



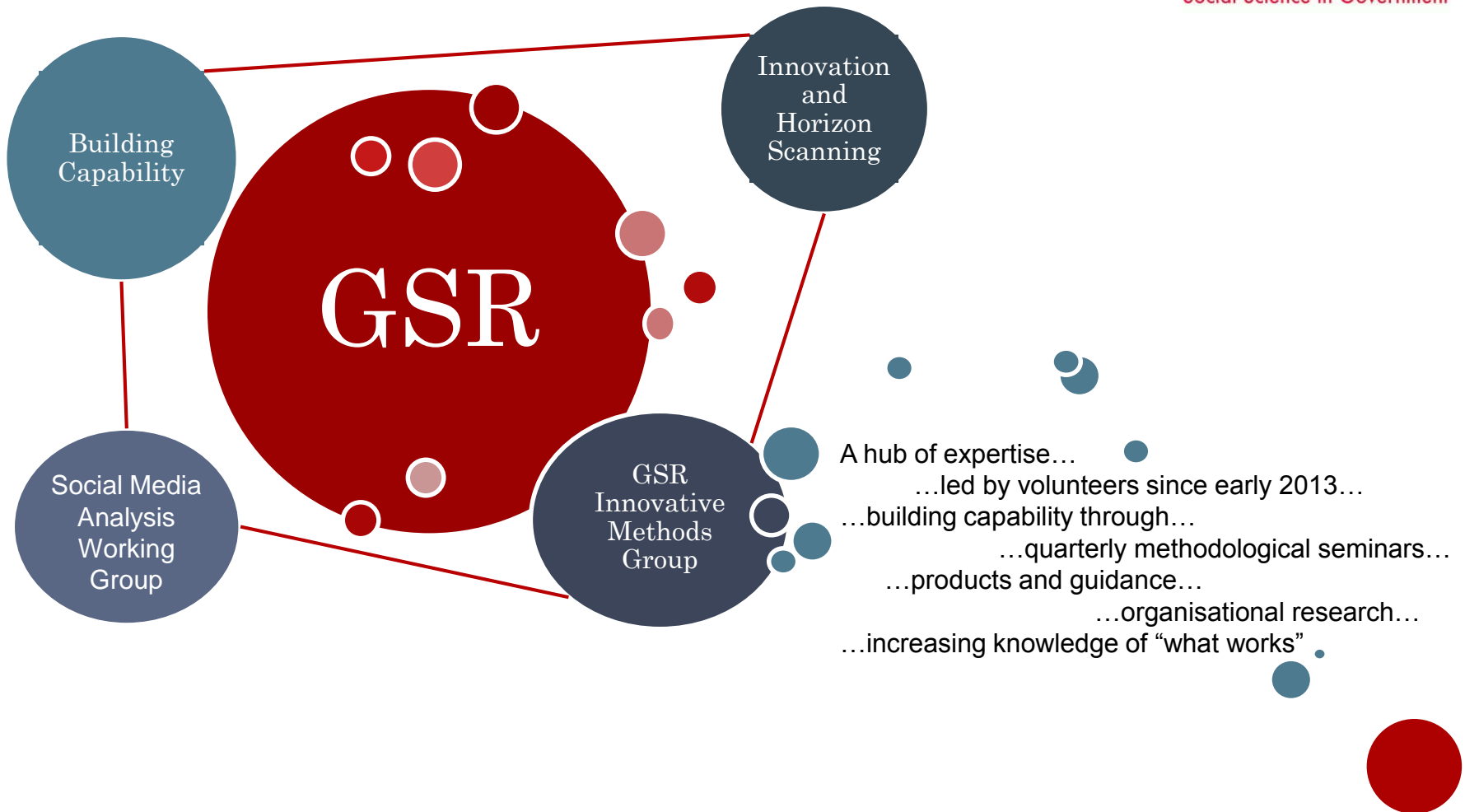
Using “innovative methods” for governmental social research

