

Facilitating Public Engagement

When, how, and who should you engage?

The
Alan Turing
Institute



Recap

Day 2

- The Value(s) of Public Engagement
 - Identifying values for effective deliberation
- Engagement in Principle vs. Engagement in Practice
- Responsible Public Engagement
 - SAFE-D Principles



Overview

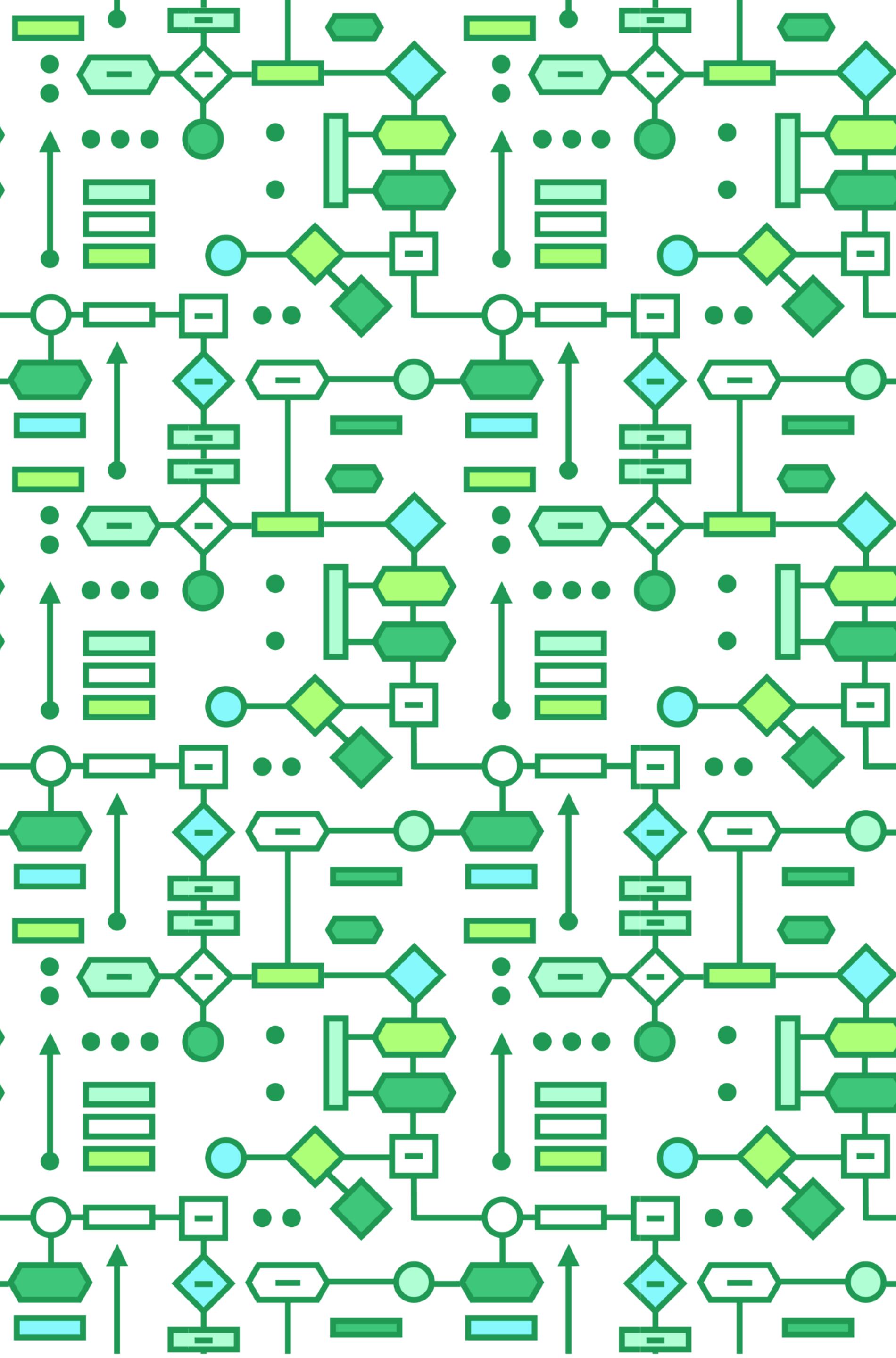
Day 3

- Facilitating public engagement
 - Who should you engage?
 - When should you engage?
 - How should you engage?



Presentation 1

When and who should you engage?





Case Study

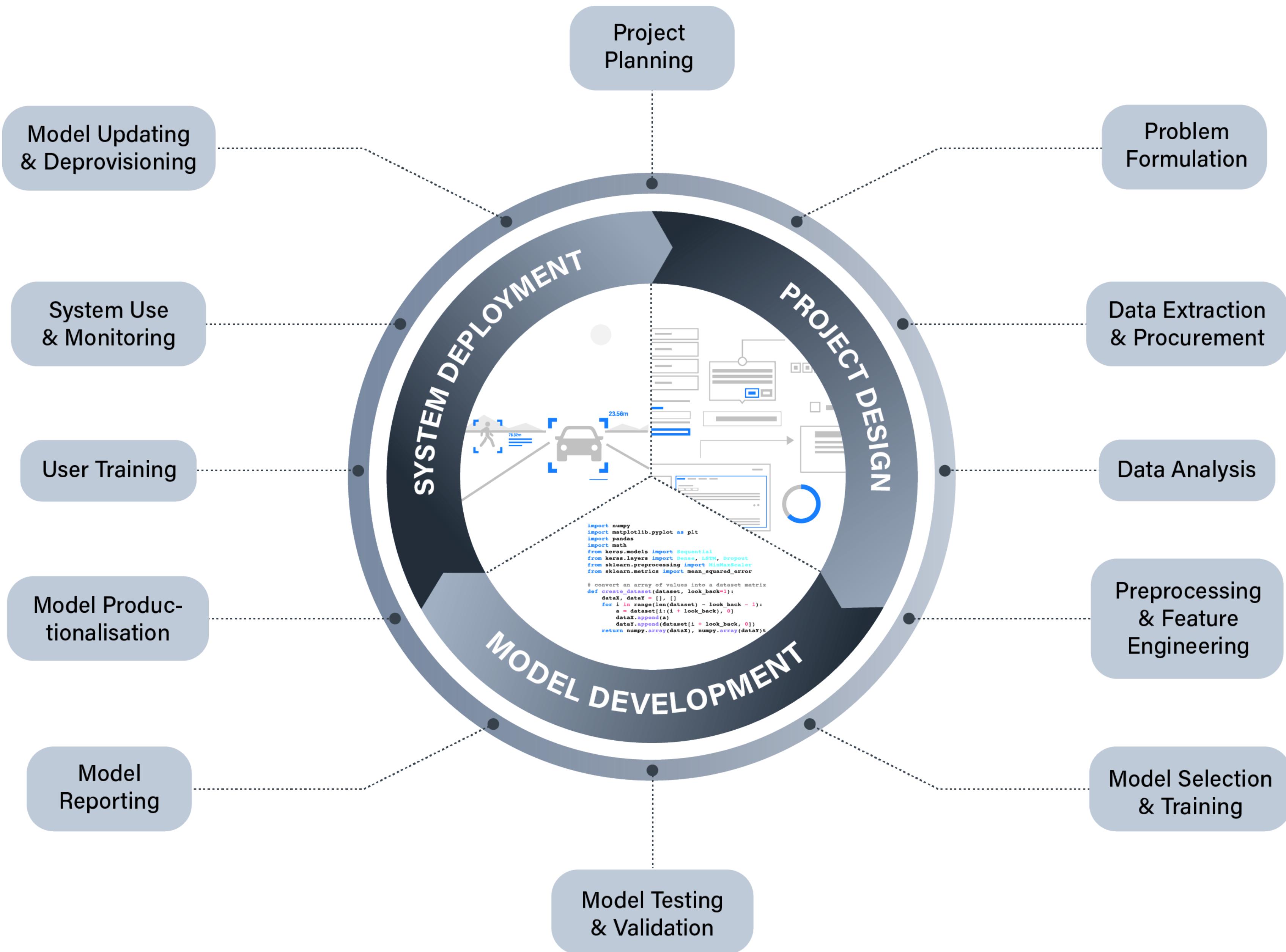
Decision Support System

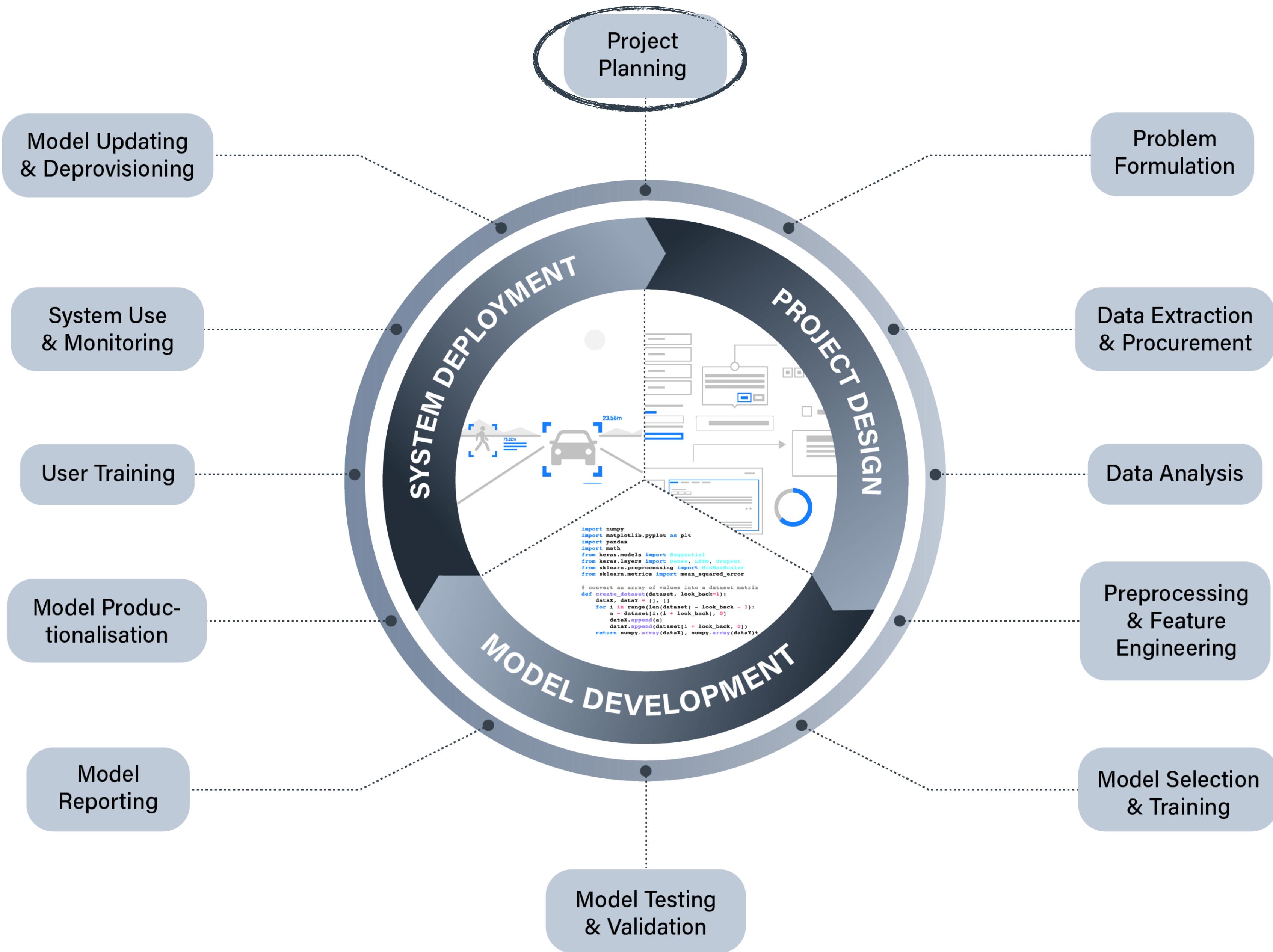
Our project team have been tasked with designing, developing, and deploying a decision support system to support healthcare professionals with clinical diagnoses.

