Unlocking the Power of Inclusive Research Best Practice

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Introduction to Inclusive Research

16 million disabled people in the UK, 24 % of the UK

- Inclusive research = richer insights + better representation
- Focus today: sensory impairments (sight and hearing loss)

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What You'll Take Away today

- **Inclusive Design:** How to adapt your research for sensory impairments

- **Accessible Methods:** Practical tools & formats for inclusive research

- **A Pathway to Better Results:** Richer insights and more diverse data

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Understanding your Audience

One in three adults in the UK are deaf, have hearing loss or tinnitus.
25,000 people use sign language as their main language
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More than two million people have sight loss
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What does inclusivity mean to you?

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Why Inclusivity Matters - RNIB

- The significance of including people with sight loss in research

- Benefits of diverse and representative data

- **Case Study**: Amazon Alexa's development with inclusive research

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Why Inclusivity Matters - RNID

- Inaccessible research = flawed data
- BSL users often excluded
- Poor design leads to misleading insights
- Case Study: **When inclusion is missed**
  - 2021 ONS data: deaf people *appeared* to earn more
  - BSL users were underrepresented
  - Broad "hearing loss" category masked real inequalities

Best practices and considerations for creating inclusive research - RNIB

Everyone sees differently

Quantitative research

- WCAG 2.2 Compliant
- Use accessible templates and question types
- Simple font and high contrast
- Short and simple questions

Qualitative research

- Understand participant requirements
- Use clear language and be descriptive
- Train facilitators
- Information in preferred formats

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Type of assistive technology blind and partially sighted people use

Screen magnifier software e.g., inbuilt windows and mac magnifiers and ZoomText

Screen reading software e.g., JAWS and NVDA

For tablets and phones: VoiceOver, Synapptics and screen magnification

Tips for creating accessible research for blind and partially sighted people

Involve those with lived experience / expertise in all stages of your research

- All information available in accessible formats
- Conduct studies in familiar environments
- Facilitators are trained on accessibility best practices
- Know participants needs before conducting the research
- Focus groups – ensure everyone is aware of who is in the room, and stick to smaller groups
- Pre-test survey's, reports and information documents

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Not all deaf people are the same!

Engagement and Planning

- Translation into sign language; from advert, to activity, to sharing outcomes
- 'Easy read' versions; from advert, to activity, to sharing outcomes
- Book qualified interpreters / communication professionals; NRCPD
- Use unambiguous language for questions
- Never make assumptions about language use or general knowledge

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Type of assistive technology people with hearing loss use

Aids to communication

- Qualified interpreters, lip speakers, speech to text reporters
- Loop systems, listening devices
- Captions / subtitles

Tips for creating accessible research for people with hearing loss

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Recruitment and Training

- Provide information on research activities in sign language and easy read English

- Train researchers to be Deaf Aware

- Train participants in how to take part in research activities

Key things to remember

- Don't make assumptions, always check language preference, English or sign language.

- Use unambiguous language.

- Hearing aids do not restore full hearing.

- In our society access to information is gained through speech and written English, therefore, don't assume that deaf people are aware of every topic.

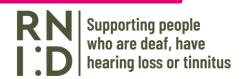- Check that communication professionals are qualified – NRCPD.

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Summary and key take aways

1. Richer insights
2. Diverse Data
3. More innovative solutions
4. Better representation

let's embrace these practices and make our research accessible to all.

Market Research Society
Diversity and Inclusion Best Practice
MRS diversity-and-inclusion-guides-for-clients

Any questions?

No question is a silly one!