jonathan.smetherham@dwp.gsi.gov.uk

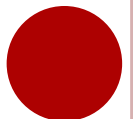
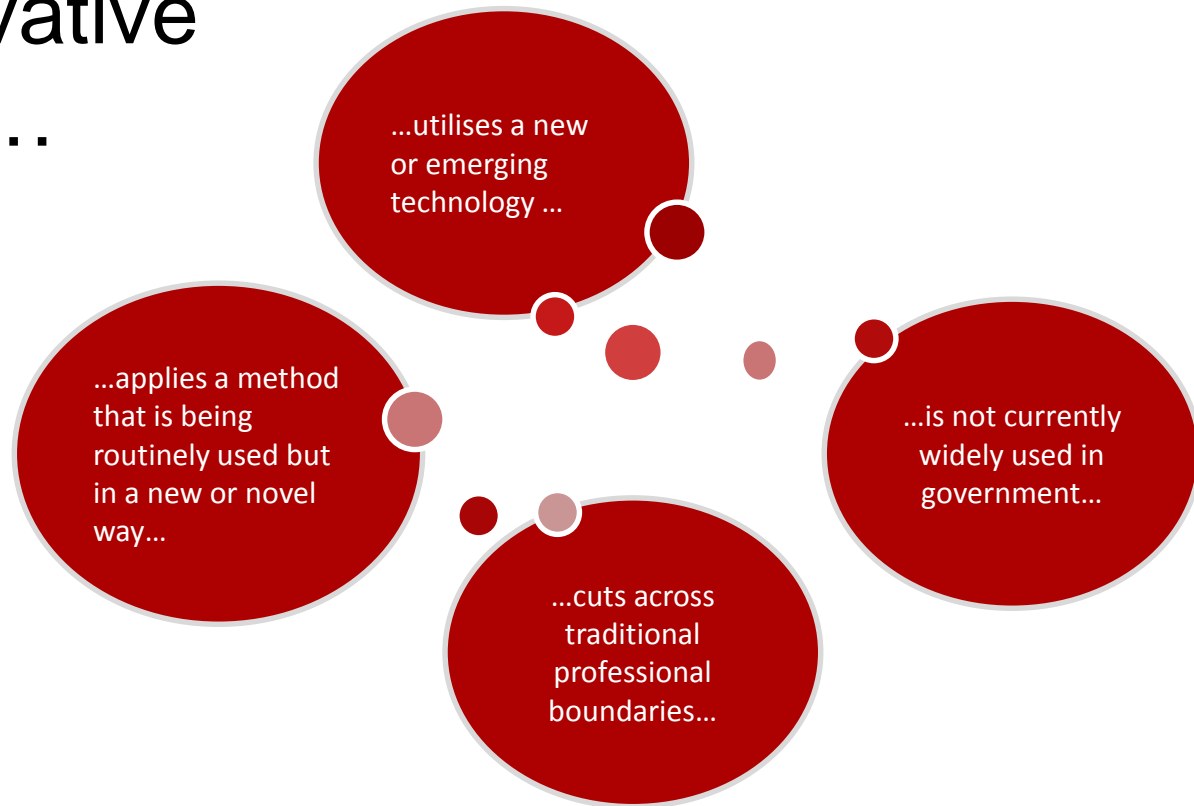
lucy.glazebrook@dwp.gsi.gov.uk

Social Research Association Annual Conference 2014

GSR Innovative Methods Group



An innovative method...



...deliberative or
“grounded” research...

Experimental
Qualitative
Research

Innovative
“action”
research

...using the
internet...

Online
surveys

Social
media
analysis

...making
better use of
existing data...

Administrative
data linking

Predictive
analytics

Some examples
of “innovative”
government
research...

...drivers of
behaviour...

Randomised
control trials

Lab
testing

...customer insight...

