

ADR England Public Insights Panel: Meeting 2 Summary Report

23 July 2024

The ADR England Public Insights Panel held its second meeting on 23 July 2024, 18:30-20:00, on Zoom.

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1. Attendance

Facilitators: Tom Curran and Deepa Ramanathan (Basis Social)

Public attendees: 11 out of 15 board members were present. The remaining board members (public attendees) were unable to attend.

Presenters: Shayda Kashef (Senior Public Engagement Manager, ADR UK) and Sara Duru (Junior Portfolio Officer (internship), ADR UK)

Observers: Saba Mir (Senior Strategic Research & Capacity Building Manager, ADR UK) and Nikhil Harsiani (Data Ethics Policy Officer, UK Statistics Authority)

2. Making research more accessible and engaging for younger audiences (aged 16-30)

The first part of the workshop considered how to make research more accessible and engaging for younger audiences using infographics as a tool. This was led by Sara Duru.

Sara took the board members through the steps involved in her project, starting with summarising three research papers, choosing one, and creating infographics that help explain the paper to younger audiences.

All three research papers used data from the Education and Child Health Insights from Linked Data (ECHILD) project. The research papers she summarised were:

- Gestational age at birth, chronic conditions, and school outcomes: a population-based data linkage study of children born in England
- A national linked mother-baby cohort of health, education, and social care data in England
- Linking education and hospital data in England: linkage process and quality.

Selecting a paper

The group was prompted to consider which paper would be most relevant to younger audiences and how the summary of each paper could be made more digestible for a non-specialist audience. Their views were as follows:

- Most board members felt the summary of paper 1 would appeal most to younger audiences. This paper, which included a focus on the likelihood of developing a special educational need or disability (SEND) was seen as more relatable to young people. This was because board members believed young people are likely to have some sort of first-hand experience with people with SEND, for example, because they themselves have a SEND or know someone who does. Some found it the easiest to read, though the numerous acronyms made it less accessible. Complex words like "gestational" and "linkage" were problematic and needed further explanation, suggesting a glossary would be helpful. The "What needs to change" section in the summary notably enhanced the paper's relevance.
- Fewer board members preferred the summaries of papers 2 and 3. Their accessibility was questioned due to an overload of numbers and percentages, which might burden readers lacking strong math skills. The topics were seen as less relatable to younger audiences compared to paper 1. One board member also questioned whether research based on older data (such as paper 3) would be as engaging as more recent data.

Considering infographics

After discussing board members' reactions to the paper, the discussion moved to the topic of infographics.

Sara had chosen paper 1 and had created two infographics that represented the findings of the paper, which she showed to the board members. She invited discussion on whether the infographics effectively convey the key messages of the research paper. Feedback from the board members included:

Infographic 1:

- Strengths:
 - Highly beautiful and visually appealing
- Weaknesses:
 - Difficult to understand without prior knowledge of the paper
 - Lacks sufficient context to convey a clear message on its own

Infographic 2:

- Strengths:
 - Contains relevant information and provides more context compared to infographic 1
- Weaknesses:
 - Does not indicate whether factors have a positive or negative impact on SEND
 - Absence of visual elements reduces its appeal, particularly for younger audiences.

General suggestions:

- Increase the use of words to set context explain the message more clearly
- Incorporate charts or graphs with key terms and numbers to accurately represent the paper's findings
- Utilise visual elements to enhance appeal and aid comprehension

The board members were then shown a text infographic which they shared their opinions on:

- The majority agreed that the infographic clearly reflects the key message and is easy to read and understand
- However, it was noted that the key message should vary based on the target audience. For instance, the public and policymakers require different communication approaches.

3. Feedback on names and promotion strategy for the ADR UK podcast

During the previous workshop, board members discussed their podcast preferences and shared ideas on creating engaging content and naming a podcast effectively. Board members were not convinced by 'DataPod' as a name and felt that the use of the word 'data' might alienate some audiences and make it less relatable.

