

ADR England Public Insights Panel: Meeting 4 Summary Report

25 November 2024

The ADR England Public Insights Panel held its fourth meeting on 25 November 2024, 18:30-20:00, on Zoom.

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1. Attendance

Facilitators: Tom Curran and Deepa Ramanathan (Basis Social), Shayda Kashef (Senior Public Engagement Manager, ADR UK).

Public attendees: 11 out of 13 board members were present. The remaining board members (public attendees) were unable to attend.

Observers: Dan Finch (Head of Marketing and Social Media, Office for National Statistics), Lauren Thomas (Senior Social Media Manager, Office for National Statistics) and Pamela Calderon Ambrossen (UKSA).

2. Introduction

Tom Curran opened the session by introducing the observers from the Office for National Statistics (ONS) and confirming with all panel members whether they had listened to the first episode of ADR UK's new podcast.

He then introduced the agenda for the first part of the workshop, which was to get their views on some communications materials that the ONS created as part of a public awareness raising campaign. He familiarised the panel members with some projective stimuli that were going to be used in the workshop. The panel members were then split into breakout groups, with Tom Curran and Deepa Ramanathan each leading a group.

3. The panel's views on communications materials created by the ONS

The panel members were shown four short videos, covering content on how the ONS works, how it collects and uses public data, and how personal inflation rate can be found using the ONS calculator. Feedback was gathered on a variety of questions, (such as around emotional reaction, ease of understanding, helpfulness of information) using a range of projective techniques.

Their feedback on the videos was:

Video 1: [‘A simple guide to data, statistics, and the ONS’](#)

Feedback on video engagement was mixed. Some found the video ‘simple yet informative’, appreciating its encouragement of data volunteering, while others found it ‘boring and unengaging’, citing its monotonal and slow pace, which failed to hold their attention. Those who found it informative expressed an intention to seek more information on ONS and their surveys.

Many felt the video effectively reassured viewers about the privacy and confidentiality of their data, which they found encouraging. Some also believed it highlighted how sharing data could improve the quality of their lives. Overall, the panel felt that audiences affected by issues like schools, house prices, and local services would benefit from the video, with one member noting it would likely resonate more with younger audiences than older ones.

Several members felt that the video's serious tone might not appeal to social media users, who tend to prefer shorter, more engaging, and visually striking content. The medium of delivery also influenced their interest - some felt they would pay more attention to the video if it were on TV rather than social media.

Suggestions for improvement included making the background music more upbeat and using a person speaking directly to the viewer instead of a voiceover.

Video 2: [‘The ONS guide to our surveys’](#)

Some panel members felt the video made participation in ONS surveys seem mandatory rather than voluntary. They also perceived the tone as instructive rather than encouraging, with a ‘corporate’ feel that seemed more suited to academics or a business training video than the general public.

However, others found the video engaging, particularly because a person spoke directly to the viewer, which they felt was more effective than a voiceover. The visuals and animation were also noted for keeping attention. A few members mentioned that the speaker's accent was distracting, while others appreciated it for its inclusivity.

In terms of content, some panel members felt the first and second videos were too similar, offering no new insights in the second video. Others saw the second video as a continuation, breaking down information further and encouraging public participation in ONS surveys.

One member mentioned that watching the video made them want to revisit past surveys they had filled out to better understand the data they provided and its relevance to them. Another member questioned why they had never been invited to participate in an ONS survey.

Video 3: [‘Finding out Personal Inflation Rate using the ONS calculator’](#)

Overall, panellists found the video highly relatable, and it sparked interest in discovering their own personal inflation rate. Some members specifically mentioned they would search for the ONS calculator after watching it. The video generated strong reactions, with some feeling deflated or angry about inflation, indicating that it kept them engaged. The format felt authentic and current, with many appreciating the casual street interactions, and some even recognising the influencer, which further held their attention.

