

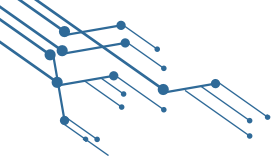


Smart Data Research UK Smart Data research dialogue

Final evaluation report

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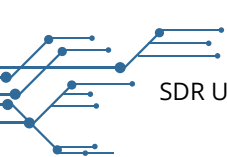
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Executive summary

Smart data is data generated through our engagement with the digital world. For example, via apps, social media, digital transactions, and navigation systems.

Smart Data Research UK (SDR UK) is a £59m infrastructure project programme funded by UK Research and Innovation to support the use of smart data for research. It is the national programme for smart data research, and was created to enable researchers to access and use smart data for research.

SDR UK initiated a public dialogue on the use of smart data for research in late 2023, in partnership with UKRI's Sciencewise programme. The project was delivered in autumn 2024 by Thinks Insight and Strategy, and involved 72 people from across the UK in 16.5 hours of deliberation.

Graphic Science, in collaboration with Navigator Consulting, was appointed in April 2024 to evaluate the project.

The aim of the evaluation was to provide an independent assessment of the activities, interactions, quality and impacts of the dialogue project as a whole. This report will outline the extent to which the objectives outlined in the dialogue business case have been met and will provide suggestions for future public dialogues.

Aim and Objectives

The project's aim was "to engage a diverse group of the public to deliberate on the use of 'smart data' for research and how it could generate social and economic benefits".

Objectives

- 01.** Understand people's hopes and concerns towards smart data research for public good and the values and principles that underlie them.
- 02.** Understand people's hopes and concerns towards smart data research for public good and the values and principles that underlie them.
- 03.** Understand people's perceptions of what constitutes public good and their priorities within this.
- 04.** Understand people's expectations for ensuring that collaborations between publicly funded data scientists and private companies align with public good and ethical principles.
- 05.** Use the insight from the dialogue to inform the development of Smart Data Research UK and its data centres and their public engagement work in the longer term.



Delivery against intended outcomes

Four intended long-term outcomes were identified as part of a baseline review at the start of the project.

LTO1. Findings inform foundation of SDR UK and its core data services, policies and processes.

The delay in the dialogue meant that this was not possible to the extent that had originally been envisaged. This may also be because the dialogue's findings were in line with what was expected and so the policies were already pre-adapted to fit with them. Nevertheless, some of the report's findings have been overtly incorporated into core elements of SDR UK's work. SDR UK also report that they are incorporating the dialogue findings into the work of new data services as they are being set up, but that this is still at an early stage.

LTO2. Findings shape SDR UK's approach to public engagement.

SDR UK's approach to public engagement is still evolving, and it is clear that the dialogue process is feeding into their thinking. We have seen that data services are incorporating the dialogue into their work. At the same time the relationship between the work of the SDR UK core team and the data services is being informed by the dialogue as it evolves. The dialogue has also allowed the SDR UK core team to prevent some unnecessary duplication of effort. However, there is still clearly work to do, as some stakeholders within SDR UK have not meaningfully engaged with the process.

LTO3. Findings ensure that smart data is used in research responsibly and in a trustworthy way.

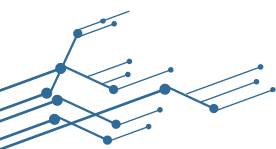
It is too early to say whether this will be the case, but it is possible to say that this dialogue has provided SDR UK with the foundation for smart data to be used responsibly and in a trustworthy fashion. In addition, the people tasked with implementing its findings are doing so with good intentions, and have sufficient resource at their disposal to be able to deliver on those intentions.

LTO4. Public views on priorities inform future research calls.

There are early indications that this will be the case, with elements of the dialogue being incorporated into a recent funding round for smart data fellowships and internships. However, interviewees told us that there are real challenges to this way of working which cannot be overstated.

Other long-term outcomes

There are signs that the dialogue has changed the attitudes of some academics to how smart data can be used in academic research. In addition one interviewee





mentioned that the dialogue had given them increased confidence in SDR UK as an organisation that was credible and trustworthy.