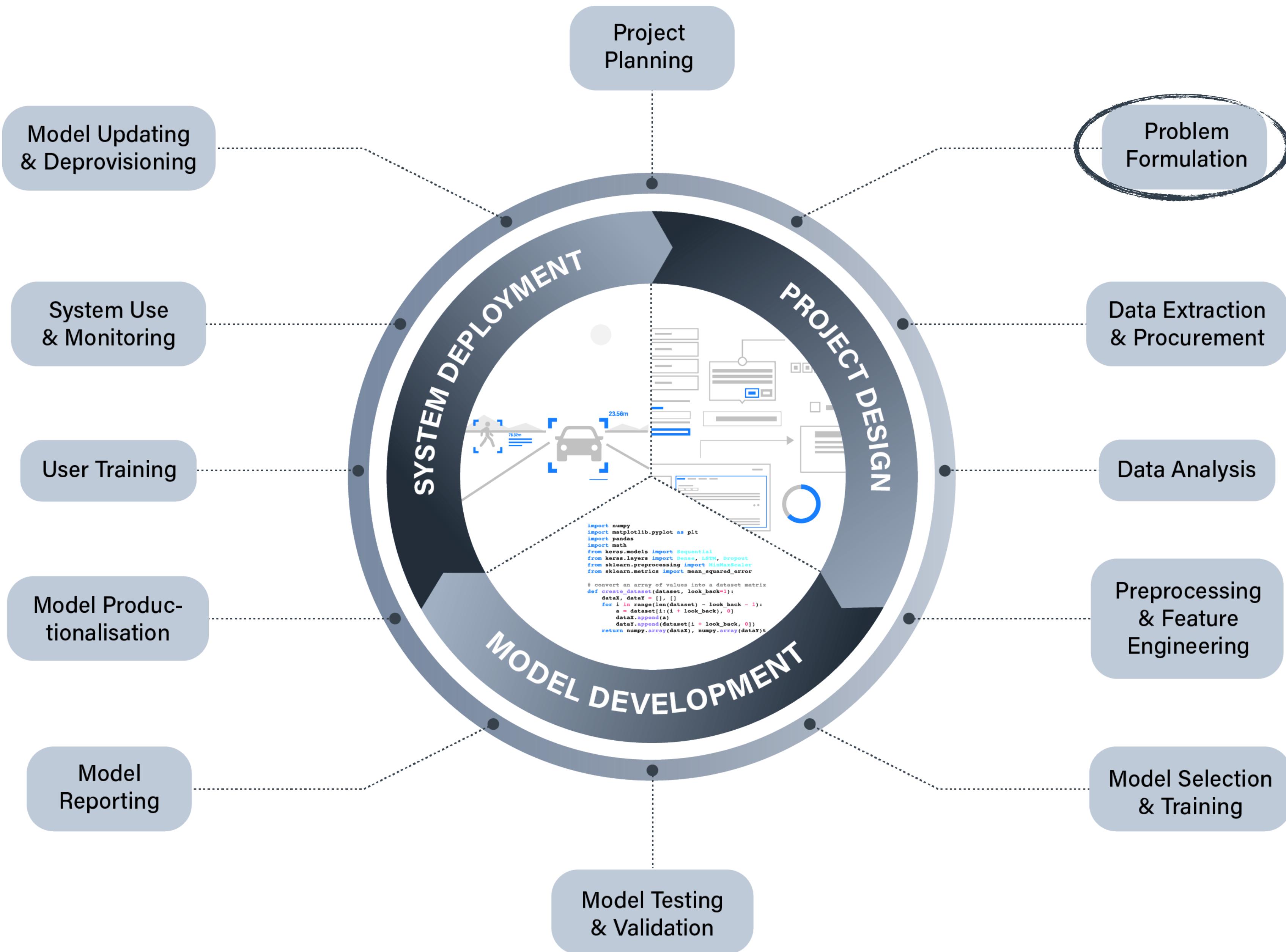
The system will be deployed in GP services to help assess mental health conditions prior to referrals.

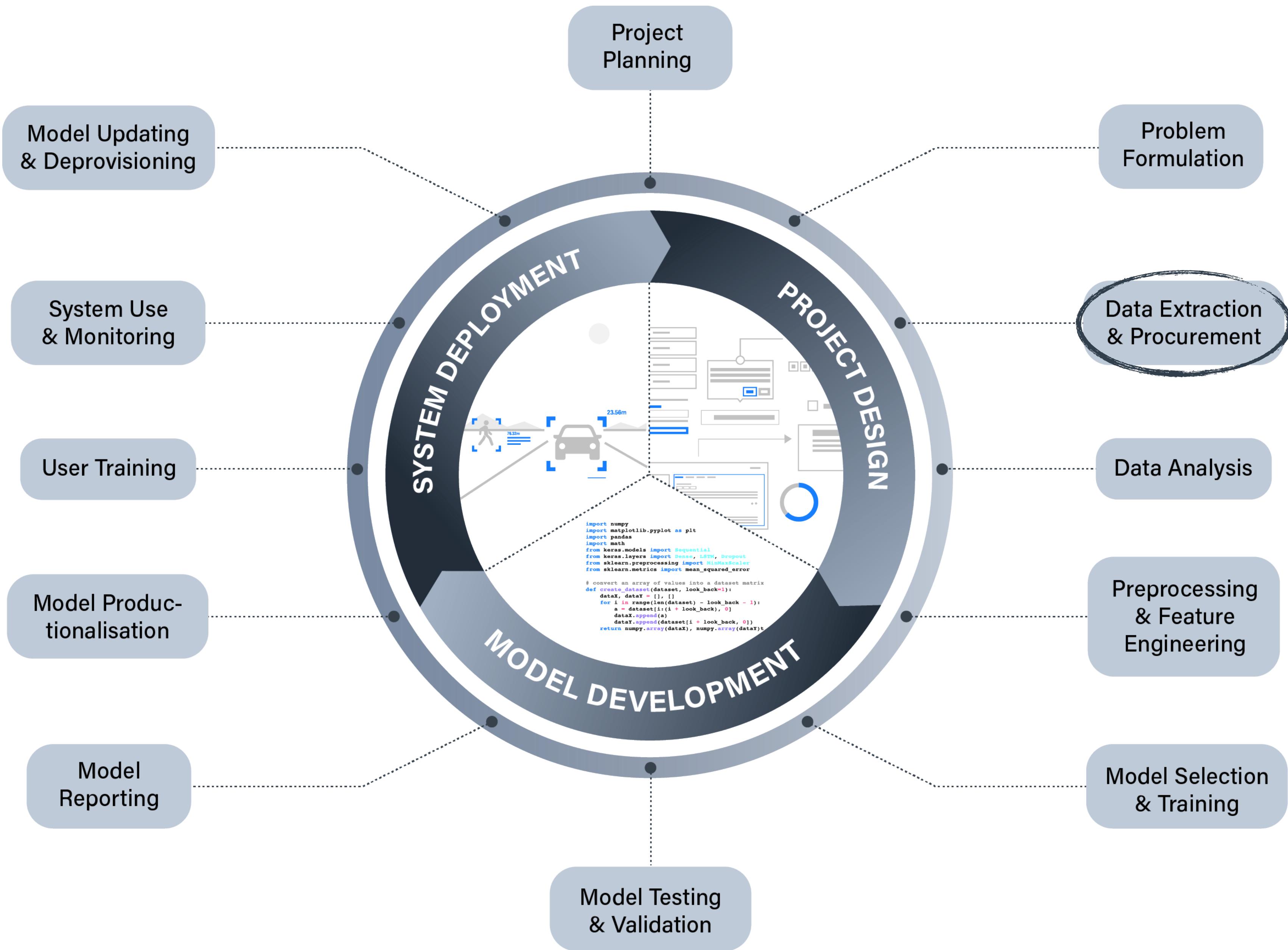
Datasheet

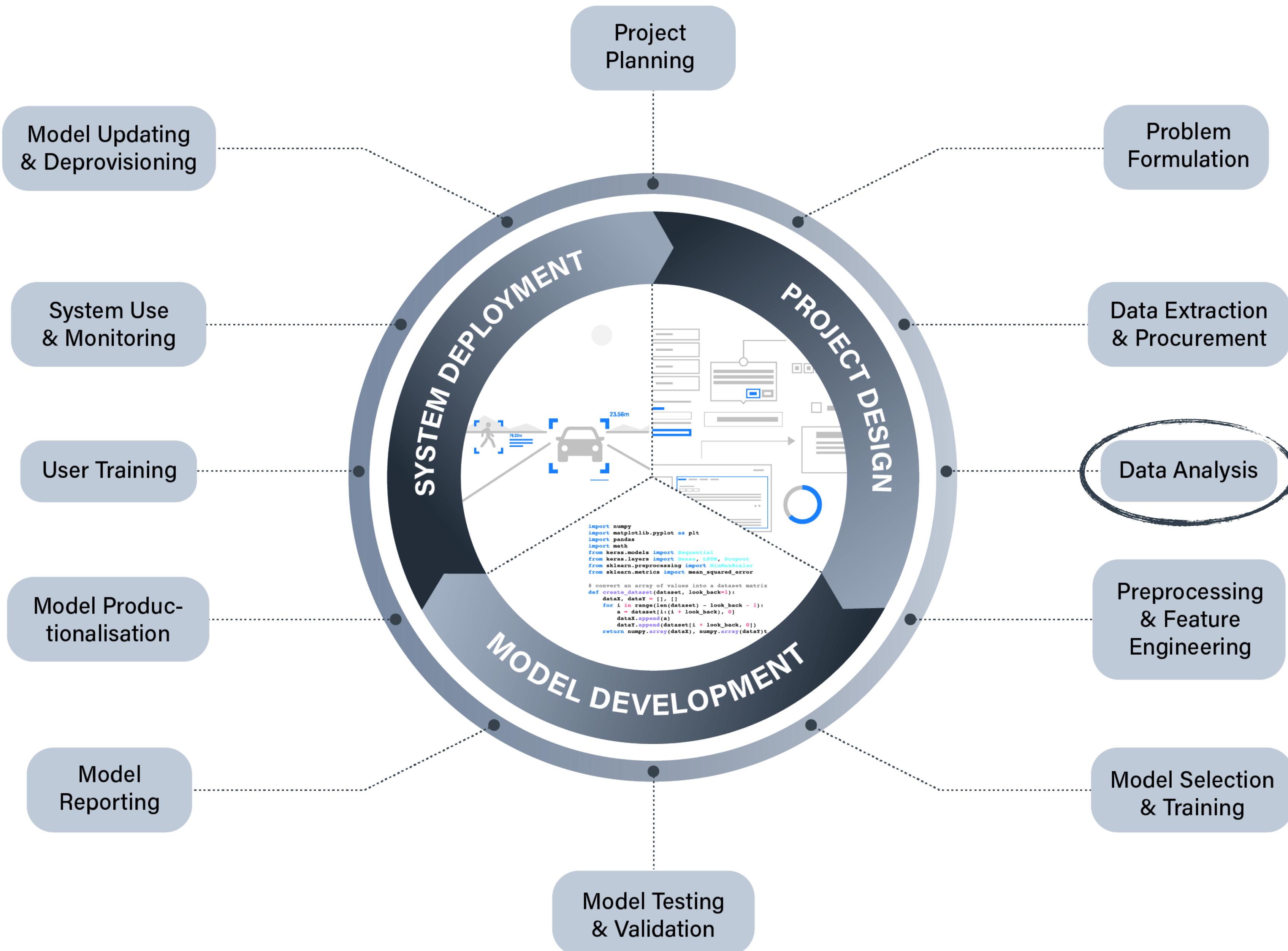
Category	Details
System Objective	<ul style="list-style-type: none">• To assess patients visiting a GP and support therapeutic recommendations or referrals.
Problem Formulation	<ul style="list-style-type: none">• Using input data (I), correctly identify speech patterns that signal possible mental health issues (M) while minimising false negatives
Context of Use	<ul style="list-style-type: none">• GP's office (by trained healthcare professional)
Available Input Data	<ul style="list-style-type: none">• Prosodic information (e.g. intonation, rhythm)• Semantic information (speech-to-text)• Demographic information (e.g. age, gender, ethnicity)• Electronic health record