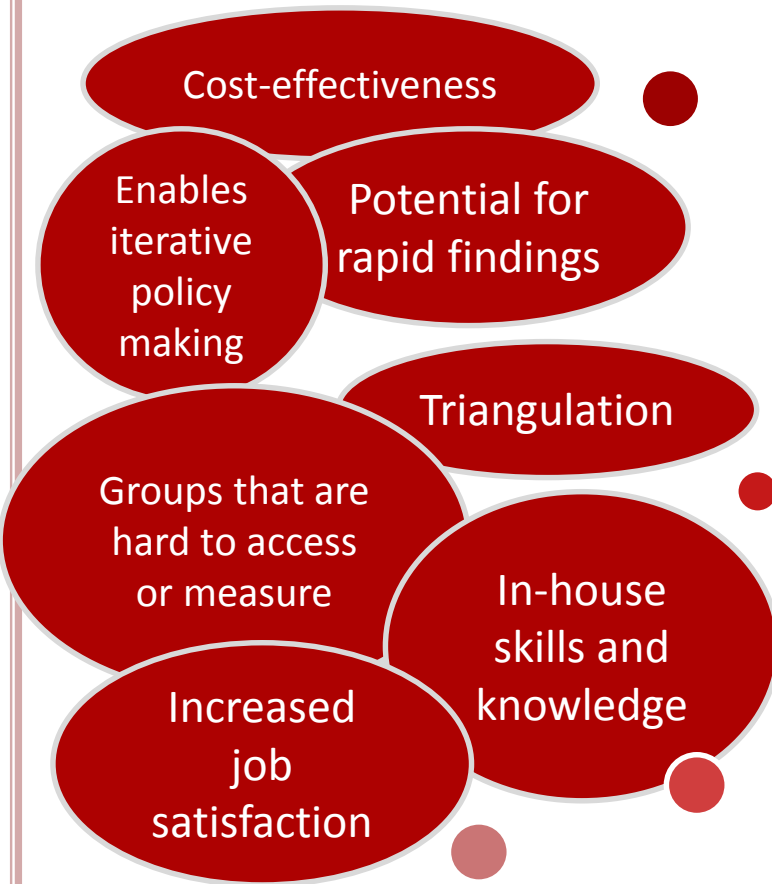
“Pop up”
lab testing

Journey
mapping

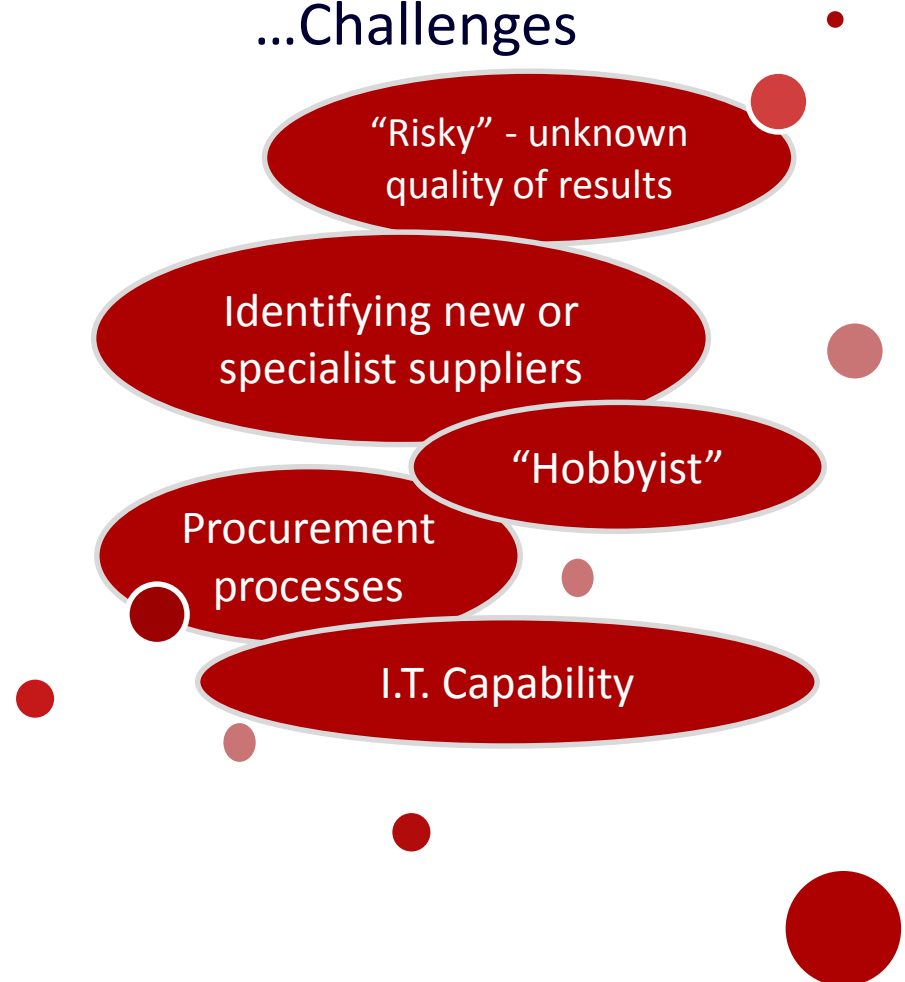
Speech
analytics

Conversation
analysis