Evaluation findings

This was a well-designed and efficiently delivered dialogue process.

The dialogue process performed well against its theory of change, validating five of six core assumptions. Public participants felt heard, stakeholders found the process trustworthy, findings were effectively disseminated, and sustained engagement was maintained across all groups.

Although this was a medium-sized dialogue process in budgetary terms, it involved a significant number of participants who were engaged for a relatively long period, and it generated information that could not reliably have been found any other way. The results have been used by SDR UK and their stakeholders, both to inform new work, and to avoid commissioning work that was unnecessary. It has also given SDR UK a credibility that it would not otherwise have had, which is valuable for a new organisation which is trying to establish itself in a complicated research space.

Participants' basic needs were well met and they valued the discussions and specialist input. However, they struggled to distinguish smart data research from general online data concerns, and the multi-location format hampered initial explanations. They were unanimous in feeling confident that SDR UK will consider their discussions, though some expressed sensible caveats about political decision-making.

The project team worked extremely well together. Tensions between SDR UK's desire for a positive story and Thinkers' need for objectivity were managed appropriately in a spirit of critical friendship.

The Oversight Group performed well with good representation from research and industry, providing valuable input on materials and methodology. They primarily performed an affirmative role, but offered meaningful challenge, with productive discussion about methodological choices including content sequencing. There was unclear demarcation between "members" and "observers", with both groups playing similar roles.

The dialogue findings aligned with previous work on public attitudes to data, which was reassuring to those familiar with the literature, and surprising to those less familiar.

Publication was delayed to May 2025 to coincide with the Digital Footprints conference.

Dissemination has been active through SDR UK networks, partner organisations, and planned parliamentary engagement, and helped by Oversight Group members sharing through their networks.

Learning for future dialogues

The technology used should be appropriate to the requirements of the dialogue.

This dialogue was compromised by the way that the first and last sessions used a complex multi-venue hybrid format. On balance, we feel that this hindered rather than aided participants' ability to engage with the topics.

The learning from previous dialogues should be carefully incorporated into the dialogue design.

This project benefitted from being able to draw on the findings of a number of previous studies in adjacent fields, including earlier work by Administrative Data Research UK and others.

There should be time within the delivery phase of the dialogue process to take stock.

In this process the delivery timetable was very compressed, with only one week between each session. This meant that there was essentially no capacity to take account of the preceding session when thinking about how the next session would be delivered.

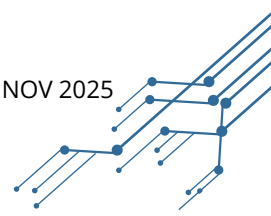
The balance between formative input and summative assessment of the project should be negotiated during the project.

In this project we as evaluators felt that there was a lack of clarity as to the balance between formative and summative evaluation.

There is no need for a distinction between "observers" and "members" of the Oversight Groups.

Although there may have been bureaucratic reasons why these groups needed to be demarcated, when viewed from within the project itself the distinction was meaningless.





1. Smart Data and SDR UK

1.1 What is Smart Data?

Smart data is data generated through our engagement with the digital world. For example, via apps, social media, digital transactions, and navigation systems.

For the purposes of the dialogue that was evaluated for this report, smart data is defined as the data which falls within the remit of Smart Data Research UK (SDR UK).

They include:

- Retail and business data
- Digital records of the production, distribution and sale of goods and services:
 - store loyalty cards
 - checkout scanners
 - management information systems
 - online shopping transactions
- App and web data
- Digital traces from human engagement with online services and sites:
 - social media
 - forums
 - apps
 - gaming and streaming services
 - gambling services
- Financial data
- Digital transactions and other financial products:
 - high street banking transactions
 - card payment systems
 - digital currencies
 - loans
 - pensions and other investments
- Transport, mobility and infrastructure data
- Sensors monitoring the physical environment or the movement of people and objects:
 - GPS-enabled devices and vehicles
 - communication networks
 - sensors in transport networks
 - supply chains
 - buildings
 - environmental sensors
 - energy systems
 - utility networks
- Imagery data



- Remote imaging devices:
 - satellite imagery
 - aerial imagery
 - LiDAR
 - street-level imagery
 - crowdsourced imagery
- Smart device and wearables data
- Sensors on the body; devices sensing and acting in small-scale environments:
 - smart watches
 - fitness trackers
 - wearables glucose monitors
 - smart speakers

1.2 What is SDR UK?

Smart Data Research UK (SDR UK) is a £59m infrastructure programme funded by UK Research and Innovation. It is the national programme for smart data research, and was created to enable researchers to access and use smart data for research.