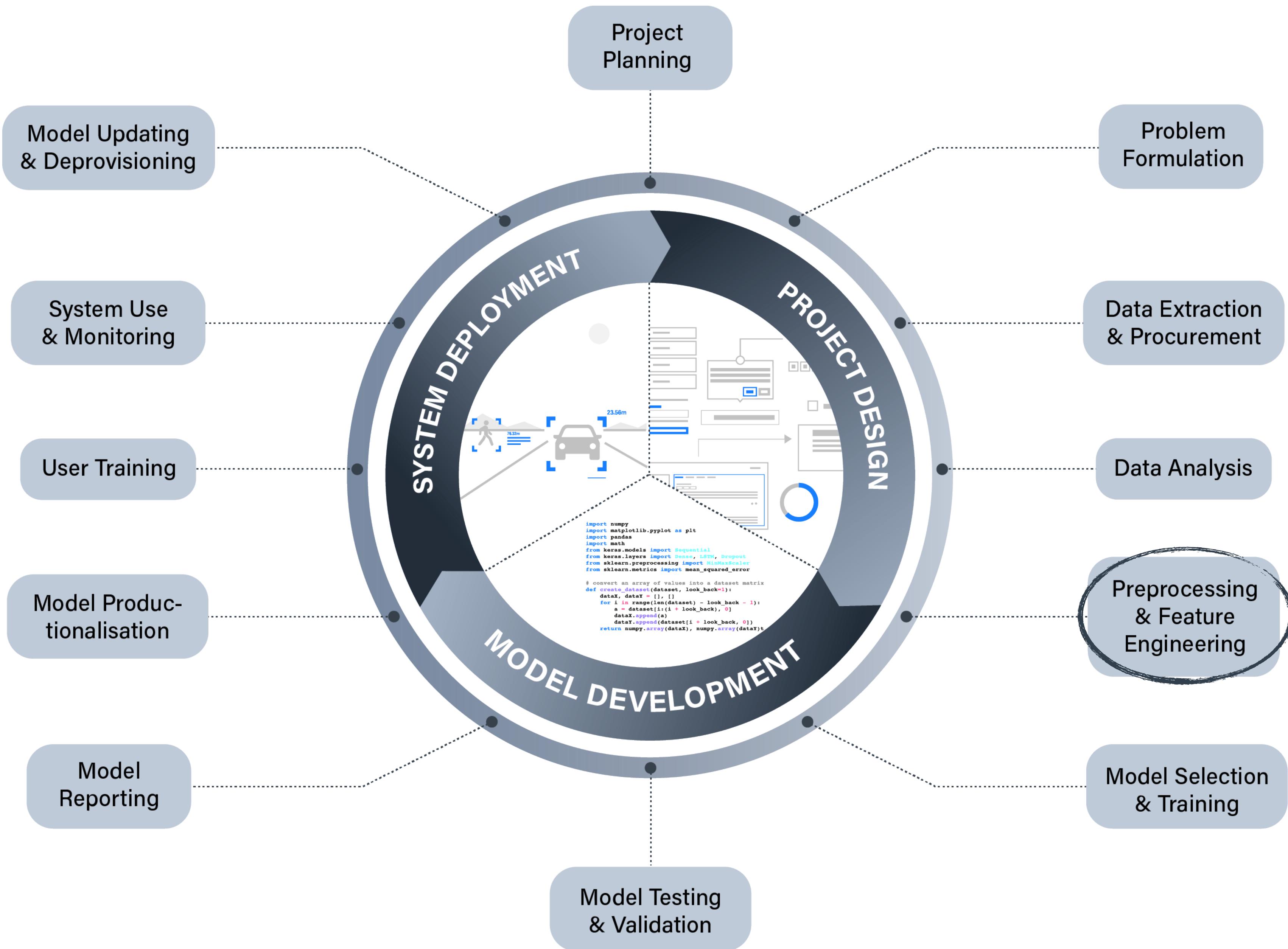


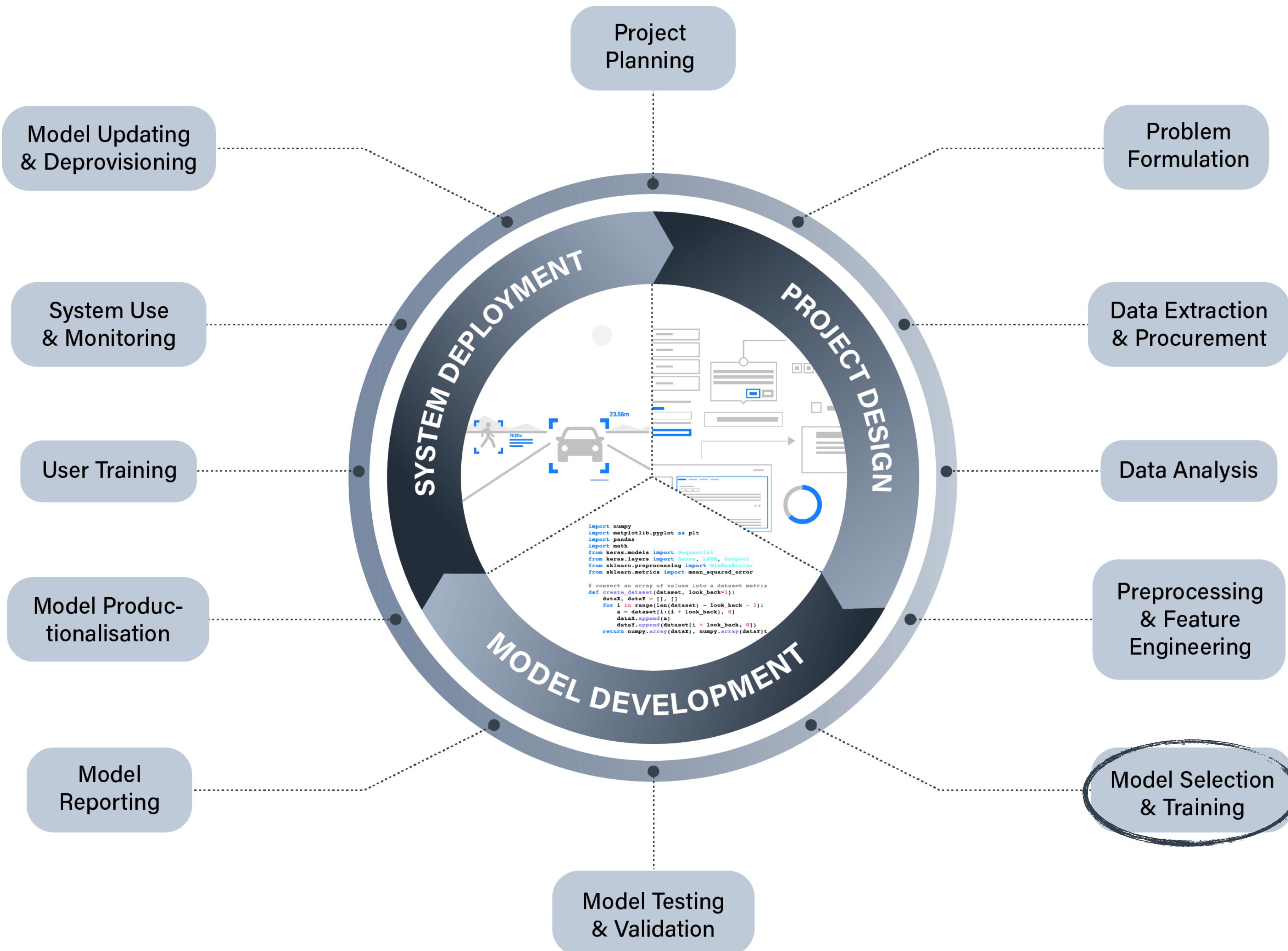


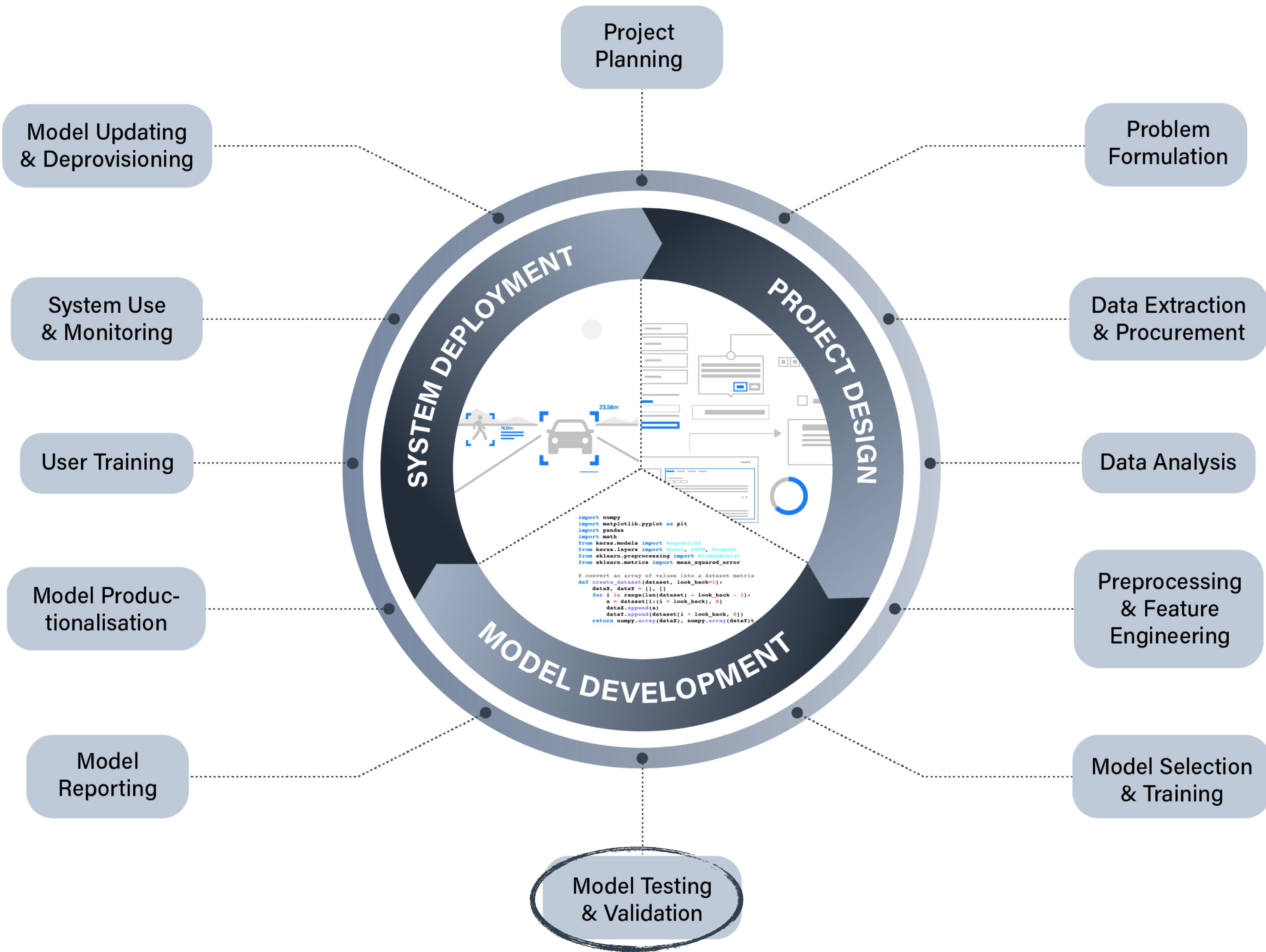


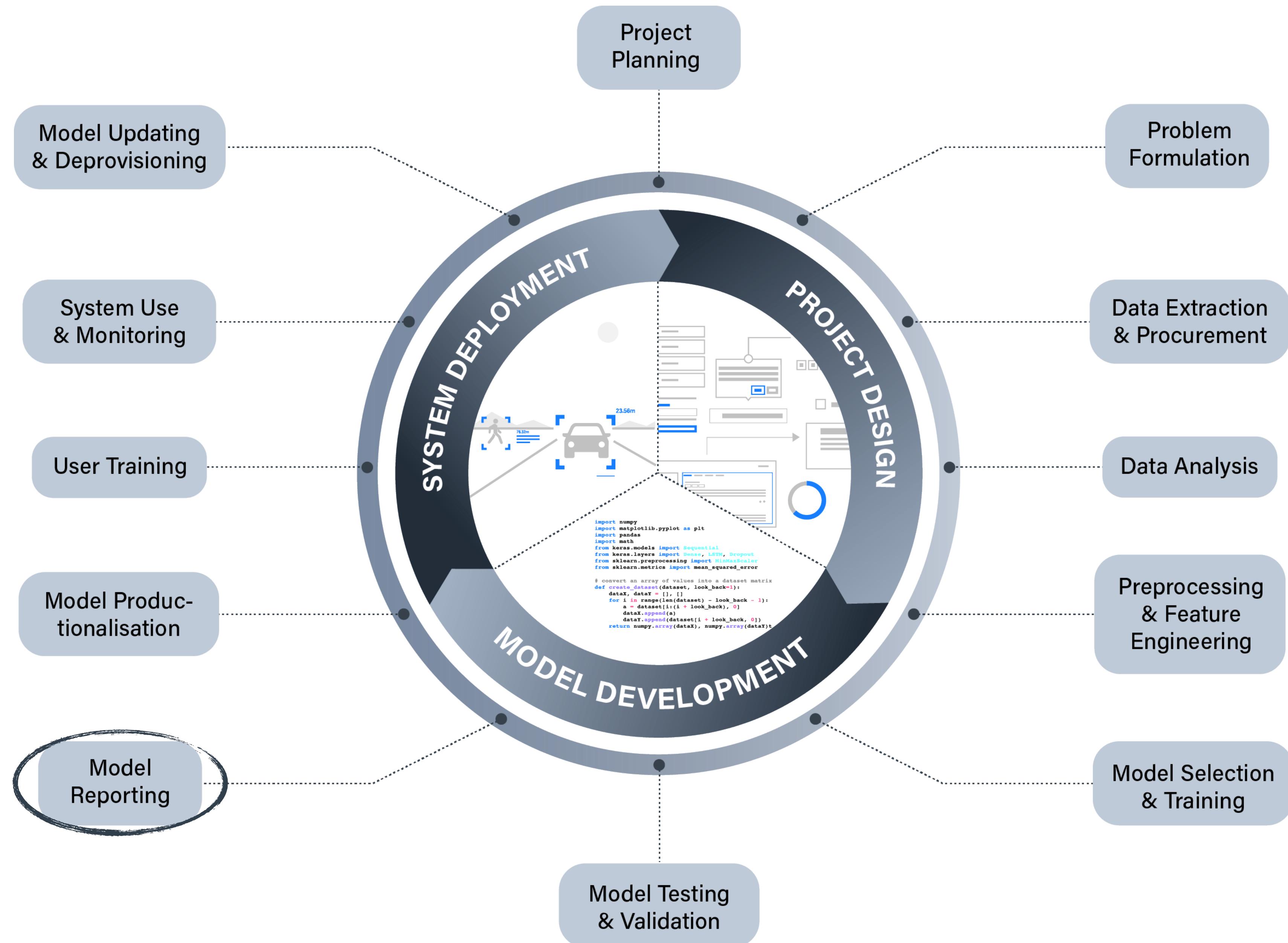


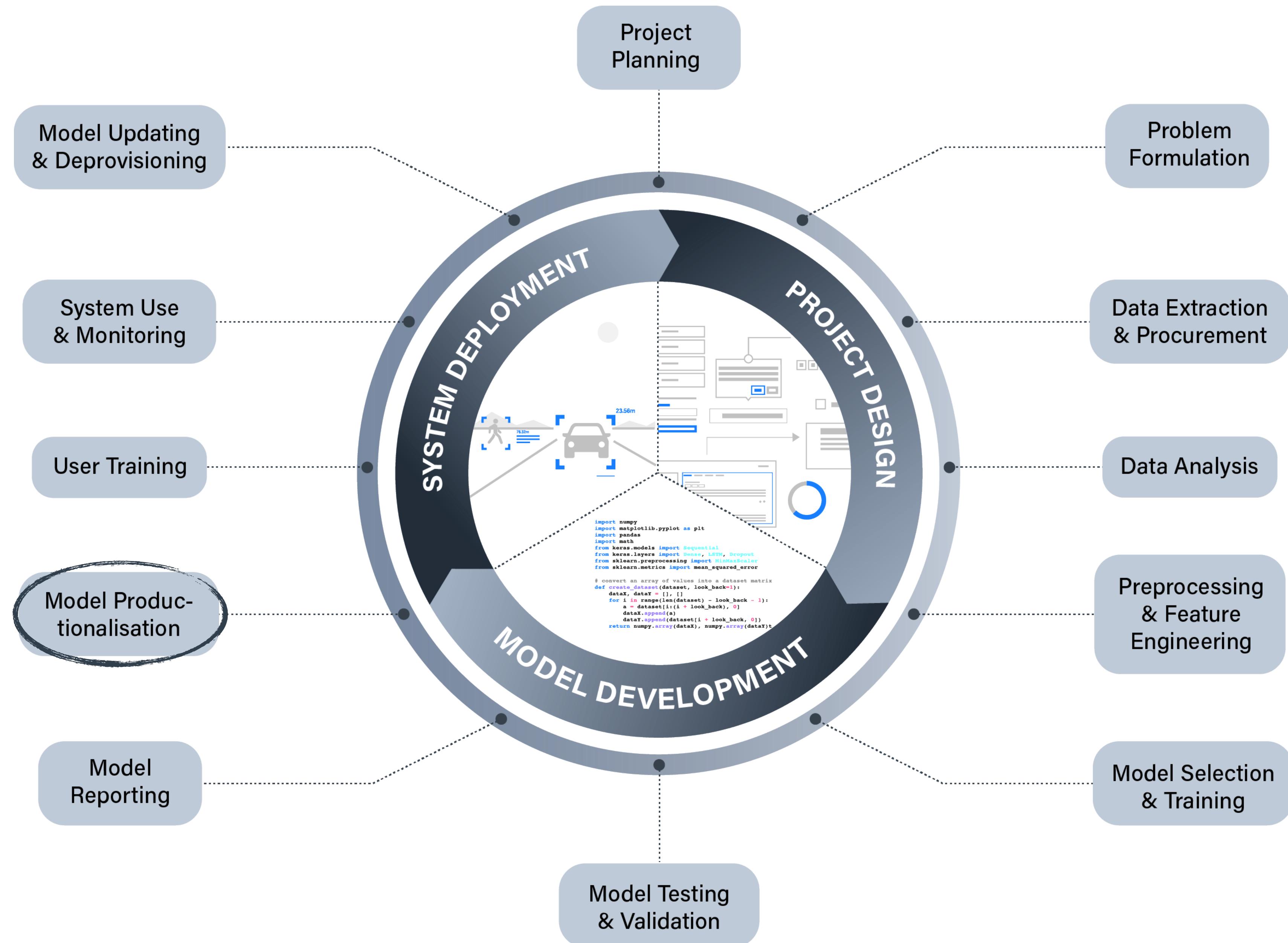


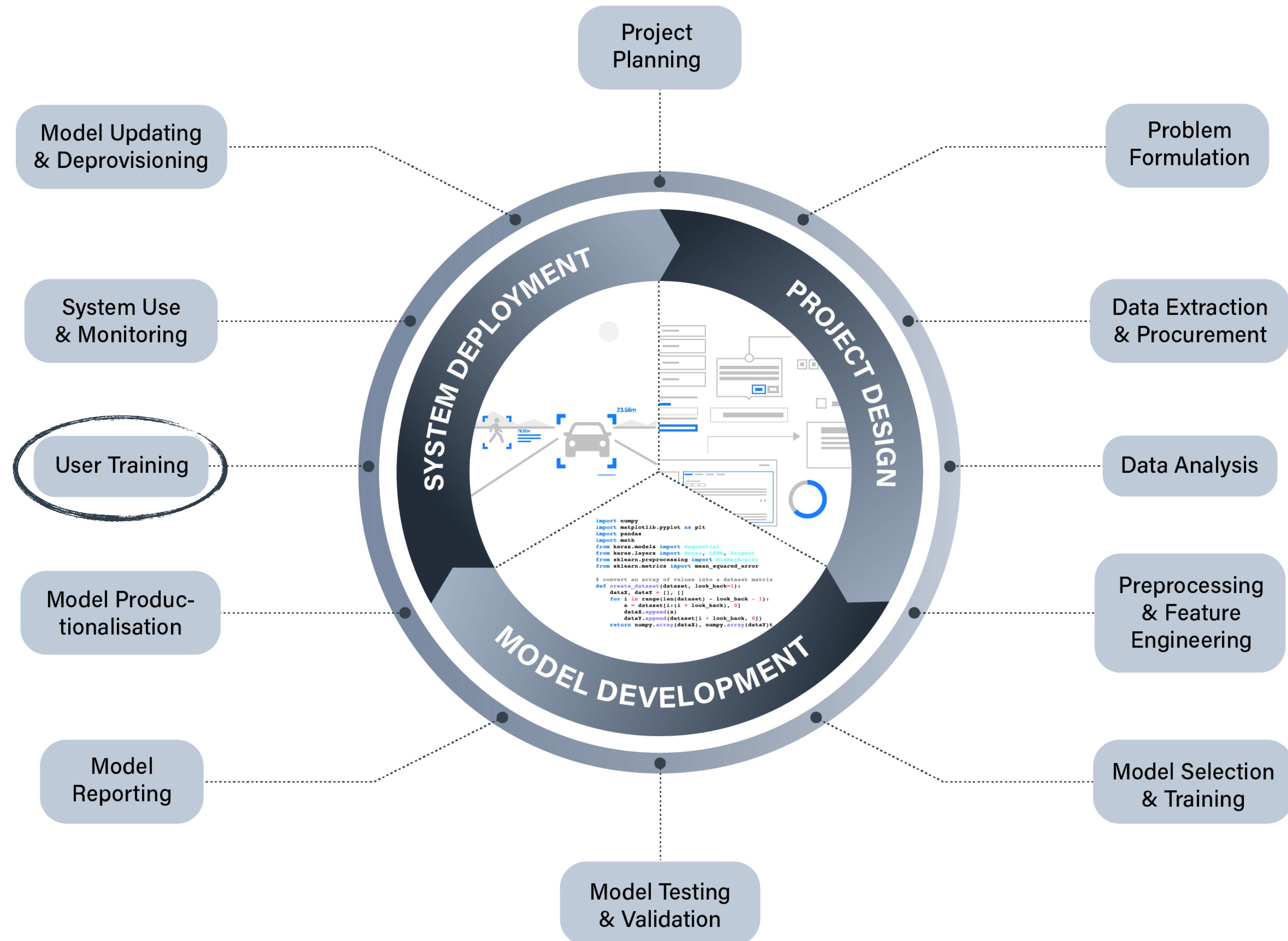


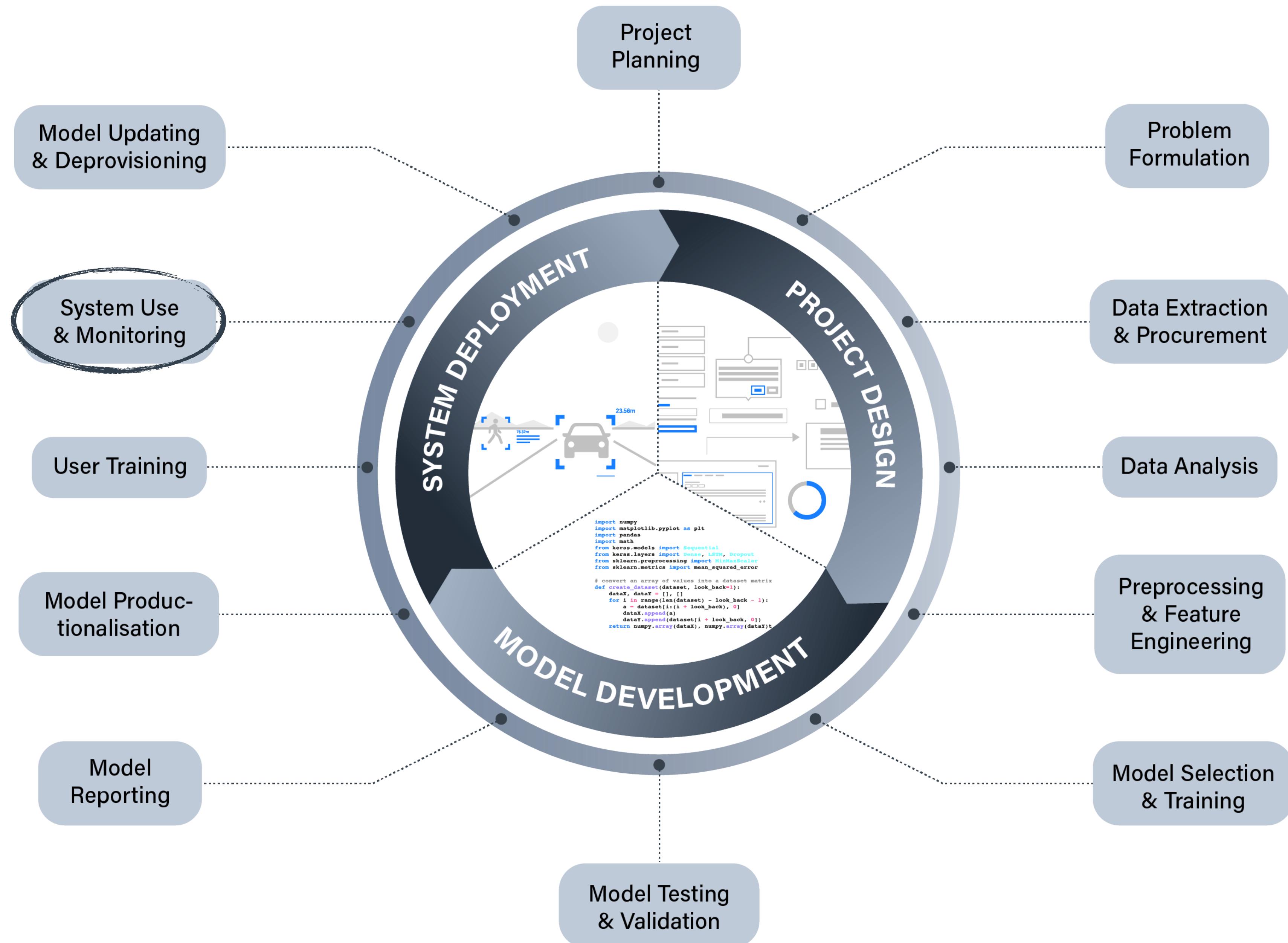


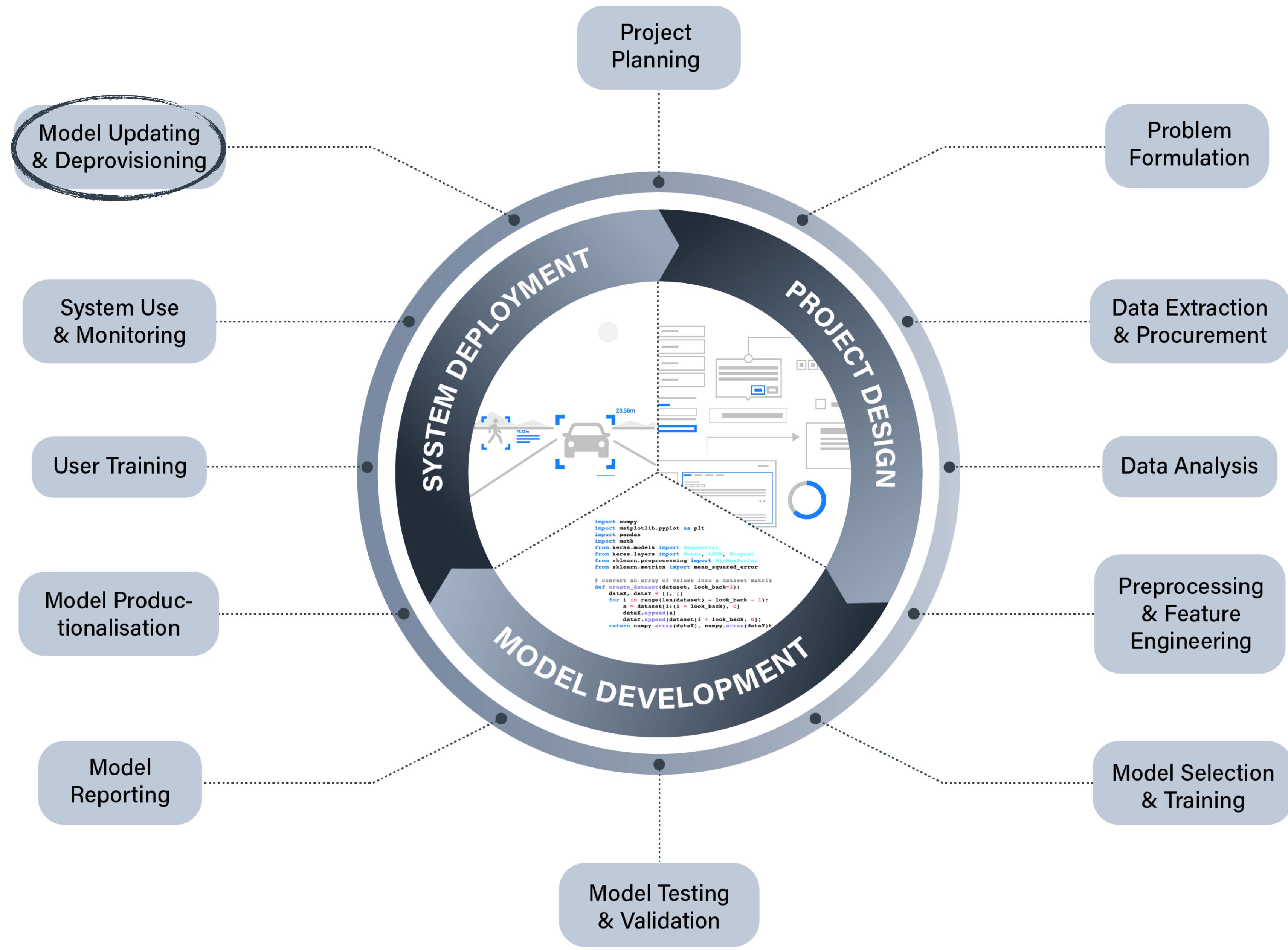












Break

Three steps of stakeholder analysis



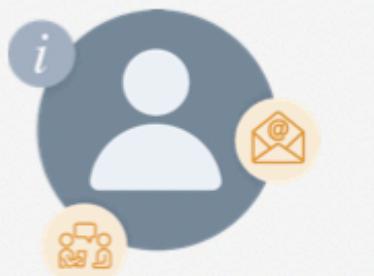
1 Preliminary Project Scoping and Stakeholder Analysis

Outline key project components, identify individuals or groups who may be affected by, or may affect, your innovation project, scope potential stakeholder impacts, and evaluate the salience and contextual characteristics of identified stakeholders.



