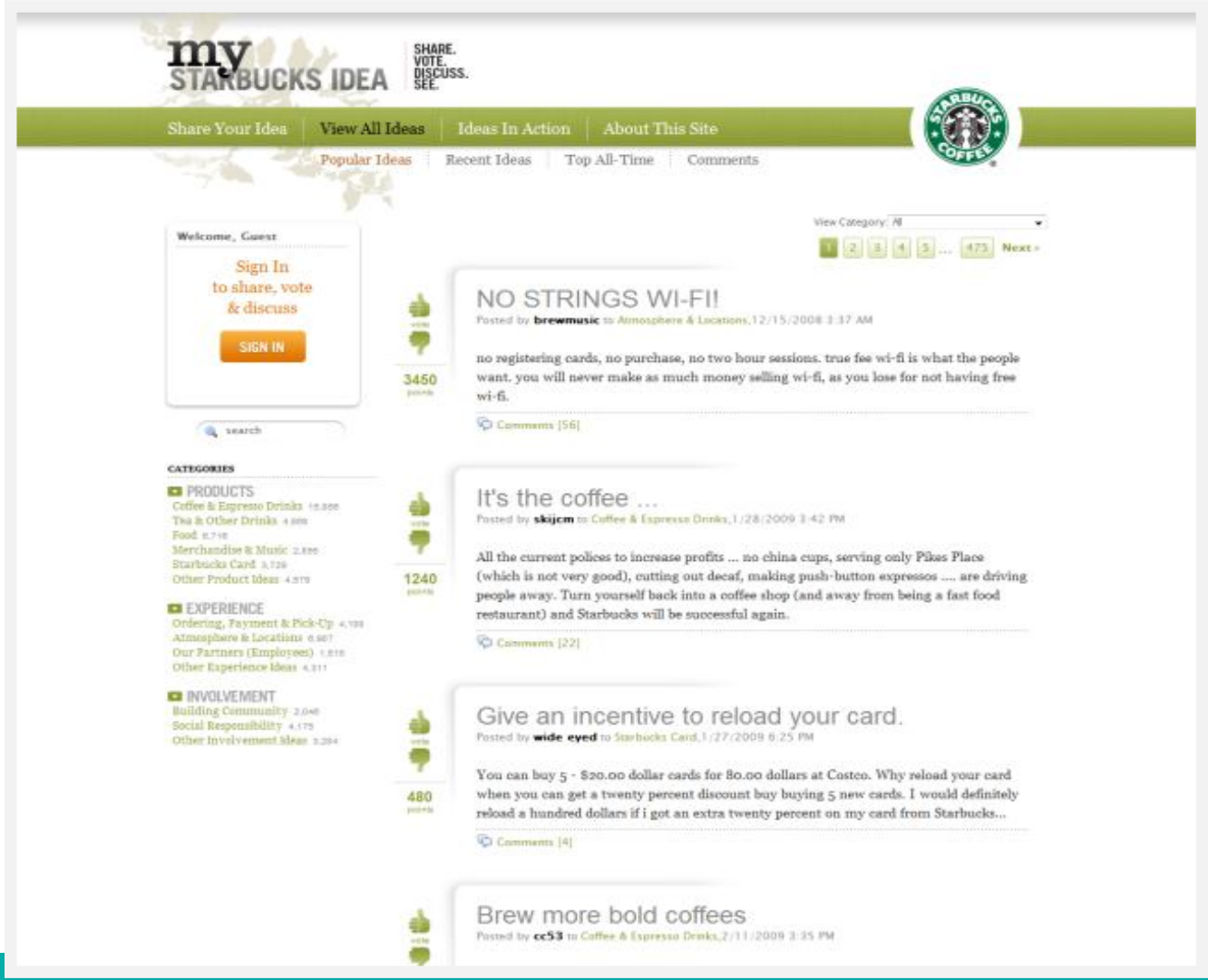
Listening economy: lines disappear

Research = Marketing

Marketing = Research

Ipsos MORI

Listening is the future of marketing



Ipsos MORI

Data: Buzz tracking

- Listening is the future
- Interpretation / trend analysis is key
- Important ……but won't replace research