SDR UK aims to provide access to smart data at scale for the purposes of cutting-edge research and innovation and better policymaking. To do this, SDR UK forms partnerships with the companies that hold smart data, including supermarkets, financial services, tech companies and online retailers, with the aim of making this data safely accessible to researchers at scale, for studies that will benefit society.

One of the main ways they are doing this is through the commissioning of up to six data services, the hosts for which were announced in Autumn 2024. These data services are based at leading UK universities and research organisations. They gather smart datasets from private companies and make them available to researchers for studies that will benefit society.



Figure 1: SDR UK's role (as presented to dialogue participants in workshop 5)

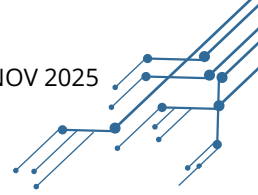
SDR UK is also closely concerned with public engagement around smart data. It has made a public commitment to be open and transparent about its work — and to involve the public — as much as possible.

In addition to its own interactions with public audiences, SDR UK will also fund data services to undertake their own public engagement activities. These will consist of a variety of activities including “public engagement and involvement activities to inform their work or respond to public views.”¹

SDR UK is part of UK Research & Innovation (UKRI), a non-departmental public body funded by the UK government which acts as the national funding agency investing in science and research in the UK. It is the newest of UKRI’s major data infrastructure programmes, alongside Health Data Research UK (which deals with health records and patient study data), and Administrative Data Research UK (“ADR UK”, which deals with public sector data).

¹ Taken from SDR UK information for data services





2. The Public dialogue

2.1 Commissioning

The dialogue was initiated in late 2023, and was championed by a number of people within SDR UK.

"I was keen to start a project right away to start to understand where the public were coming from when it came to Smart Data research... I got in touch with [Sciencewise] and put together a business case for joint funding." Project team member

However, there were also those within SDR UK who felt that a dialogue would not add to the knowledge already at their disposal.

"I very much felt that... the public view on data is that it wasn't top of people's minds and that if it was explained to them they would say 'oh yeah that's good'" SDR UK stakeholder

Those who were sceptical were also able to point to previous work done by similar organisations including ADR UK. However, those initiating the project felt that there was nevertheless a need to run a bespoke dialogue on issues around SDR UK.

"We didn't want to retrace steps... [but] smart data research is different." Project team member

In interviews, those who were sceptical of the process's value in terms of its ability to generate new knowledge were nevertheless convinced of its performative value.

"[The public] aren't worried about this and we don't need to worry them... [But] if you are running [SDR UK] and you haven't got explicit direction to not do public engagement you have to do it... [so] I can see that we have to go through it" SDR UK stakeholder

The eventual business case laying out the rationale for the project specified that its aim was "to engage a diverse group of the public to deliberate on the use of 'smart data' for research and how it could generate social and economic benefits". It noted that SDR UK would be being set up at the same time as the dialogue was taking place, and that the dialogue was intended to inform SDR UK's foundation, its core data services, policies and processes, and its overall approach to public engagement.

"We always knew that going out early would have its pros and cons... but we were also always clear that this wasn't the end of the road: this the beginning; a foundational piece of work." Project team member



2.2 Objectives

The business case outlined the project's objectives and routes to impact.

2.2.1 Objectives

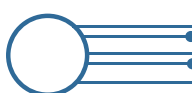
- 01.** Understand people's hopes and concerns towards smart data research for public good and the values and principles that underlie them.
- 02.** Identify people's aspirations and priorities about the real-world needs which could be met by smart data research.
- 03.** Identify people's views on the governance arrangements needed to ensure smart data research is aligned with public values and expectations.
- 04.** Understand people's expectations for ensuring that collaborations between publicly funded data scientists and private companies align with public good and ethical principles.
- 05.** Use the insight from the dialogue to inform the development of Smart Data Research UK and its data centres and their public engagement work in the longer term.