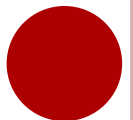
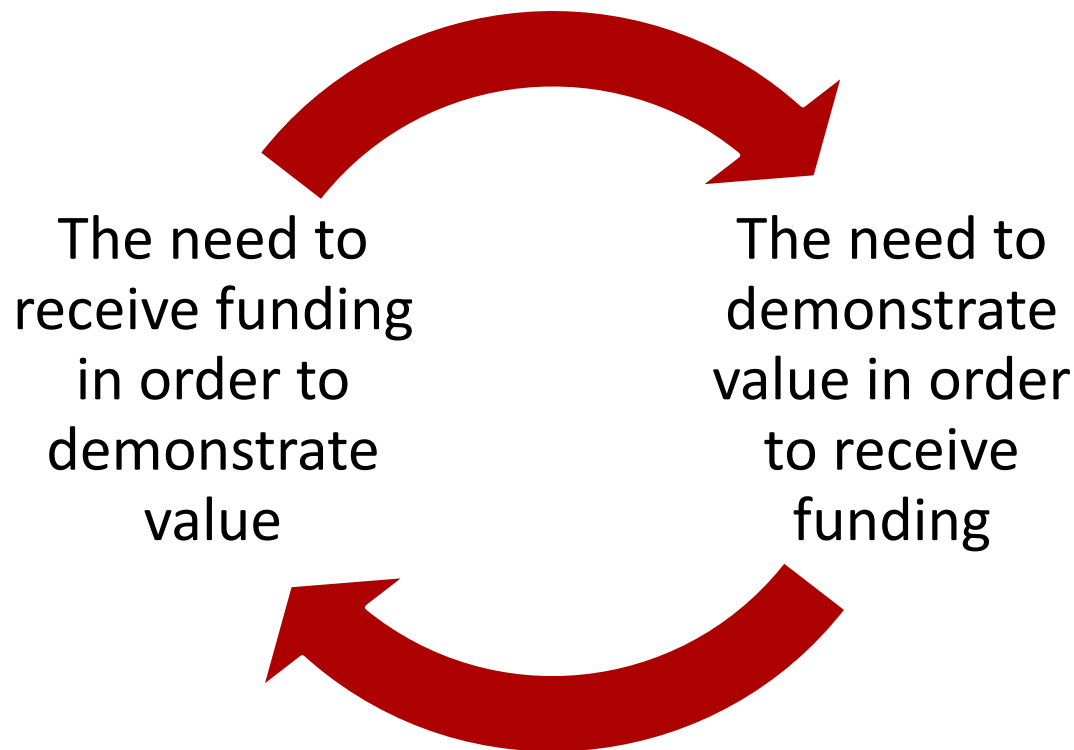
Opportunities...



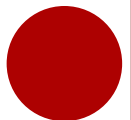
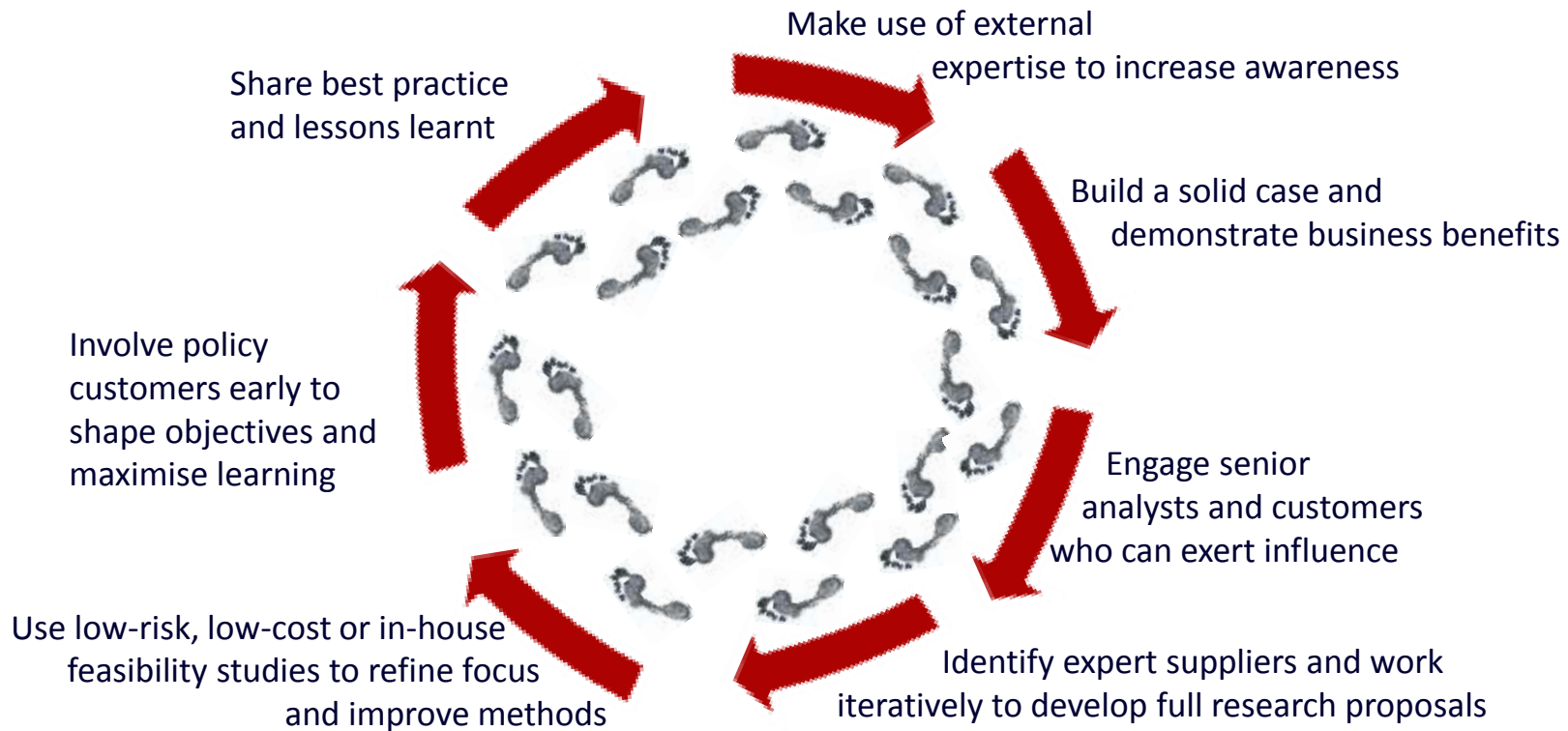
...Challenges



