

APPENDIX

PAVING THE WAY FOR MORE INCLUSIVE RESEARCH

Better practice research with disabled people and people with long-term conditions

METHODOLOGY

A report for Ofcom and Communications Consumer Panel by Magenta.

To view the main report, please click [here](#).

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METHODOLOGY

APPROACH

OVERVIEW

The methodology comprised of three stages: a literature review, including discourse analysis on selected papers; 40 x 45-minute stakeholder interviews; and a 2.5-hour stakeholder workshop with 21 stakeholders.

LITERATURE REVIEW

Aim

The aim of the literature review was to explore the existing methodologies, languages and questions used in existing published research by a range of organisations. The review addressed the following:

- the extent to which the medical and social models of disability were considered throughout the research process.
- any barriers or challenges to involving disabled people in research, and what the solutions to these were.

Approach

A review of 42 published reports from 2017 to January 2024. The reports were published by a range of organisations. The literature review was conducted in three stages:

1. Creating a search protocol: This allowed for a methodical search to be completed, and clear records to be kept of how literature has been found.
2. Searching and prioritising: This involved searching for the literature based on the search protocol. We prioritised reports published more recently, as language, terminology and practices in this area are always changing and as such, more recent reports are likely to be most relevant.
3. Reviewing the literature: Each document was read, and a proforma completed, which identified how disabled people were included at all stages of research, the language and terminology used, any barriers and challenges and whether there were actionable recommendations. We considered the ways in which the research drew upon the social or medical model of disability and identified any gaps or contradictions in the literature, as well as considering the differences between different groups, such as people with physical disability or neurodiversity.

Breakdown of papers

The following papers were included in the literature review. Papers included within the literature review can be found at the end of this document.

Organisation Type	No. of reports
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Government/Public Body	16
Regulator	6
Charity	11
Market Research	2
Academic publications	2
Other	5
Total	42

Discourse analysis

Discourse analysis was conducted on six papers. This focuses on the specific words and phrases used to uncover any implicit meanings in language used. We used discourse analysis to explore how the social and medical models of disability may be implicitly drawn upon in reports. This offered an additional understanding of how the specific language used makes relevant either the social or medical models of disability even when they are not explicitly discussed.

STAKEHOLDER INTERVIEWS

Aim

To capture stakeholders' experiences and perspectives and hear the latest thinking and best practice on the topic. This was an opportunity to hear experts' perspectives on findings from the literature review and test emerging hypotheses.

Approach

40 x 45 minute online in-depth interviews with stakeholders across the following sectors:

Organisation Type	No. of stakeholders
Charity	13
D&I Expert	7
Research Expert	10
Regulator	2
Government/Public/Consumer Body	6
Recruitment	2
Total	40

Some stakeholders specialised in disability and research, whereas others specialised in either research or disability. Some specialised in a certain disability, others did not. A breakdown by disability type is below:

Condition Type	No. of stakeholders
Pan	25
Visual	2
Hearing	4
Physical (inc. mobility)	2

Learning (inc. difficulties & memory)	6
Mental health	4
Social/behavioural (inc. neurodivergence)	2

A full sample breakdown of stakeholders involved in the research can be found below in 'Sample breakdown'.

Interviews were conducted between 15th January and 8th March 2024. The discussion flow was modified for each stakeholder, depending on their area of expertise and professional experience. Topics included:

- Understanding stakeholders' professional experience and expertise.
- Exploring language around disability and how to define target groups for research purposes.
- Understanding the different approaches to recruitment and engagement, accommodations made and their impact on research outcomes.
- Understanding best practice when analysing and reporting.
- The role of expert and advisory groups and participatory research and their impact.

STAKEHOLDER WORKSHOP

Aim

To bring together a group of stakeholders from those we interviewed, from across the different groups to discuss the findings, align on the approach that best fits with Ofcom needs, and create actionable next steps.

Approach

A 2.5-hour hybrid workshop, with 21 stakeholders. 11 joined online, and 10 joined in-person at Ofcom's London office. The workshop was held on 13th March 2024. The workshop topics were based on key themes coming out of the stakeholder interviews, and deep-dived on any areas of conflict between stakeholders. Stakeholders were set various exercises around the following topics:

- Question wording to defining disability.
- Response options for questions asked about disability.
- Sample make-up.
- Approach for testing the guidelines produced.

Sample breakdown of stakeholders

Below is a breakdown of the organisations the stakeholders represented.