Because the dialogue took place during the period when SDR UK was being set up, the questions that were being asked were still rather ambiguous, and the delay to the project (see 2.4 below) gave more time for this ambiguity to become apparent. As a result, by the time the dialogue began, the project team had agreed that O2 and O3 needed to change somewhat, with the project team "moving away from the language of 'real-world needs' to more generally understanding perceptions of public good, [and] thinking more about data handling, rather than wider 'governance structures'²".

The revised wording, which was taken through to the end of the project, was:

- 02.** Understand people's hopes and concerns towards smart data research for public good and the values and principles that underlie them.
- 03.** Understand people's perceptions of what constitutes public good and their priorities within this.

² Internal document





2.2.2 Routes to impact

The business case also identified the project's anticipated policy impacts.

P1. Influencing programme strategy and policies: Evidence-based recommendations will inform smart data research programmes and policies. For example, the findings will form a key reference point for SDR UK's strategic hub and a series of new data centres that will be starting in Autumn 2024 and how they will develop their work, governance, KPIs and work with the public thereafter. Public views on priorities for smart data research will inform future research calls. Findings will be presented to the SDR UK board and agreed recommendations implemented by the SDR UK management team who will be engaged throughout.

P2. Enhancing public trust and confidence: Public engagement will identify concerns with smart data research which help SDR UK adapt our strategies and policies at an early stage to ensure they are in line with public expectations. This work will also inform how SDR UK works with the public moving forward beyond the end of the dialogue.

P3. Fostering stakeholder collaboration: The dialogue will support engagement with key stakeholders at the outset of SDR UK. Considering the different needs and priorities of stakeholders and the communities they represent will ensure the programme's impact can be broader and more sustainable.

2.3 Delivery and structure³

The dialogue was delivered by Thinks Insight and Strategy (henceforth, *Thinks*), who were awarded the contract following a competitive tender process. It involved a range of different people, with different roles:

SDR UK: commissioned the dialogue, and set the objectives.

Sciencewise: a public engagement programme led and funded by UKRI, who part funded the dialogue and supported SDR UK with the design.

Thinks: specialists in public dialogue who were commissioned by SDR UK and Sciencewise to run the dialogue.

Oversight Group: a group of 16 members with expertise in data, research and public attitudes, to provide challenge and support to the dialogue team. In addition there were four observers who were from organisations adjacent to SDR UK. They met four times over the course of the dialogue.

³ Section 2.3 is an edited version of the description given in the *Thinks* report on the dialogue.

Public participants: a total of 72 people from five locations across the UK (Belfast, Newport, Inverness, Gateshead and London). Participants were recruited to reflect⁴ the UK population, including those with different levels of digital engagement and different attitudes to data sharing.

Specialists: people with expertise in data, research and engagement who were invited to share information with dialogue participants to provide evidence, or a point of view, to inform participants deliberation on smart data research.

Graphic Science: evaluators for the project in collaboration with Navigator Consulting.

Project management was provided by a project team consisting of representatives from *Thinks*, SDR UK and Sciencewise.

The dialogue consisted of one workshop per week for 5 weeks, meaning participants deliberated for a total of 16.5 hours.

It used an unorthodox hybrid format, with the three middle sessions taking place online, but with the first and final sessions consisting of five regional workshops taking place simultaneously, which were connected by a live video link which allowed for some presentations and feedback to take place in plenary. These took place in Belfast (8 participants), Gateshead (16), Inverness (16), London (16), and Newport, Gwent (16).

Table 1 provides an outline of the purpose, key topics and stimulus for each workshop.

⁴ No sample of this size can be representative of the UK population but there was an attempt to include a range of key characteristics. For details of the recruitment specification see Appendix 1.



