



Social Research in the Digital Age:
Digital Inclusion – can ipadio give voice to the excluded?

Mike Brace CBE
Dr Mark K. Smith

ipadio
96 Farringdon Road
London, EC1R 3EA
support@ipadio.com | +44 (0) 20 33 940 840



ipadio helps organisations
connect with the hard to reach
using simple and innovative channels



Mike Brace CBE
Social Worker, sportsman,
champion of equality



European Guide Dog Federation



Dr Mark K. Smith
Rusty scientist, soapbox
climber, technophile

What is a VoiceForm

A method of collecting quantitative and qualitative data over a standard telephone – sometimes called IVR (Interactive Voice Response) uses voice and TouchTone (aka DTMF – Dual Tone Multi Frequency)

Call 0330 333 9932

▼ Broadcasts
> Channel Details
> Social Media
> Tools

Add New Broadcast
CSV Download - All

Filters

Search:





From:

To:

Page size: 20 ▼

Clear Filters
Apply Filters

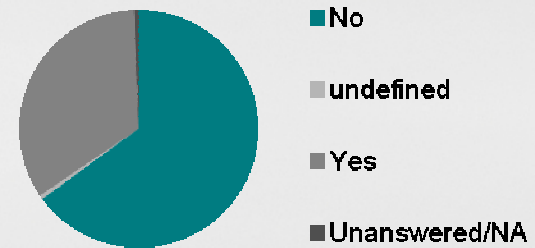
1
2
3
4
5
6
7
8
9
10
»

ID	Date	Title	Transcript	Media	age	gender	visually impaired	officially blind	white stick	guide dog	white stick with dog	other aids	move freely familiar	safe
168610	20-06-12 15:39	European Guide Doos	England.		70*	Male	Yes	Yes	No	Yes	No	No	Always	Alwa
168524	20-06-12 11:47	European Guide Doos	UK. Test with GPS(?)		24	Male	Yes	Yes	No	Yes	No	Yes	Always	Alwa
168512	20-06-12 11:03	European Guide Doos	England		41	Male	Yes	Yes	No	Yes	No	No	Frequently	Alwa
168381	19-06-12 21:18	European Guide Doos	United Kinodom. All		33	Female	Yes	Yes	Yes	Yes	No	No	Frequently	Frequ

Background Information II

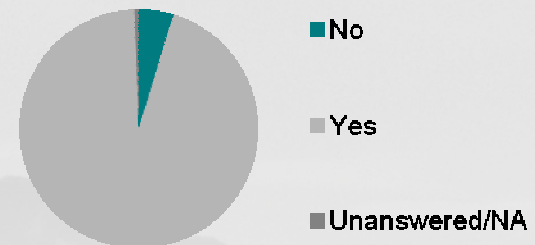
Do you use a white stick for your mobility?

No	111
undefined	1
Yes	58
Unanswered/NA	1
Grand Total	171



Do you use a guide dog?

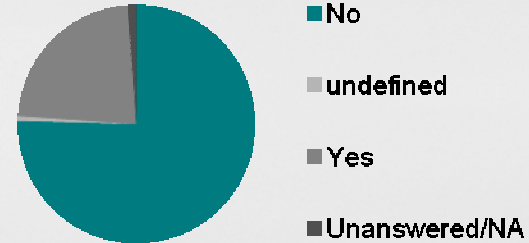
No	8
Yes	162
Unanswered/NA	1
Grand Total	171



Background Information IV

Do you use any other aid to enhance you mobility?

No	129
undefined	1
Yes	39
Unanswered/NA	2
Grand Total	171



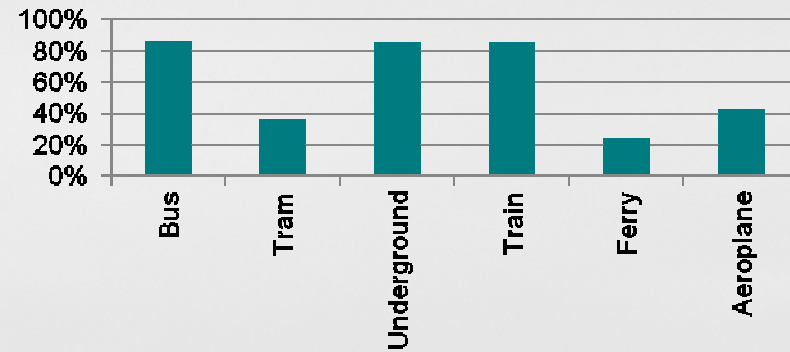
If you have just answered “yes”, please let us know which

