DESIGNING INCLUSIVE RESEARCH
Progress over perfection

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The research

Ofcom and the CCP commissioned Magenta to conduct research to explore better practice when conducting and reporting on research with disabled people and people with long-term conditions.

The research consisted of three stages:

LITERATURE REVIEW	INTERVIEWS 40 interviews with stakeholders across a range of sectors	WORKSHOP A workshop with 21 stakeholders from the interviews

To access the full report, please click here

Overarching principles

The recommendations are grounded within **three key themes**. Using these themes to guide research from design to delivery will support an approach inclusive of disabled people and people with long-term conditions.

1 **POSITIVE INTENT:**
How are you thinking about the research and participants?

2 **RATIONALE:**
Have you considered and provided a reason for the choices you have made?

3 **TRANSPARENCY:**
Have you been open about the decisions you have made and any limitations?

Key takeaways

- Be clear about the language you are using and why you are using it.
- Unless there is a reason not to, use identity-first language (such as 'disabled person') as opposed person-first language (such as 'person with a disability').
- Provide clear reasons about why you are asking questions about disability.
- When designing a sample, consider more than a person's condition, for example, consider barriers experienced, if appropriate.
- Ensure accessibility is considered at every stage of the research project including at recruitment, and prioritise a participant-led approach where possible.
- Think of ways to bring participants' experiences to life, such as through intersectional analysis and reporting.
- Be clear about how findings will be reported and use accessible formats.

Here are some practical tips to get you started...

- ☑ Ask participants their preferred terminology.
- ☑ Be open to adapting research methods, for example, splitting interviews into separate sessions.
- ☑ Provide easy-read recruitment and research materials.
- ☑ Use multiple sources for recruitment, where possible.
- ☑ Provide access options and ask about access needs.
- ☑ Provide different ways of contacting recruiters and researchers in advance of research commencing.
- ☑ Consider reporting by similar themes or barriers, as opposed to condition.

A note on language: Our intention with the use of language is to be respectful and considerate. We are aware that our language choices will not reflect the preferences of everyone reading these guidelines.

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