Workshop 1	Saturday 10am-2pm: in person in each of the five locations	
	Purpose: Introduce participants and build understanding of smart data and smart data research and the key concepts of data access and regulatory baseline conditions. Begin to understand participants' spontaneous hopes and fears in relation to smart data research.	
	Topics: <ul style="list-style-type: none"> • What is smart data and SDR UK? • GDPR • Publicly funded research 	Stimulus: <ul style="list-style-type: none"> • Presentations from SDR UK and specialist video testimony
Workshop 2	Wednesday 6-8.30pm: online	
	Purpose: Understand spontaneous views of what defines "research for the public good" and priorities for research. Explore the rules participants want to ensure research works for the public good.	
	Topics: <ul style="list-style-type: none"> • Research for public good • Inequalities and potential harms 	Stimulus: <ul style="list-style-type: none"> • Presentation from SDR UK and specialist • Case studies
Workshop 3	Wednesday 6-8.30pm: online	
	Purpose: Explore participant views on private companies' motivations for being involved in smart data research, and the potential harms of sharing smart data. Discuss rules participants would put in place to ensure commercial relationships are fair.	
	Topics: <ul style="list-style-type: none"> • Private benefits and the motivations of private companies • Key risks associated with using data from private companies 	Stimulus: <ul style="list-style-type: none"> • Case studies • Specialist presentation and Q&A
Workshop 4	Wednesday 6-8.30pm: online	
	Purpose: Explore principles around data sharing and governance from other data services and trusted research environments and how they would apply to smart data research. Discuss the principles that participants would put in place to ensure data is handled safely and securely.	
	Topics: <ul style="list-style-type: none"> • Privacy and data security • Principles for data sharing 	Stimulus: <ul style="list-style-type: none"> • SDR UK and specialist presentations
Workshop 5	Saturday 10am-3pm: in person in each of the five locations	
	Purpose: Understand hopes and priorities for smart data research and SDR UK. Develop recommendations for the SDR UK programme and understand people's expectations for public engagement in smart data research going forward.	
	Topics: <ul style="list-style-type: none"> • Benefits and potential harms of smart data research • Research for the public good • The role of private companies • Data sharing • Public involvement • Hopes and expectations for SDR UK 	Stimulus: <ul style="list-style-type: none"> • Specialist presentation and Q&A

Table 1: Overview of the workshop

In addition to the workshops, participants were provided with a handbook offering background information and inviting them to record their thoughts between workshops.

2.3.1 Facilitation and structure

The in-person venues were community centres near the centre of the locations. During each in-person workshop participants were split into sub-groups of 6-8 people. The same sub-groups were used in weeks 1 and 5.

These were different to the sub-groups in the online workshops, where each sub-group included people from all five of the locations. The same subgroups were used in workshops 2 and 3, but were then changed in workshop 4 (see 4.3.3 for discussion).

All sub-groups were facilitated by two *Thinks* team members, one of whom acted as moderator, and one as note-taker. In each in-person venue one of those moderators also acted as lead facilitator for the venue and one of those five lead facilitators acted as workshop lead across the five venues.

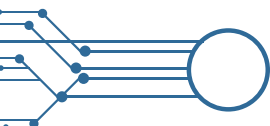
2.3.2 Analysis

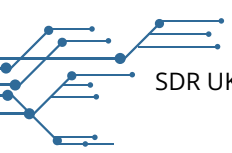
Each workshop was audio recorded and the note-takers from *Thinks* transcribed live notes during the workshops. Transcribed notes were added to an analysis grid. A coding framework was iteratively developed based on moderator brainstorm notes. Workshop notes were coded in the analysis grid using thematic coding to identify common themes, shifts in views and sentiment and areas of difference between participants. The *Thinks* team analysed the coding alongside the participant-generated recommendations to develop a set of principles for smart data research, which were intended to capture the key areas that participants think SDR UK should consider when developing its programme and supporting smart data research.

2.4 Timing

The plan was initially for the public workshops to take place in late June and July 2024, so that the results could feed into the establishment of the new data services in the autumn of that year. A final report was to be published in November. However, the 22 May announcement of the General Election to be held in July meant that public-facing work had to stop during the pre-election period of sensitivity.