Several panel members suggested the video was designed for social media, targeting millennials and Gen Z, who are more active on these platforms. A few members who don't regularly consume news noted they would prefer to learn about topics like inflation through short videos on social media.

A small number of panel members felt the video was too fast-paced and disjointed. The ambient noise and presentation style made it difficult for them to absorb any meaningful information, and they expressed that they would likely scroll past similar content on social media.

Video 4: [‘Personal Inflation Rate’](#)

The panel found the video informative, noting that it effectively demonstrated the use of ONS data and its relevance to the public's everyday lives. It was seen as more 'professional' compared to the third video, with one member appreciating how it clarified the difference between core inflation and household goods inflation – a concept that is often misunderstood.

The video was also considered more relatable than the first video, which provided an overview of the ONS but didn't explain how its work directly impacts the public. The panel felt this video addressed that gap. After watching the video, one panel member had already used the ONS calculator to check their personal inflation rate and found the information valuable.

4. The panel's feedback on the first episode of ADR UK's new podcast called 'Connecting Society: How everyday data can shape our lives'

After the first part of the workshop, the panel members were brought back into the plenary session. Tom Curran and Shayda Kashef moderated the second part, where they asked the panel to share their views after having listened to the first episode, titled '[To change the outcomes, change the system](#)'.

What was liked:

Panel members appreciated the professional quality of the podcast, especially the jingle, which added a polished touch. They felt opening and closing were impactful, and the length of around 30 minutes was considered just right. The podcast was well-edited and had a relaxed, chatty feel, which they enjoyed and suggested could be emphasised more in future episodes. The speakers were seen as knowledgeable and engaging, which led them to feel encouraged about tuning in to the next episode. The absence of jargon made the podcast accessible, and the personal stories about how the speakers got into data made the content feel relatable and fun. Mark's (one of the hosts of the podcast) humour and the hook line they used to wrap up the episode were appreciated.

What could be improved:

The panel suggested moving the segment discussing the main takeaway earlier in the episode to better engage listeners. They also noted a syncing issue between the transcript and audio from the 18th minute onwards, recommending more careful editing of the transcript in future episodes. The episode's ending felt abrupt, and the panel felt the conversation lacked a proper conclusion, suggesting a smoother wrap-up. While personal stories are engaging, panel members emphasised the importance of staying focused on the main theme, recommending that future episodes be more defined and streamlined.

5. Forthcoming actions

- The last session for 2024 will be held on 9 December.

Appendix 1: Recommendations and reflections from the last meeting on 25 September

Reflection

This reflection comes from Pia Hardelid, principle investigator for the Kids' Environment and Health Cohort, who presented at the last meeting:

'I really enjoyed meeting the panel and telling them about Kids' Environment and Health Cohort. Our 'slot' with the panel was planned as an introduction to the resource and a chance for the group to ask questions – I think the plan is for us to come back. It was useful to hear that the panel finds the research area important and that they generally support a data resource for research into children's environmental child health and education to be established in England.'

This reflection comes from Byrce Millard, Data Scientist, Minister of Justice, who presented at the last meeting:

'BOLD (Better Outcomes for Linked Data) engagement with the ADR UK Public Panel has proved to be invaluable. The insight from the panel has been of great value highlighting the importance across other government departments and internally within Ministry of Justice of our proposed research to engage with the public over the use of AI for those with complex needs.'

The organisation around attending the panel itself was very well organised and helpful. The insight from those used to previous panels, was instrumental to BOLD crafting suitable and useful material for those on the panel and for encouraging valuable discussion and insights.'

The panel itself were incredibly open-minded and helpful, and their thoughtful insights aligned with existing research with the public in this domain, but then added more salient reflections which we have incorporated into our shaping of how we carry out this research next year.'

All in all, attendance at the panel was a very positive experience – BOLD received immediate, impactful and new feedback which has helped us focus our research objectives and provided robust evidence to advocate for the value of our research at most senior level.'