2 Positionality Reflection

Evaluate team positionality as related to that of stakeholders. Consider strengths and limitations presented by team positionality.



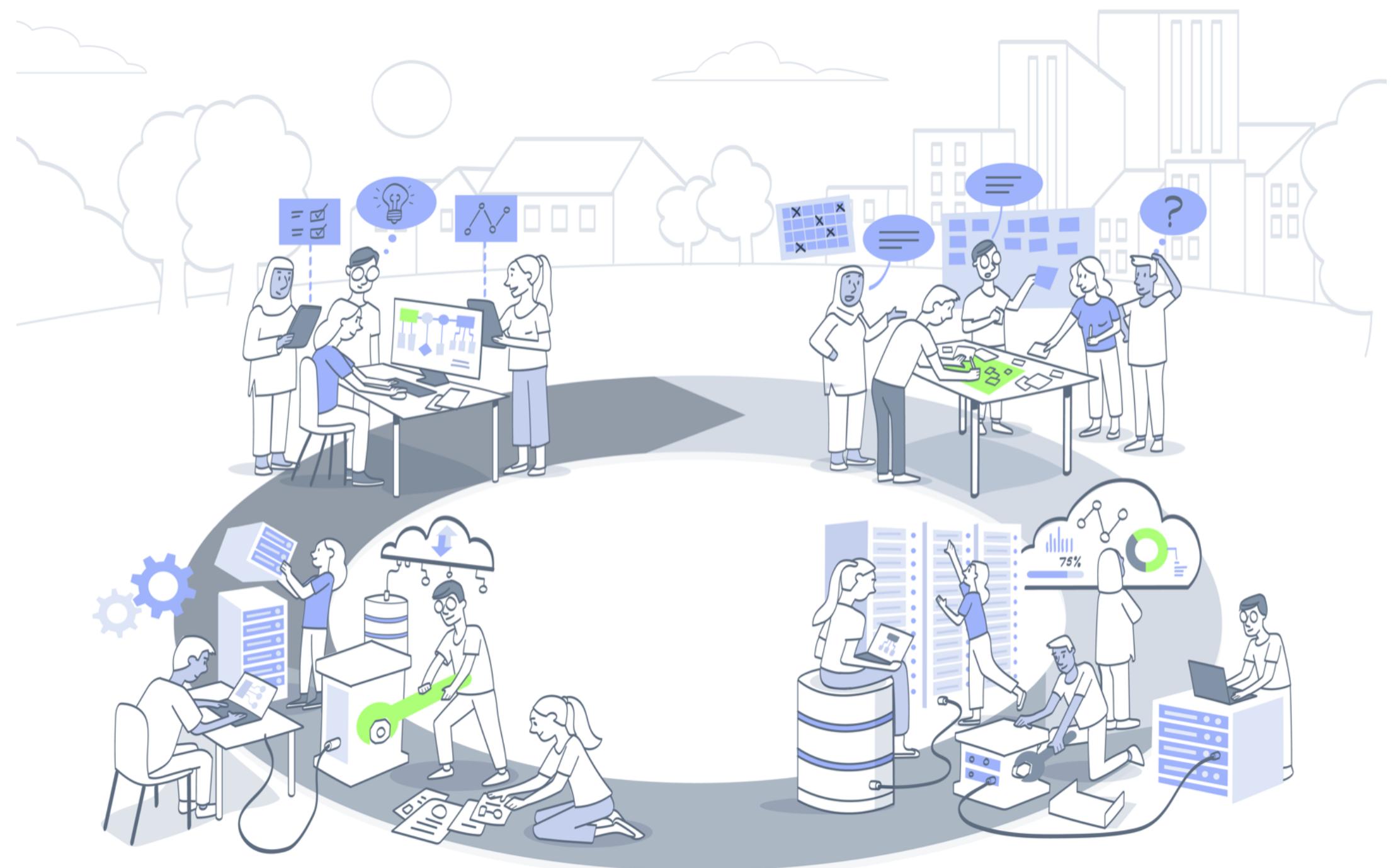
3 Stakeholder Engagement Objectives and Methods

Establish engagement objectives that enable the appropriate degree of stakeholder engagement and co-production in project evaluation, and methods that support the achievement of defined objectives.

Identifying Stakeholders

Stakeholder Analysis

- There are three steps to stakeholder analysis:
 - Preliminary project scoping and stakeholder identification/analysis
 - Positionality Reflection
 - Stakeholder engagement objectives and methods
- Exercise a *principle of proportionality*

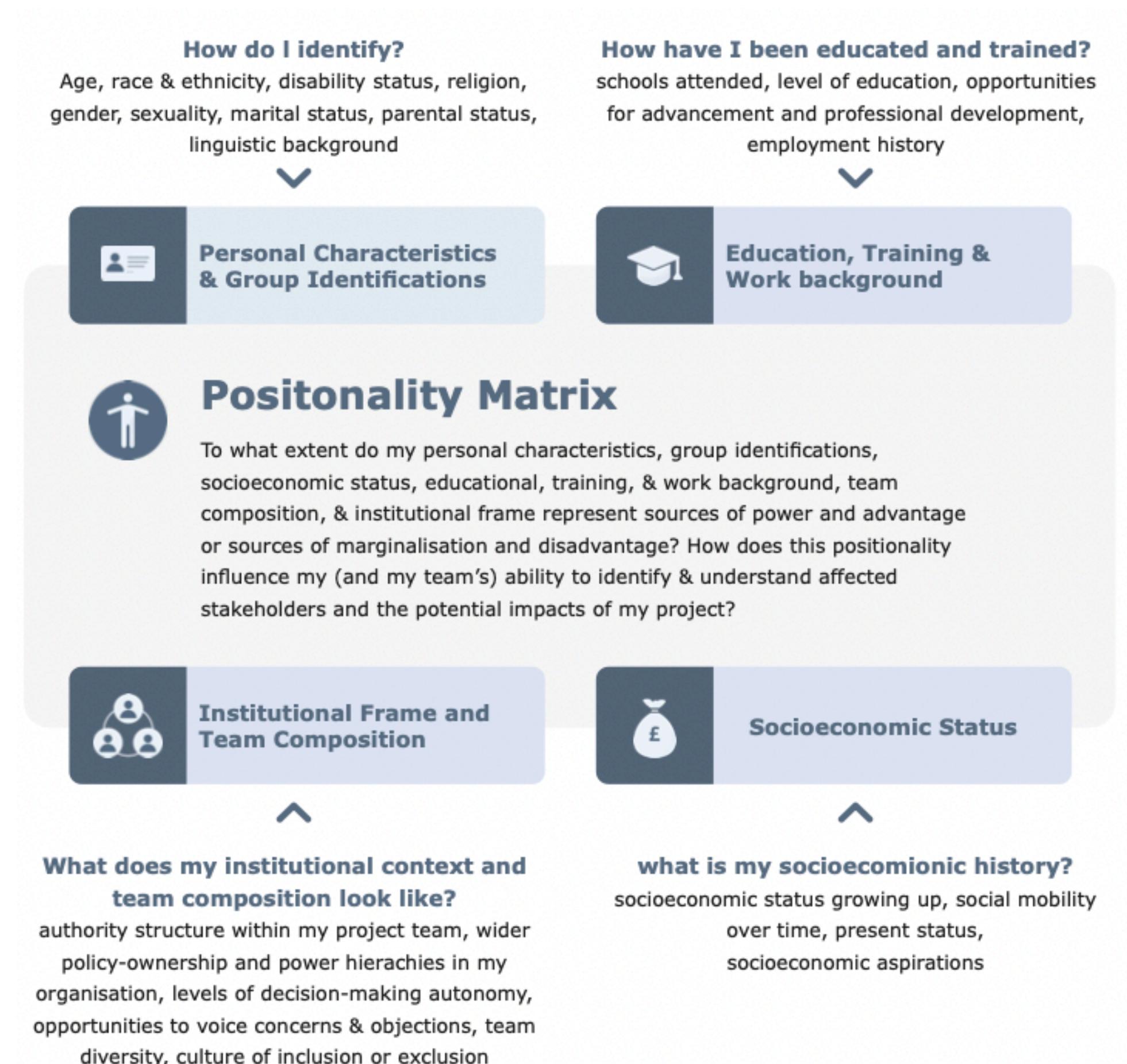


Stakeholder Analysis

Preliminary Project Scoping and Stakeholder Identification

Outline key project components, including:

- a high-level description of the ML/AI system being employed
- the domain or context of use
- the data to be used in the project (e.g. for model training)
- identify individuals or groups who may be affected by your project
- identify individuals or groups who may affect your project
- scope potential stakeholder impacts
- evaluate the salience and contextual characteristics of identified stakeholders



Stakeholder Analysis

Positionality Reflection

All individual human beings come from unique places, experiences, and life contexts that have shaped their thinking and perspectives.

Reflecting on this variation can help us understand how our viewpoints might differ from those around us, and from those who have diverging cultural and socioeconomic backgrounds and life experiences.

Social scientists have long referred to this kind of self-locating reflection as “*positionality*.”

Degree of Participation	Description	Means of Participation	Level of Agency
 INFORM	Stakeholders are made aware of decisions and developments.	External input is not sought out. Information flows in one direction. This can be done through newsletters, the post, app notifications or community forums.	 LOW Stakeholders are considered information subjects rather than active agents.
 CONSULT	Stakeholders can voice their views on pre-determined areas of focus, which are considered in decision-making.	Engagement occurs through online surveys or short phone interviews, door-to-door or in public spaces. Broader listening events can support consultations.	 LOW Stakeholders are included as sources of information input under narrow, highly controlled conditions of participation.
 PARTNER	Stakeholders and teams share agency over the determination of areas of focus and decision making.	External input is sought out for collaboration and co-production. Stakeholders are collaborators in projects. They are engaged through focus groups.	 MODERATE Stakeholders exercise a moderate level of agency in helping to set agendas through collaborative decision making.
 EMPOWER	Stakeholders are engaged with as decision-makers and are expected to gather pertinent information and be proactive in co-operation.	Co-production exercises occur through citizens' juries, citizens' assemblies, and participatory co-design. Teams provide support for stakeholders' decision making.	 HIGH Stakeholders exercise a high level of agency and control over agenda-setting and decision making.