This pause particularly affected the recruitment of public participants. It had originally been intended that recruitment to the workshops would take place in June 2024, but civil service rules prohibited SDR UK launching new activity during the pre-election period, preventing the recruitment of participants and the launch of the process.





However, simply delaying the process so that it would begin immediately after the election (on 5 July) which would have required the dialogue sessions to take place in August. This would have made it difficult to find participants who could have taken part in workshops during the school summer holidays.

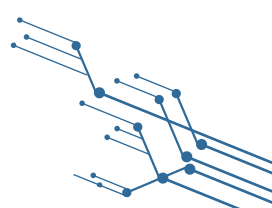
Bearing all of this in mind, and following a lengthy but collaborative set of discussions between Sciencewise, *Thinks*, and SDR UK the timetable that was agreed was as follows:

Workshop 1	Saturday 7 September
Workshop 2	Wednesday 11 September
Workshop 3	Wednesday 18 September
Workshop 4	Wednesday 25 September
Workshop 5	Saturday 5 October

Table 2: dates of workshops as delivered

This in turn meant that the report writing and approval process ran into the Christmas period, which further delayed its publication. The report was eventually published at the Digital Footprints conference in May 2025, six months later than originally planned.

The delay also affected *Thinks*' plans for project management. A project manager and project officer had been allocated to the dialogue, but both had been due to leave *Thinks* for different reasons at the scheduled end of the project. With the delay to the workshops two new staff took over mid-project and saw it through to its completion.





3. Evaluation

Graphic Science, in collaboration with Navigator Consulting, were appointed in April 2024 to evaluate the project.

3.1 Methods

The data for this report has been collected via a primarily qualitative mixed methodology consisting of the following:

- A review of project documentation
- Observation of meetings of the project team and Oversight Group
- Observation of the dialogue workshops
- Brief surveys of the public dialogue participants following each of the dialogue workshops
- A longer online survey of the public dialogue participants following the conclusion of the dialogue workshops
- Pre-project interviews with five key stakeholders
- Interviews with seven public dialogue participants
- Post-project interviews with key members of the Thinks team
- Five follow up interviews with members of the SDR UK team, Oversight Group, and an SDR UK data service in October 2025
- Personal reflection on our experience of the project so far.

For evaluation instruments see Appendix 1. Qualitative data from surveys, interviews and observations were annotated and discussed within the evaluation team. This identified key elements which were then analysed thematically.

The fieldwork for this report took place in October 2025, i.e. four months after the publication of the dialogue report⁵, and one year after the end of the dialogue process itself.

3.2 Baseline review

In common with all Sciencewise dialogue processes, a baseline review was carried out in Summer 2024. This articulated the relationships between the dialogue activities and the intended outcomes and pathways to impact. These were then outlined in a theory of change.

Using this theory of change, we developed an indicator framework which identified indicators of success for the outcomes and assumptions in the theory of change.

⁵ The fieldwork for the final evaluation reports on Sciencewise dialogues is normally done six months after the publication of the dialogue report. In this case that was shortened because of the delay between the finalisation of the report and its publication.



From this, we identified appropriate methods to explore and measure these indicators.

The diagram below shows the theory of change.