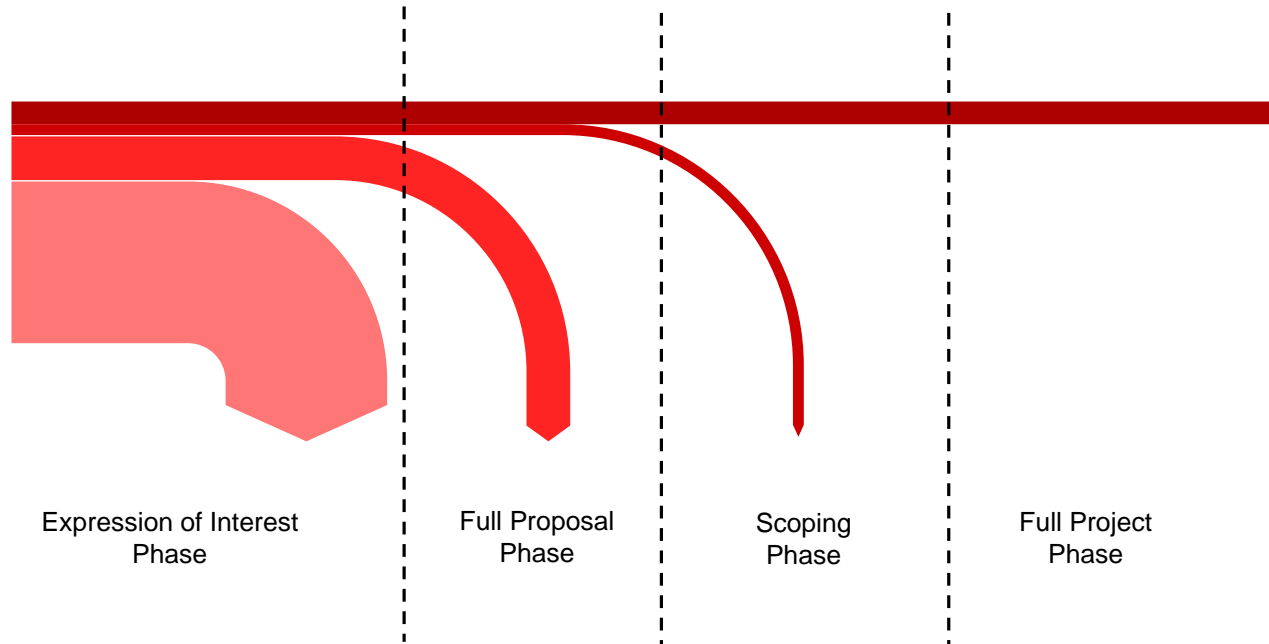
But the key challenge is a “vicious cycle” ...



Small steps to overcoming the challenge...



What a commissioning process that enables innovation (when appropriate) might look like...



This approach generates more options and, ultimately, more targeted final proposals

Moving forward...

- It's still early days in pinpointing the proper place of innovative methods in government research...
- Early positives include enthusiastic staff & some examples of good practice...
- But more work is required to pinpoint what is special about innovative methods or what conditions are unique;
- Next steps:
 - Unpick relative weight of enablers and barriers;
 - Better understanding of where innovative research has been de-railed
 - Better understanding of the “supply side” & views of contractors
 - Engagement with higher-level cross-government strategy
- **We need YOU! Please contact jonathan.smetherham@dwp.gsi.gov.uk**