Stakeholder Analysis

Stakeholder Engagement Objectives and Methods

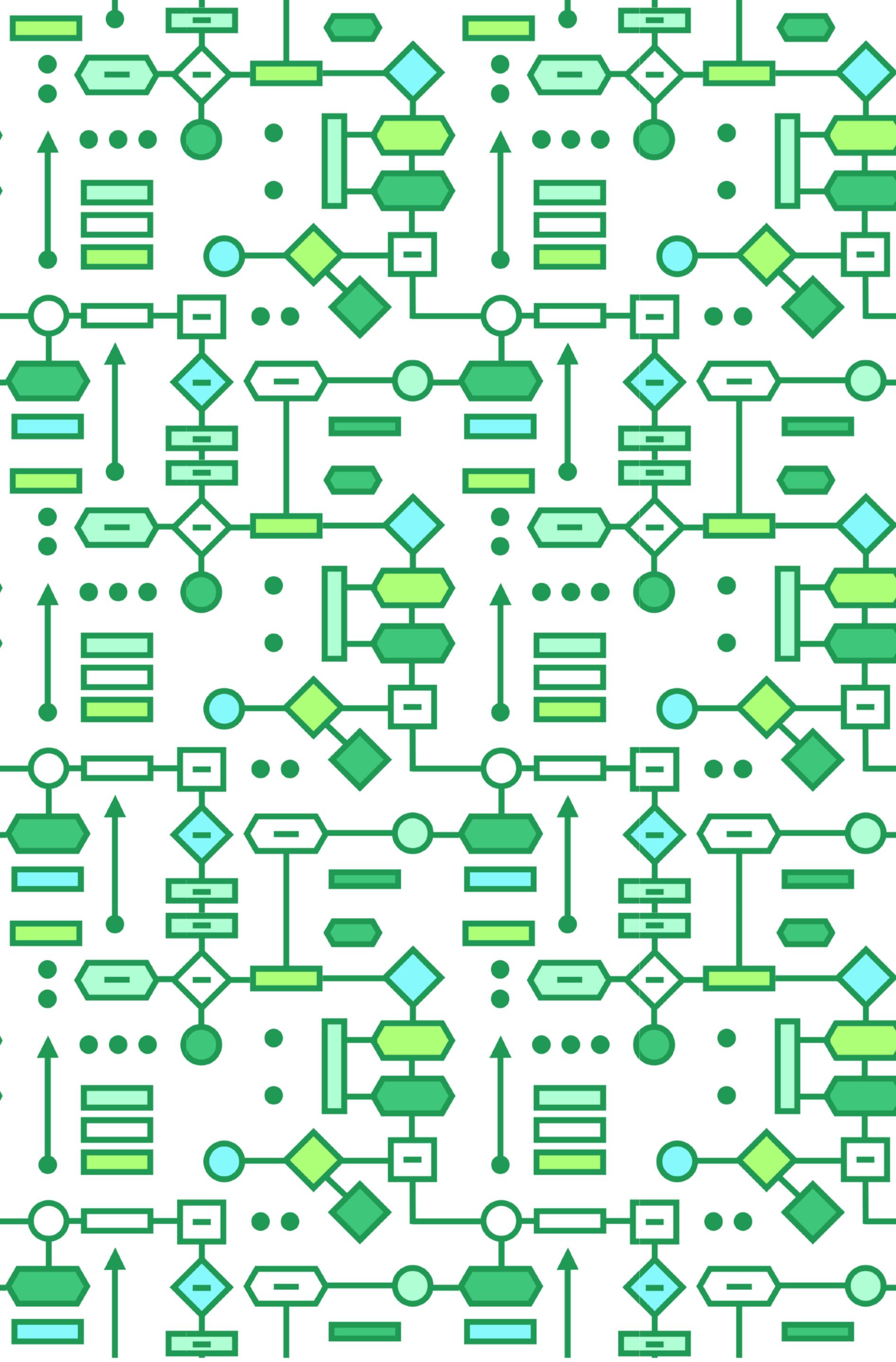
The final step is to establish *engagement objectives* that enable the appropriate degree of stakeholder engagement and co-production in project evaluation, and *methods* that support the achievement of defined objectives.

We will look at the latter part after lunch.

For now, just reflect on how these objective and methods connect with the topics of the first two days.

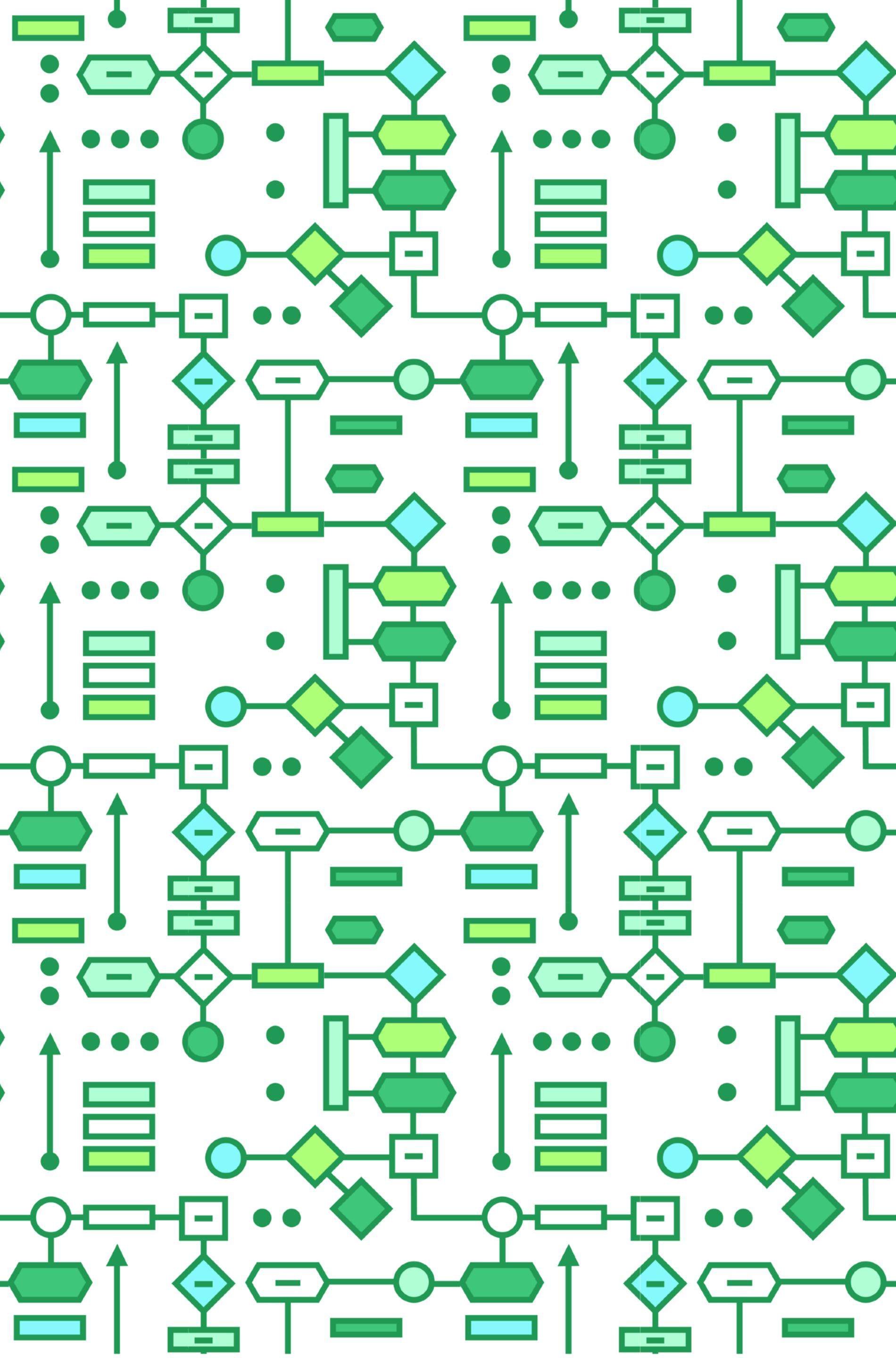
Activity 1

Developing Personas



Activity 2

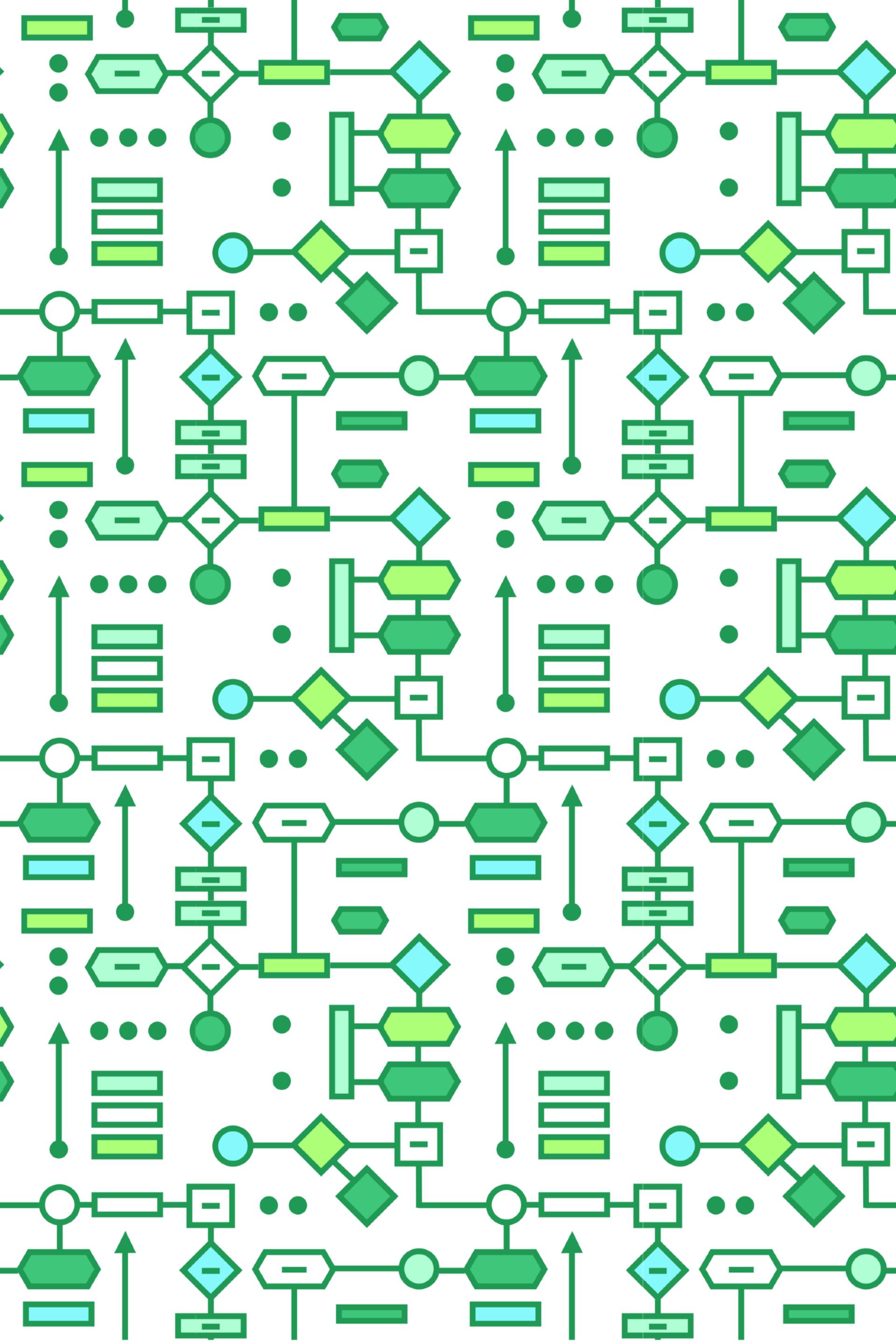
Reviewing Sketches



Lunch

Presentation 2

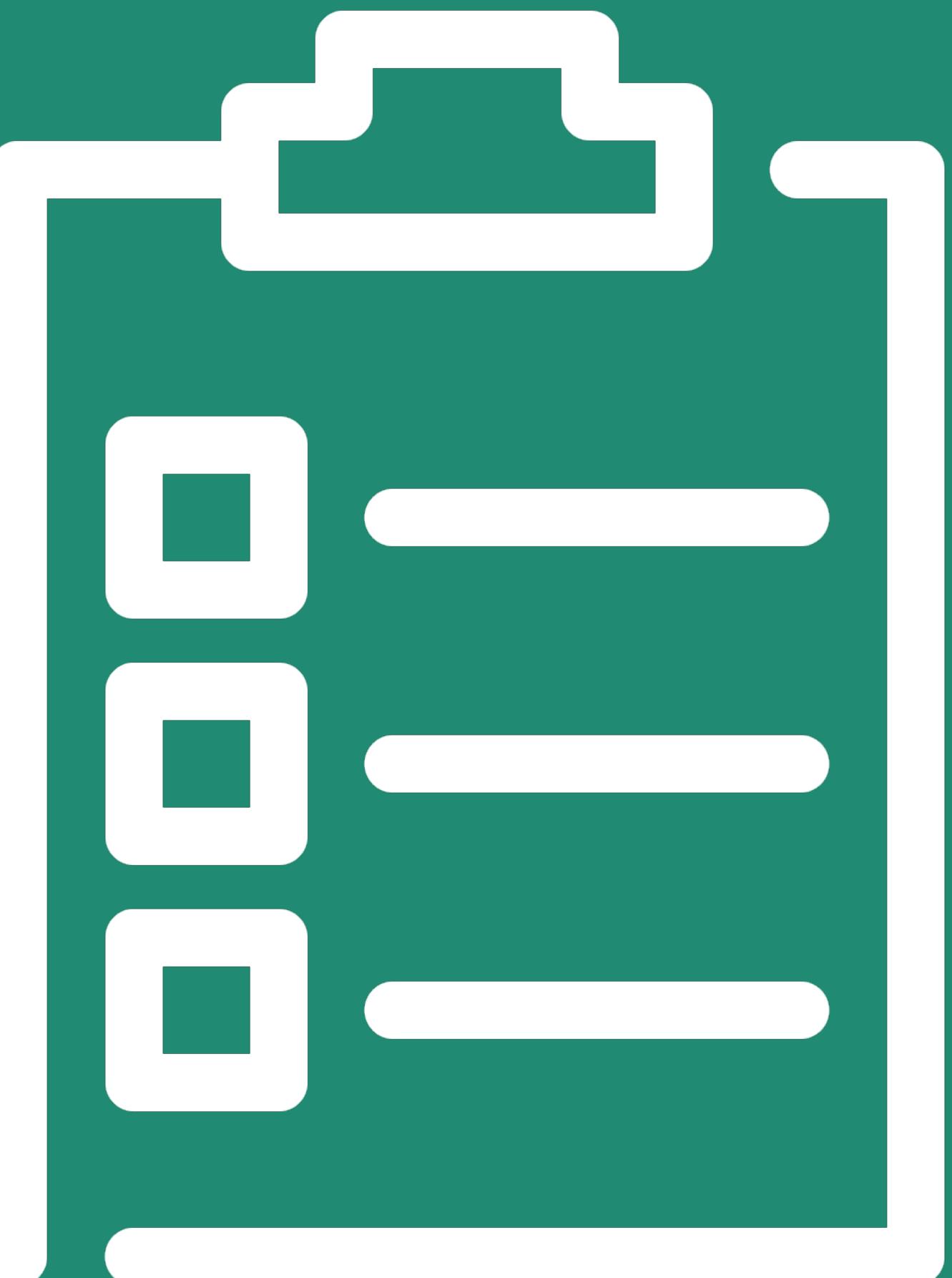
How should you engage?