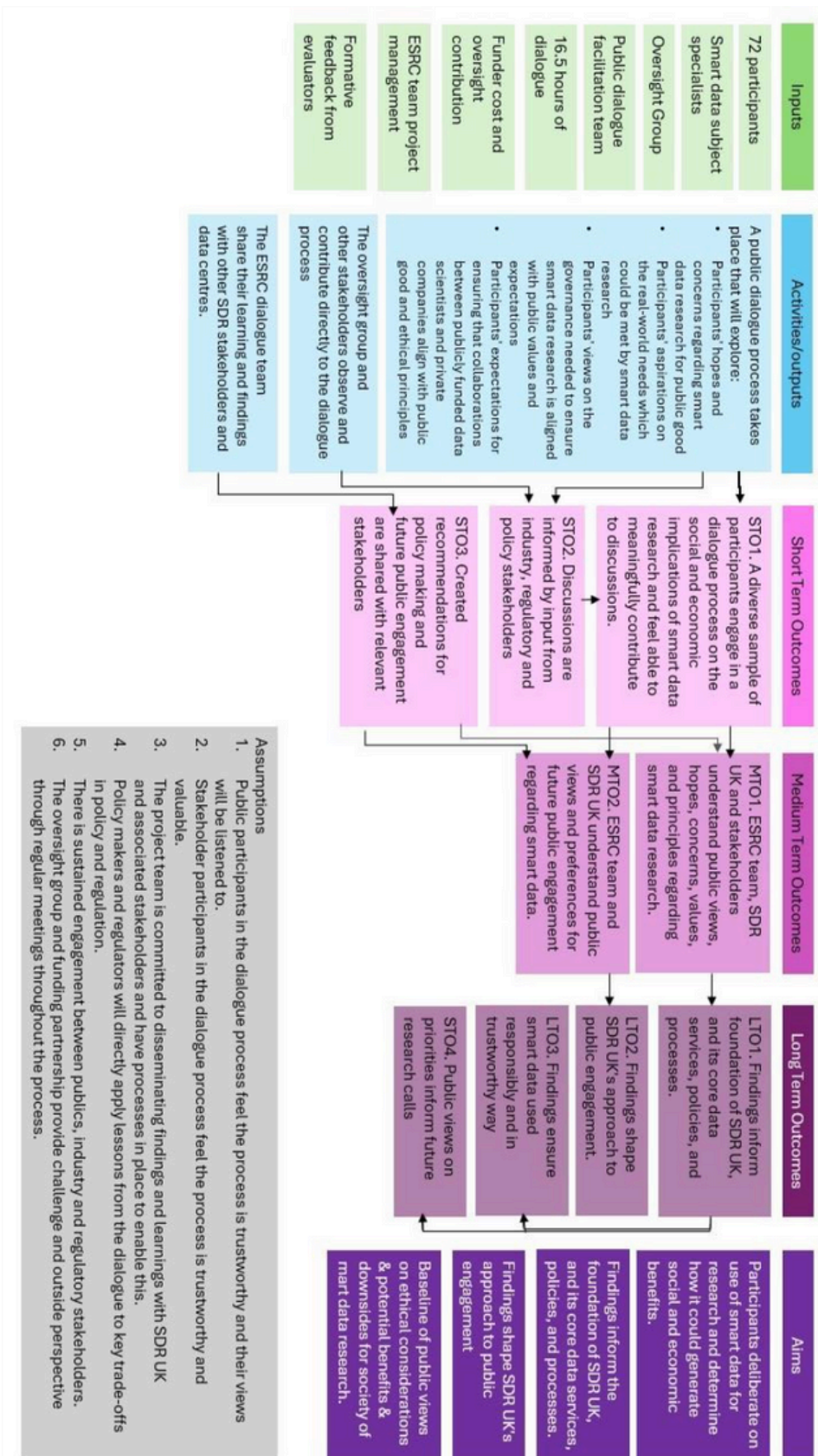
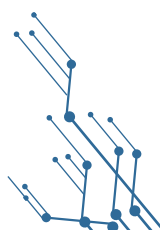


Figure 2: Theory of change



4. Findings

4.1 Delivery timetable

Finding: The election delay shifted the dialogue timeline, but the impact was minimal.

The delay to the process which was initially caused by the election meant that the dialogue took place in September and October 2024, with the report not being published until May 2025. However, the process to set up SDR UK was not delayed in the same way, and so there ended up being a mismatch between the delivery of two processes which had originally been intended to run in parallel.

SDR UK were aware of this issue immediately after the election had been called. In hindsight the issue was less severe than had initially been expected: even though the first data services had their contracts awarded in September 2024, most were awarded their contracts some time after that date, and in any case the awarding of a contract to a data service is only the first step in a set-up process lasting several months.

Interviewees reported some disadvantages to the fact that the dialogue was overlapping with the process of setting up the data services.

“when we got partway through the dialogue and we had actually got [data services] in place... some of the questions that we would have asked might have been different... [but] we did adjust some of the stuff we did... so we were able to be a bit flexible.” Project team member

4.2 Participants' physical, social and emotional needs

Finding: Participants' basic needs were well met with high satisfaction scores, though over half felt the time commitment exceeded expectations and some struggled with venue audio issues.