Podcast name options

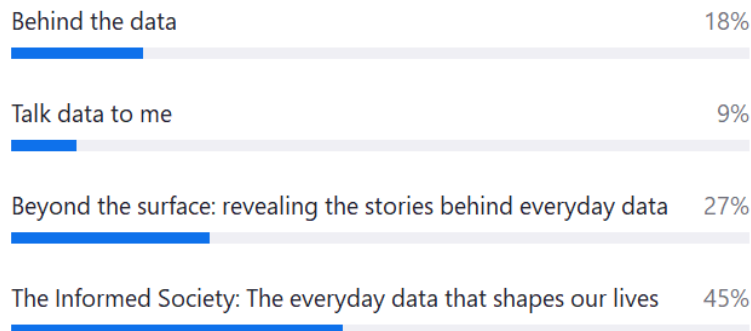
Following the last workshop, the podcast team brainstormed 14 different podcast names and taglines which Shayda Kashef shared in the second half of this workshop by conducting a poll with the board members. The poll included the following name and tagline options:

- The Data Effect: How everyday data shapes our lives
- Numbers that Matter: The everyday data that shapes our lives
- Data Narrative: How everyday data shapes our lives

- The Informed Society: The everyday data that shapes our lives
- Day-to-Data
- Everyday data
- Talk data to me
- Behind the data
- Hidden patterns: How everyday data is shaping our lives
- Hidden connections: How everyday data reveals a story
- Hidden populations: How everyday data is revealing people's stories
- Beyond the surface: Revealing the stories behind everyday data
- Stories linked: How everyday data connects us
- Hidden stories: Revealing the lives behind the data

The board members narrowed their selection to four names and taglines. The overall winner was 'The Informed Society: The everyday data that shapes our lives'.

1. Final poll - pick the winner! (Single Choice)



Considering an Instagram account

The board members then discussed the usefulness of creating an Instagram account for the ADR UK podcast and what the public would expect from such a channel. Specifically, they helped answer these questions:

- Would an Instagram page work for the podcast?
- How soon before the launch of the podcast should ADR UK promote the Instagram channel?
- What sort of content should ADR UK include on the channel?
- How frequently should ADR UK be posting content?
- Anything else they should consider?

A summary of responses is detailed below:

- A two-way promotional strategy can significantly enhance audience engagement for both the podcast and Instagram. Listeners can discover the

podcast through Instagram's discover page while existing podcast listeners can follow and engage on Instagram.

- Promoting the podcast on Instagram is especially advantageous for reaching younger audiences, given the platform's popularity among that demographic.
- To effectively promote the podcast, it's crucial to time Instagram promotions wisely. Avoid starting too early, as it may lead to a loss of interest before the podcast is even released. Instead, begin promotions slightly ahead of the launch, using teasers to build anticipation and attract audience's attention.
- Additionally, cross-promote on other platforms like X (formerly Twitter) and TikTok to reach a broader audience and create a buzz across different social media channels. This multi-platform strategy will enhance visibility and engagement.

4. Forthcoming actions

- The next meeting will be held in September.
- Basis Social will canvass availability and preferences for remaining 2024 dates in a Doodle poll.

Appendix 1: Recommendations and reflections from the last meeting on 30 May

Reflection

This reflection comes from a designer supporting ADR UK research fellow Angela Sorsby:

'Reflecting on the meeting, I realise it might have been helpful to explain my creative approach to making Angela's work accessible and engaging for the general public through arcade-style gameplay and quiz elements. However, the session highlighted the importance of going beyond simply explaining terminology and posing direct questions.'

What I found most useful was discussing hypothetical scenarios and integrating terminology and research into narratives. For example, assigning a minor offence to a character who then receives either a community order or a short prison sentence. This allows us to show the character's journey, such as engaging in community payback, attending rehabilitation sessions, and adhering to a curfew. Alternatively, depicting a character in prison, losing their job, struggling with housing upon release, and experiencing relationship breakdowns.

By connecting information through storytelling rather than isolated quiz questions, we can create a more meaningful and impactful experience for the audience. This approach will help build empathy and ensure the research is easily digestible for the general public.'

Actions taken forward

- ADR UK Strategic Hub will delay the launch of the podcast until we have recorded more episodes so we can publish several episodes at once. This is in relation to feedback received that listeners like to binge episodes and that dropping episodes weekly or monthly may impact listenership as people might forget about the podcast.
- We have decided to rework the name following feedback that it might not be engaging to a broad audience.
- One panel member mentioned liking to explore podcast Instagram accounts to learn more, so we are exploring launching a pilot Instagram for the podcast.