Organisation name
Royal National Institute of Blind People (RNIB)
Royal National Institute for Deaf People (RNID)

Disability Action (NI)
Freelance
Research Institute for Disabled Customers (RiDC)
BDRC
Financial Conduct Authority (FCA)
Cabinet Office
Citizens Advice
Disability Rights UK
University of Bristol
Market research Society (MRS)
Donaldson Trust
London School of Health and Tropical Medicine
Oxford University
Intelligent Fieldwork
Scope
Disability Rights UK
The National Association of Disability Practitioners (NADP)
University of Leeds
Association of Qualitative Researchers (AQR)
Jigsaw
Acumen
Bristol University
Market Research Society (MRS) Unlimited/Open Inclusion
Department for Digital, Culture, Media and Sport (DCMS)
University College London/ Social Research & Practice LTD
The Brain Charity
University of Sheffield
Leonard Cheshire Disability
British Deaf Association
Rethink Mental Illness
University of Manchester

Ipsos
Office of Rail and Road
Department of Health and Social Care
British Institute of Learning Disabilities (BILD)
Department for Transport
Mencap
Office of National Statistics (ONS)

LITERATURE REVIEW SOURCES

Those included within the discourse analysis are marked with an asterisk (*).

(2021) "Outcomes for disabled people in the UK: 2020" Office for National Statistics.

*(2022) "Disabled people's experiences with activities, goods, and services, UK: February to March 2022" Office for National Statistics.

Allen R., Olsen J., Soorenian A., Verlot M. (2021) "UK Disability Survey research report" Disability Unit.

*Bruce R., Lefton V. Verlot M, Policy Lab (2021) "Exploring the everyday lives of disabled people" Disability Unit.

Beck A., Barber T., Davies M., Guscott E., McCarthy H. Mitchell M., Rahim., Yee L. (2023) "Use of Health and Disability Benefits" Department for Works and Pensions.

Adams L., Cartmell B., Foster R., Foxwell M., Holker L., Pearson A., Stewart G., Cowling M., Kitching J. (2019) "Understanding Self-Employment" Department for Works and Pensions.

(2022) "Mental health and loneliness: the relationship across life stages" Department for Culture, Media and Sport

(2019) "Experiences of disabled rail passengers" Department of Transport

(2020) "Impact of health and disability on travel behaviour of older people" Department for Transport

(2022) "Inclusive Transport Strategy: evaluation baseline and technical reports" Department for Transport.

(2022) "The experiences of disabled non-users of rail" Department for Transport.

(2017) "Being disabled in Britain" Equality and Human Rights Commission.

(2023) "RNID Subtitle it report" RNID

(2023) "Inclusive Journeys" RNIB

* (2022) "VI Lives – understanding the experiences of people living with vision impairment" RNIB

(2020) "Barriers faced by people with sight loss" RNIB

(2020) "Employment for blind and partially sighted people in 2019" RNIB

(2022) "Do the right thing" Scope.

* (2023) "Disability in the workplace: how to retain disabled staff in employment" Scope.

Gunstone B., Gosschalk K., Stoker M., Prescott-Smith S., Owen M., Harmer L., Ward B.

(2022) "Mind: The Lived Experiences of Mental Health" Mind

(2020) "Describing Diversity: an exploration of the description of human characteristics and appearance withing the practice of theatre audio description" Vocal Eyes

(2021) "Supporting SEND" Ofsted

(2021) "Impact of the VOIP switchover on vulnerable customers and businesses" Jigsaw research

*(2021) "Open to all: Improving air travel for passengers who require support" Heathrow.

(2023) "Understanding customer notification of qualifying disability benefits in tax credits" HM Revenue and Customs

(2023) “Understanding the experience of customers who need extra help when accessing tax support from voluntary and community sector (VCS) organisations” HM Revenue and Customs.

* (2023) “Experiences of Passenger Assist” Office of Rail and Road.

(2019) “Reasonable adjustments in the provisions of legal services” Solicitor’s Regulation Authority

(2017) “Experiences of consumers who may be vulnerable in family law” Solicitor’s Regulation Authority.

(2022) “Co-designing with neurodiverse population: Exploring how people with ADHD and dyslexia experience video streaming platforms” KTH Royal Institute of Technology

MacLeod H., Bennett C., Morris M., Cutrell E. (2017) “Understanding Blind People’s Experiences with Computer-Generated Captions of Social Media Images” in Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems. New York: Association for Computing Machinery.

(2023) “Engaging with low-carbon energy options and advice” Research Institute of Disabled Consumers.

(2020) “Going Electric? Research report into accessibility of plug-in electric vehicles” Research Institute of Disabled Consumers

(2023) “Annual Disability and Activity Survey” Activity Alliance.

(2022) “DfT and MCA maritime passenger accessibility survey” Department for Transport and Maritime and Coastguard Agency.

(2017) “Research report 107: the disability pay gap” Equality and Human Rights Commission.

(2019) “Qualitative research: Consumer engagement in fixed broadband” Ofcom.

(2022) “Educational experiences of young people with special educational needs and disabilities in England: February to May 2022” Office for National Statistics.

(2019) “Working for Change: Support and advice needed for people with hearing loss or deafness in work” RNID.

(2022) “What disabled consumers choose to buy and why” Business Disability Forum

(2020) “Qualitative research on barriers to progression of disabled scientists” Careers Research and Advisory Forum (CRAF)