Examples

Three Cases

The following cases help demonstrate how answers to the when and how questions from earlier today constrain the set of relevant methods.



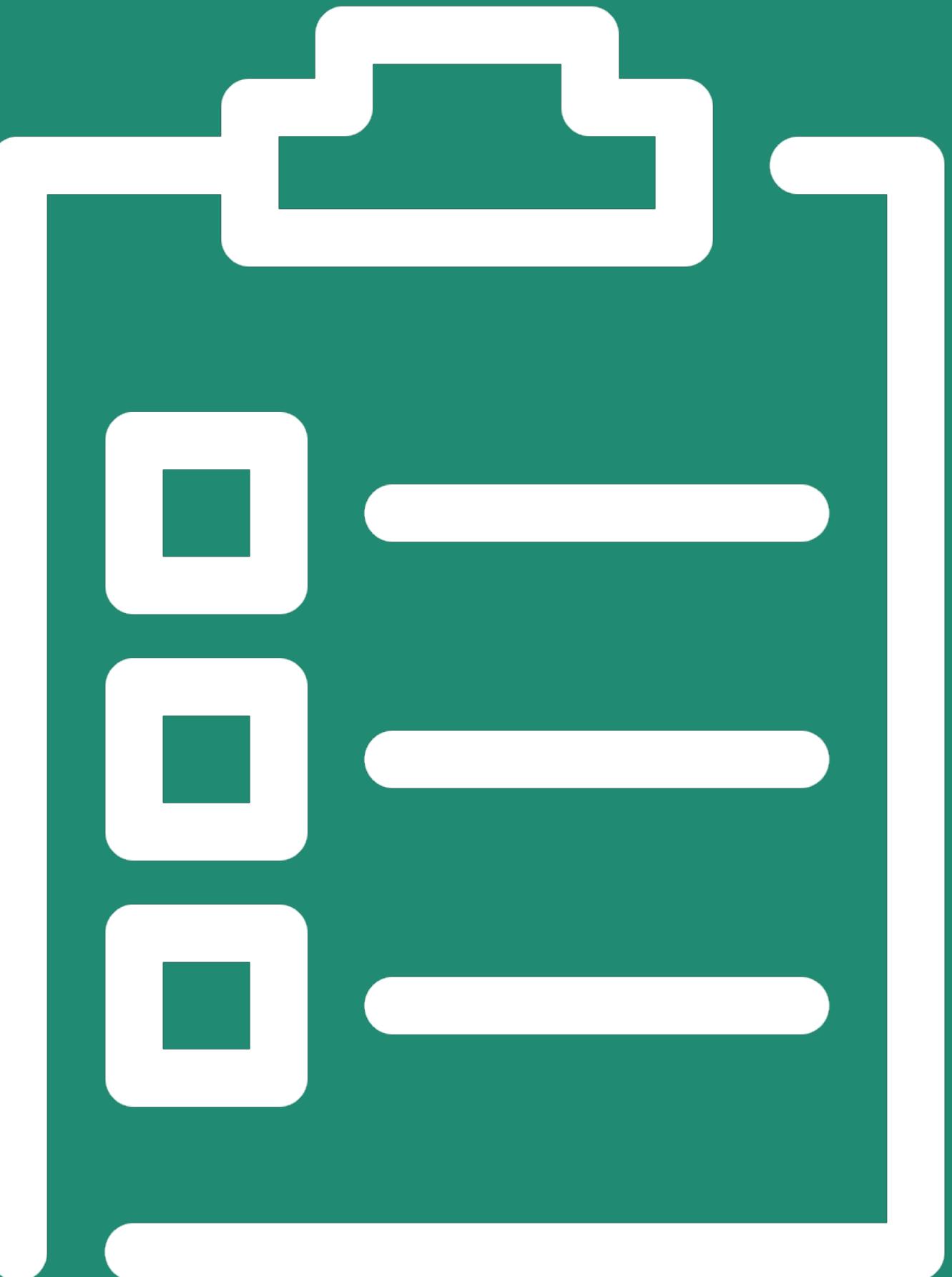
Examples

Three Cases

1) Policymakers

A research team has released results from an economics study that could have a positive impact on public policy. They decide to share these results with policymakers.

Goal: to demonstrate how scientific findings can support evidence-based policy impact



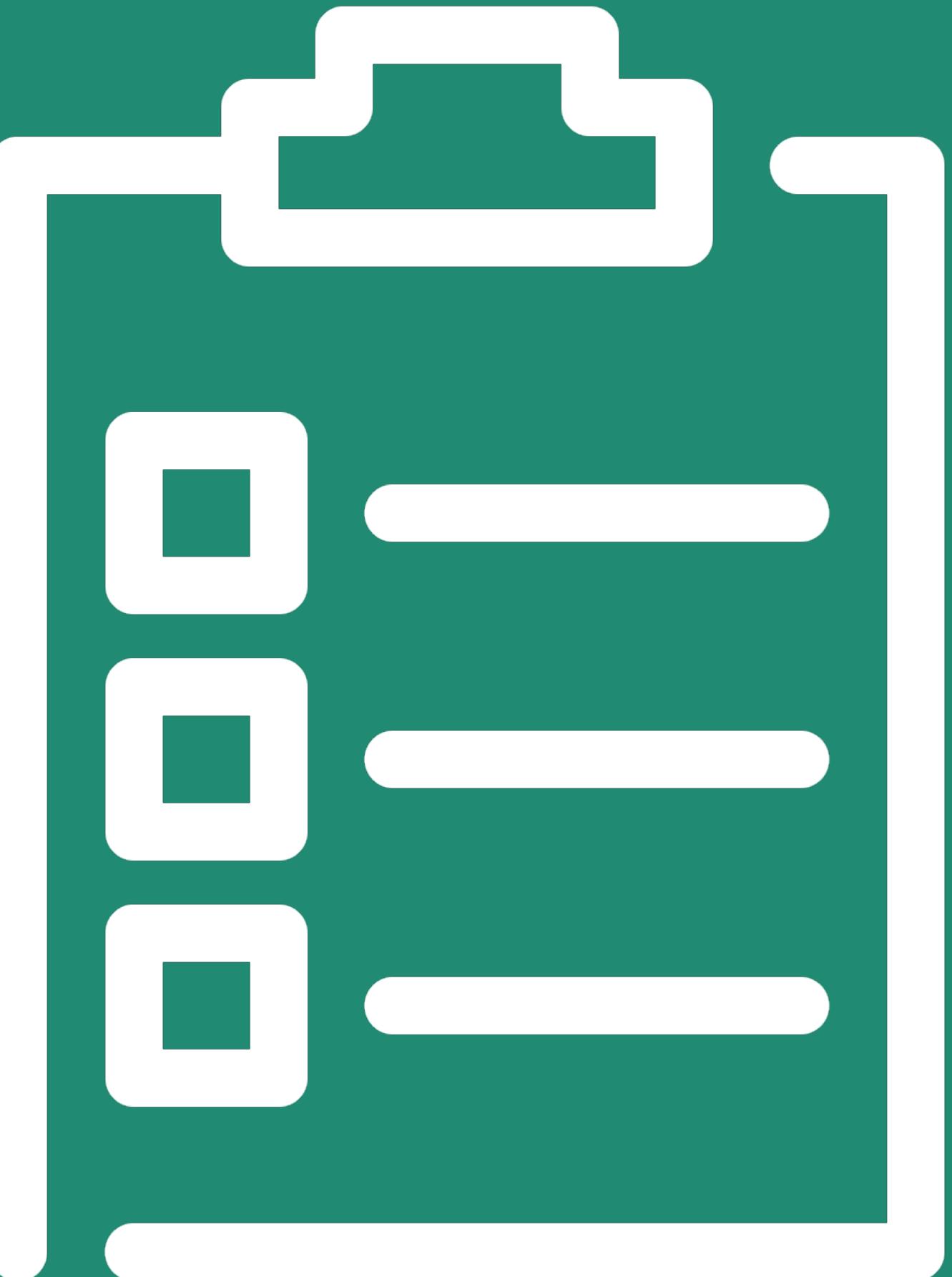
Examples

Three Cases

2) General Public

As part of an education outreach campaign to improve digital literacy among adolescents, a mental health charity are running workshops with secondary school students. They wish to communicate recent evidence about the impact of over-using social media on mental health.

Goal: to build awareness of possible risks associated with excessive social media usage and support behavioural change strategies



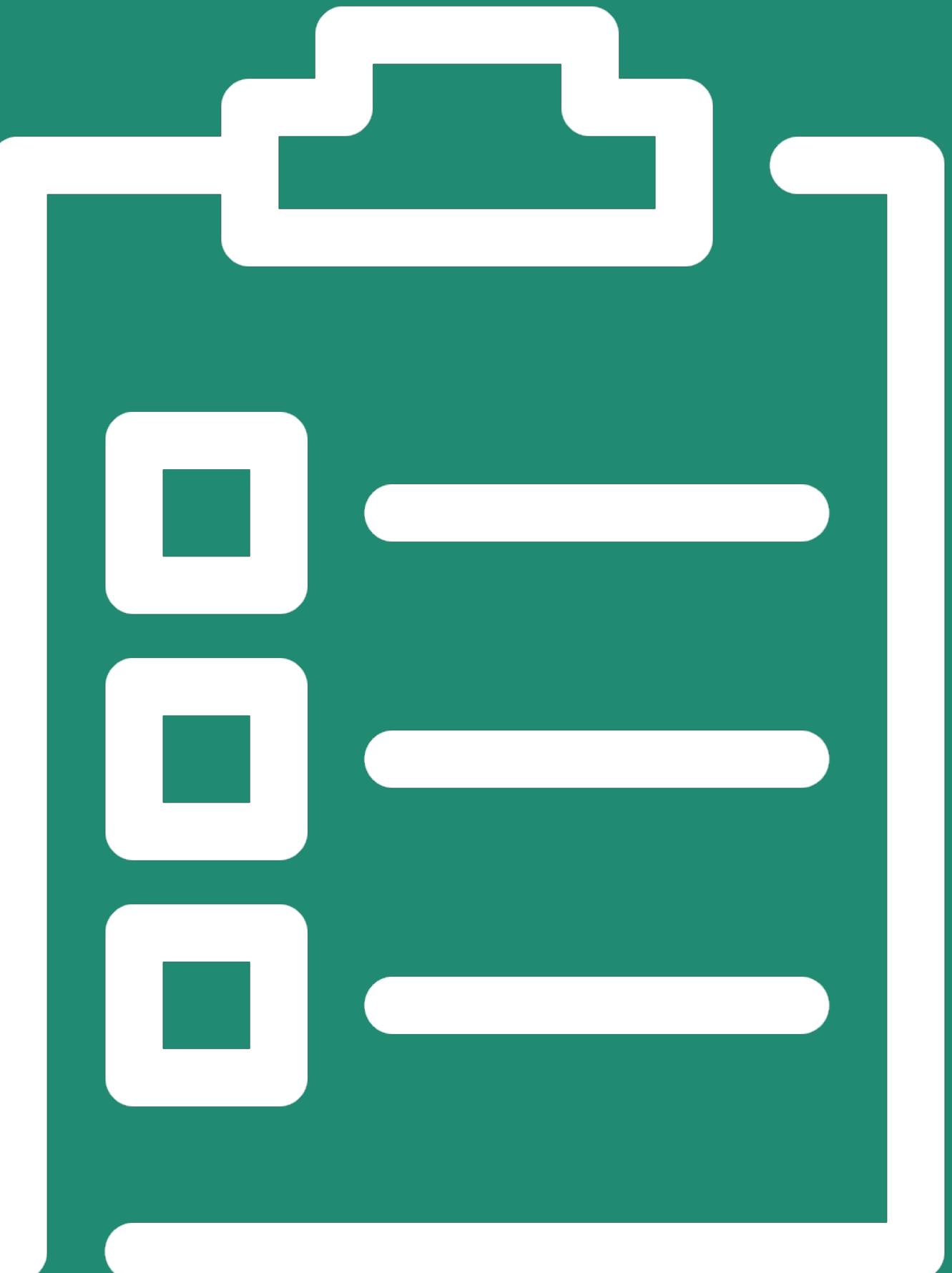
Examples

Three Cases

3) Researchers

A PhD student working in a Physics department has results from a recent study that developed and tested a new method for the large-scale data mining of astronomical data. The PhD student wish to present this new method and the validation study at an upcoming international conference for data science.