BrandsEye
Protecting your online reputation

onalytica

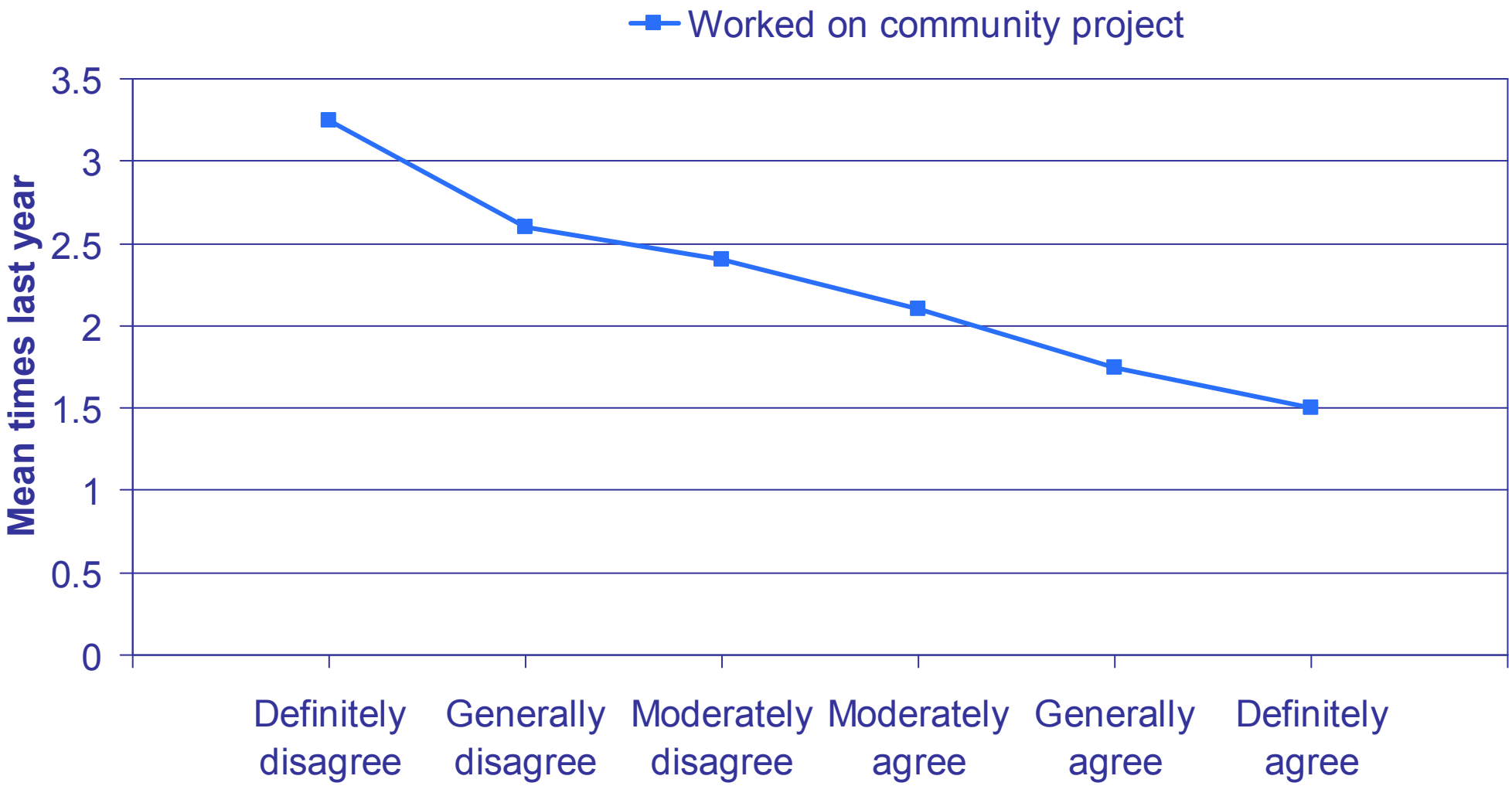
WHITEVECTOR

radian6

Fighting big social trends…

Ipsos MORI

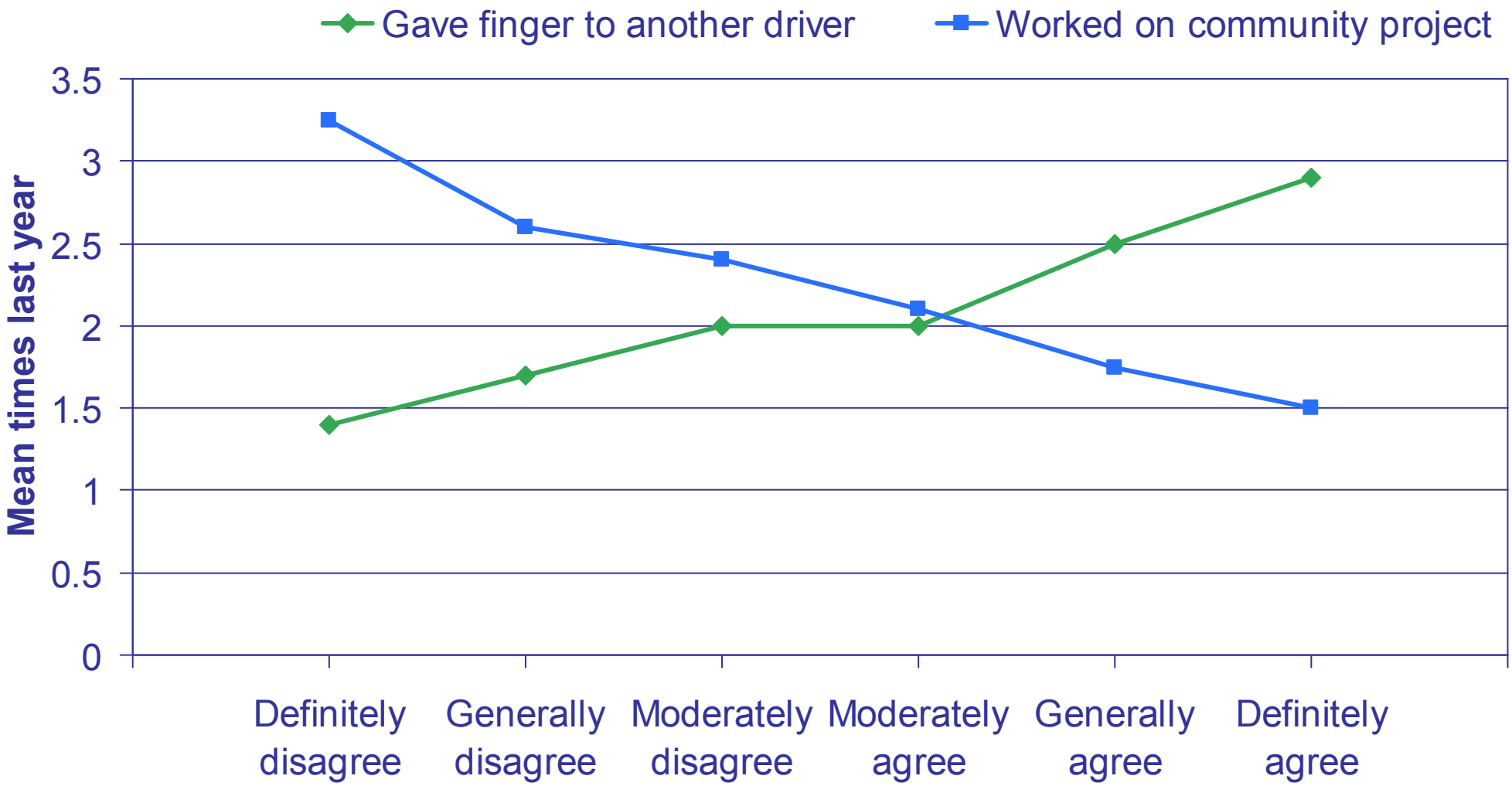
Fighting big trends against involvement…



"TV is my primary form of entertainment"

Ipsos MORI

Fighting big trends against involvement…



"TV is my primary form of entertainment"

Ipsos MORI

In conclusion

- Go on funking up your consultation with service users
- Keep investing in demonstrating "voice" impact –
  - communications
  - Surprising and exceeding expectations (boosts advocacy)
- Aim to involve as many people as possible?
- Work out what control/power you can give away?

Ipsos MORI

Thank you

ben.page@ipsos.com