GPS	7
GPS on iPhone	4
Tracker Breeze	8
Sendero Sat Nav	3
Monocular	2
Green Glare Glasses	1
Hearing Aid	1
High Visibility Vest	1
Sighted Guide	2
Unanswered/NA	142
Grand Total	171

Transport – General overview

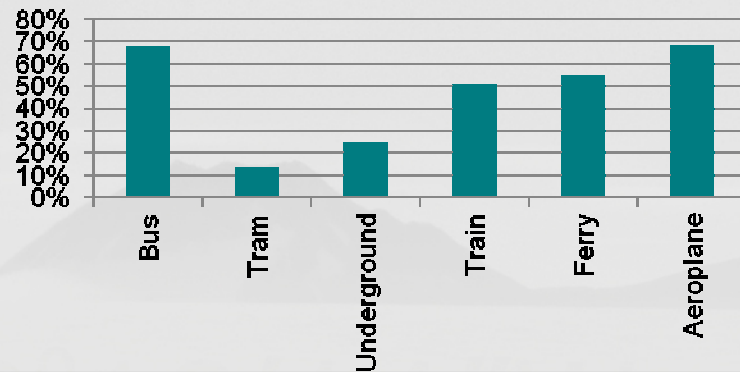
Which form of transport do you use?

Bus	147	86%
Tram	62	36%
Underground	145	85%
Train	145	85%
Ferry	40	23%
Aeroplane	73	43%



How frequently do you travel – percentage of Always or Frequently answers

Bus	67%
Tram	14%
Underground	25%
Train	51%
Ferry	55%
Aeroplane	68%





Access to buildings and places otherwise open to the general public

If you were refused access with your guide dog at least once in these private places, what reasons were given?

Many comments from participants centred on the difficulties they experienced when taking their guide dogs to ethnic, particularly Indian, restaurants. Many had been denied access and, despite understanding that such views were due to cultural and religious differences, were keen for such establishments to be better educated as to guide dog legislation.

Taxis were also highlighted as a problem. Many participants were refused access to taxis due to the presence of their dog, others had drivers simply drive away when they saw the dog. Here too, an issue with drivers of Asian origin was frequently cited.

Leisure centres, swimming pools, and gyms were highlighted as problem locations.

Some people had also been turned away from holiday cottages and other private accommodations.



Not just a telephone call

There are other methods that modern smartphones put in reach of the visually impaired this include

- TXT polling – [live demo](#)
 - UGC Video app (<http://www.youtube.com/watch?v=6T6ks2c29vw>)
 - [NPS Surveys](#) in business (reaches all customers)
 - App based survey monkey – overcomes accessibility challenges
-

THANKS

THANKYOU

OK

YES

PHONE SURVEY YES INSTALLATION YES
MOSSFIELD 800 CANCELLING SPECIFIC SURE SHIT LITTLE 7ND 500GB BOX
TELEPHONE MOVIES ROSEY ROLLER WAY CALL CHEERS DONT PLS BROADBAND ENGINEER
REARRANGE 4-00PM CASE TIVO KNOW 4PM 30TH SPORT
FRI INSTAL JUST STAFF
UPGRADE POSSIBLE TV SLOT 1PM MIDUTES
ARRIVES REGARDING THANKYOU PRE COME THEBO
HOUSE NOW TILL ADVISED ADVISE 412A
DUKEY SCHOOL
REQUIRED THOUGH CABLE MAKE SURE
PLUGGING ANSWERING TEATING
YES BOX PLEASE PRESSURE COMPUTER NEEDS ORK Think
PAST ALLOWED ANYMORE SOMEBODY WORKING NUMBER 2PM HALF
PROBLEM
EARLIER FRIDAY PART
NOTED WORK
RIGHT TIME THURS PROFESSIONALITY 55-08 CONFIRM POTENTIALLY USA



The future

No one but a fool predicts the future, so here goes:

- Everyone has a phone
 - 60% are smart
 - 4G offers ubiquitous connectivity (maybe.....)
 - The future of research is mobile (discuss.....)
 - Mobile offers inclusivity
 - Inclusivity makes better decision making
-



Thank You

www.ipadio.com/corporate