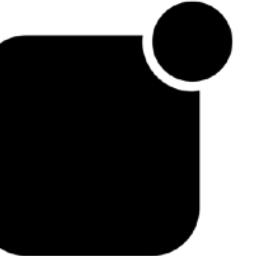
Goal: to advance academic career by gaining experience of presenting conference papers and also generating interest in a novel data science method



Newsletters



App Notifications



Community Fora



Online Surveys



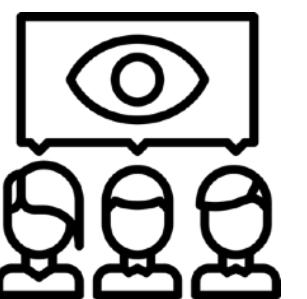
Phone Interviews



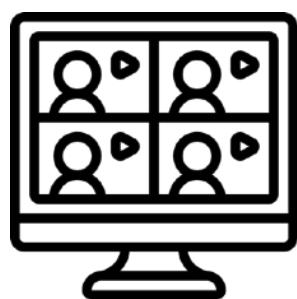
In-Person Interviews



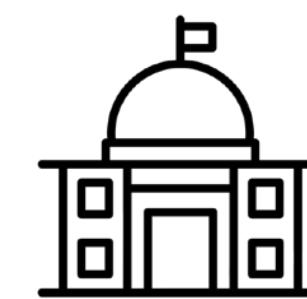
Focus Groups



Online Workshops



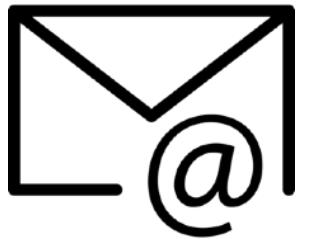
Citizen Assembly



Citizen Jury



Newsletters



Description:

- Regular emails (e.g.: fortnightly or monthly) that contain updates, relevant news, and calls to action in an inviting format.

Degree of Engagement:

- INFORM

Strengths:

- Can reach many people
- Can contain large amount of relevant information
- Can be made accessible and visually engaging.

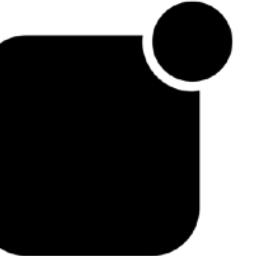
Weaknesses:

- Might not reach certain portions of the population
- Can be demanding to design and produce with some periodicity
- Easily forwarded to spam/junk folders without project team knowing

Newsletters



App Notifications



Community Fora



Online Surveys



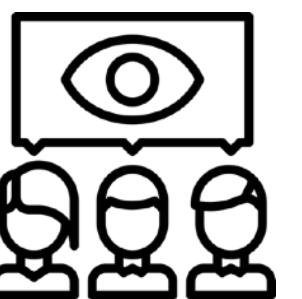
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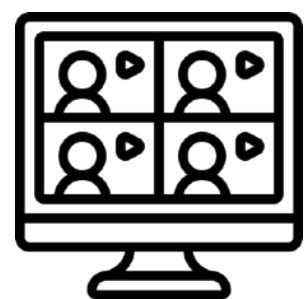
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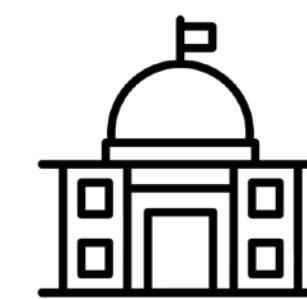
Focus Groups



Online Workshops



Citizen Assembly



Citizen Jury



Online Surveys



Description:

- Survey sent via email, embedded in a website, shared via social media, etc.

Degree of Engagement:

- CONSULT

Strengths:

- Cost-effective
- Simple mass-distribution

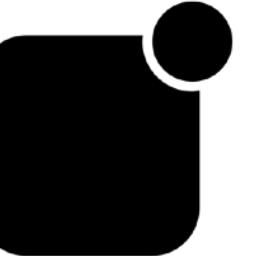
Weaknesses:

- Risk of pre-emptive evaluative framework when designing questions
- Does not reach those without internet connection or computer/smartphone access

Newsletters



App Notifications



Community Fora



Online Surveys



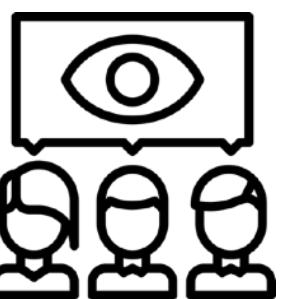
Phone Interviews



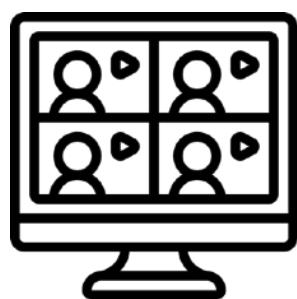
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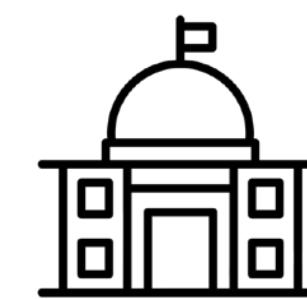
Focus Groups



Online Workshops



Citizen Assembly



Citizen Jury



In-Person Interviews



Description:

- Short interviews conducted in- person in public spaces.

Degree of Engagement:

- CONSULT
- PARTNER

Strengths:

- Can reach many people and a representative subset of the population if stakeholders are appropriately defined and sortition is used.

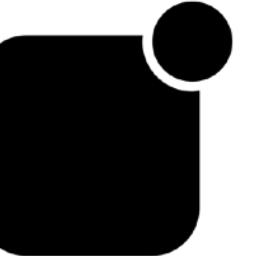
Weaknesses:

- Less targeted
- Pertinent stakeholders must be identified by area
- Little time/interest to engage with interviewer
- Can be viewed by interviewees as time-consuming and burdensome

Newsletters



App Notifications



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Online Surveys



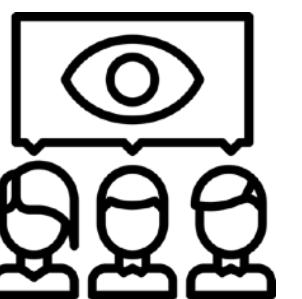
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In-Person Interviews



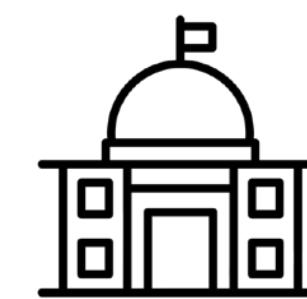
Focus Groups



Online Workshops



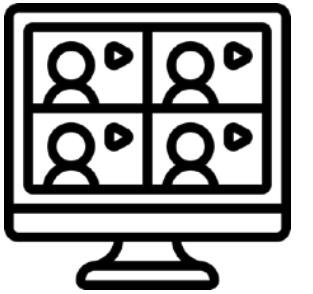
Citizen Assembly



Citizen Jury



Online Workshops



Description:

- Workshops using digital tools such as collaborative platforms

Degree of Engagement:

- CONSULT

Strengths:

- Opportunity to reach stakeholders across regions, increased accessibility depending on digital access

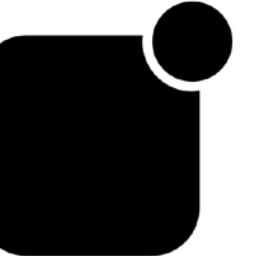
Weaknesses:

- Potential barriers to accessing tools required for participation
- Potential for disengagement

Newsletters



App Notifications



Community Fora



Online Surveys



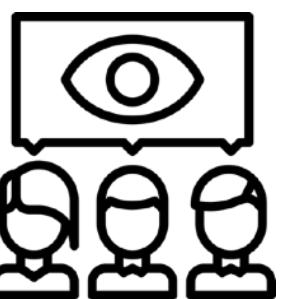
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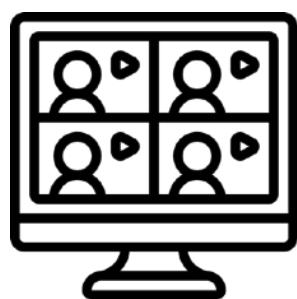
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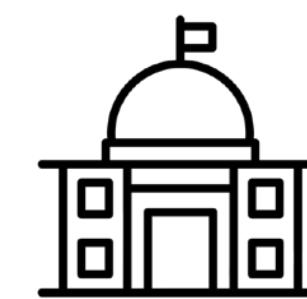
Focus Groups



Online Workshops



Citizen Assembly



Citizen Jury



Citizen Jury



Description:

- A small group of people (between 12 and 24), representative of the demographics of a given area, come together to deliberate on an issue (generally one clearly framed set of questions), over the period of 2 to 7 days

Degree of Engagement:

- INFORM
- CONSULT
- PARTNER
- EMPOWER

Strengths:

- Can gather in-depth information
- Can produce insights and directions that were not anticipated by the project team
- Can bolster participants' sense of democratic agency and solidarity

Weaknesses:

- Subject to hazards of group think
- Complex to facilitate
- Risk of pre-emptive evaluative framework
- Small sample of citizens involved risks low representativeness of wider range of public opinions and beliefs



Getting Creative Education and Outreach

"An unknown pathogen ravages Scotland's capital, turning the unlucky souls into bloodthirsty ambling beasts. You are one of the last uninfected citizens in a city under martial law, cut off from the rest of the UK. Now, with help from real scientists, you have only hours to decide how to save Edinburgh, and perhaps the world. The Enlightenment Café: Deadinburgh, produced by LAStheatre, introduces the audience to the worlds of epidemiology and biomedical science through a night of immersive theatre. In a theatrical world, with actors playing the infected hordes and besieged soldiers, the audience meet genuine scientists using real science to solve a fictitious disease. In the end the audience must decide whether to destroy the city, cull the infected, or search for a cure; the fate of the city is in their hands. Through the outbreak of a zombie epidemic Deadinburgh asks 'what does it really mean to be human' whilst offering parallels with real life science and procedures for managing disease outbreaks."

Deadinburgh (National Co-ordinating Centre for Public Engagement)

Getting Creative **Education and Outreach**



Billenium (Future Places Toolkit):

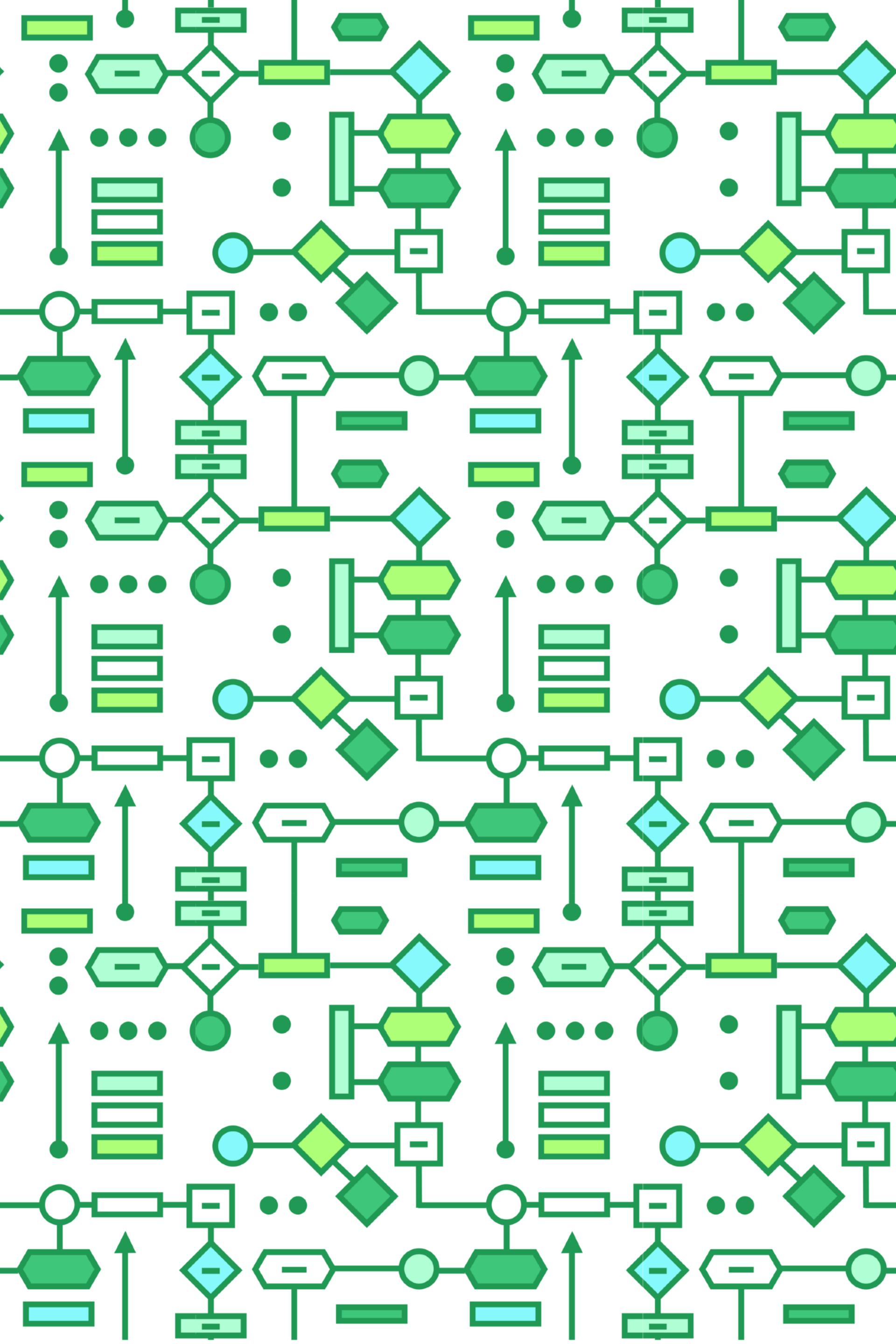
A mobile augmented reality (AR) project that took place in Bristol, UK in 2018. Participants used mobile devices to be guided on an AR tour, not of their city in the present day, but of possible architectural futures. The tour was designed to help promote members of the public engage in discussion and futures thinking about how their city could be designed together.

(Clarke, 2021)

Break

Activity 3

Stakeholder Analysis



Day 4

Tomorrow

- Practical methods
 - Storytelling with data
 - Data visualisation
 - Attention!!!
- Communicating Uncertainty
 - Scientific uncertainty and public understanding
 - Cognitive biases



Thank you!

See you tomorrow!