NB Where discussing participants' experience we have used the conceptual framework developed by the Science Museum Visitor Research Group⁶. This assumes that participants can only effectively engage in dialogue if their physical needs have been met, and they feel emotionally safe and socially accepted.

All evidence points to participants' physical, social, and emotional needs having been well catered for. Although response rates to the post-session questionnaires were relatively low⁷, throughout the dialogue participants' responses to our post-workshop questionnaires showed very high levels of positivity.

⁶ Science Museum Visitor Research Group (2004) Evaluation of 18 months of contemporary science dialogue events. Science Museum, London.

⁷ Because of time constraints (see 4.3.1), participants were not reminded to undertake the questionnaire at the end of workshops 2 and 3, which is the most likely reason for this low response rate.



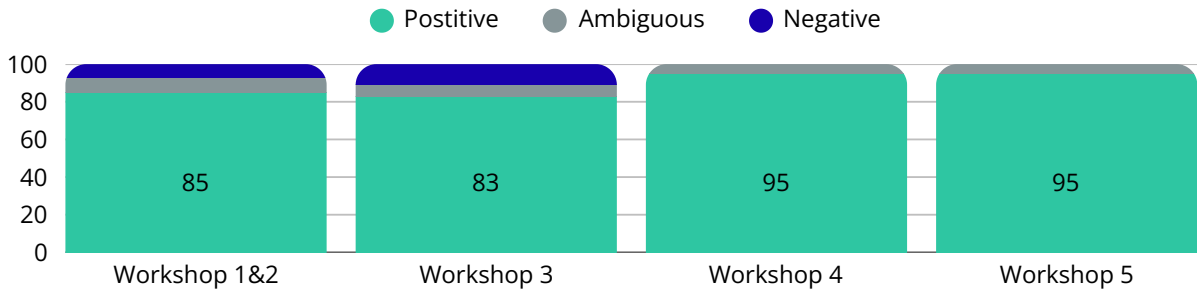


Figure 3: Words used in response to post-workshop question “What three words would you use to describe the workshop?” (% by workshop, coded by sentiment). n=74

Similarly, participants unanimously reported that they had felt welcome in the workshops.

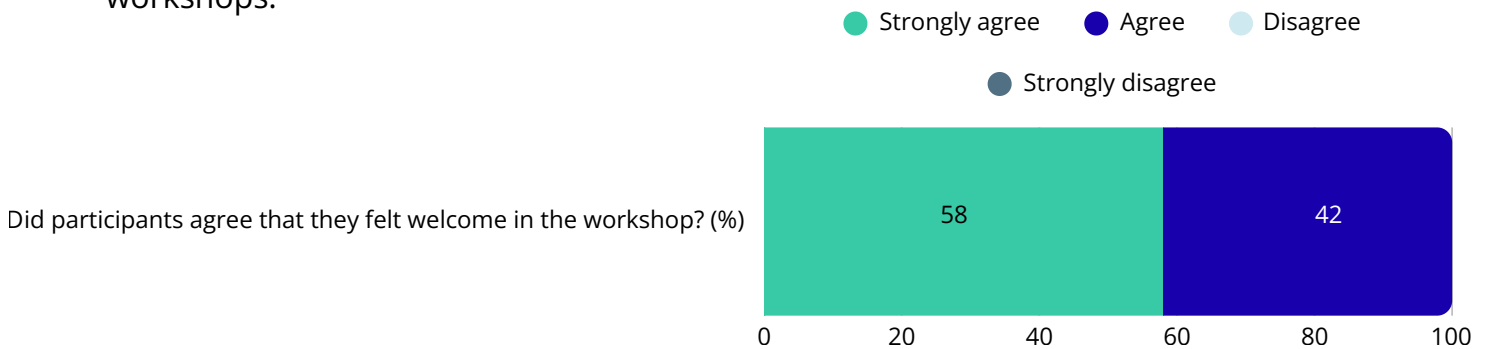


Figure 4: Responses to post-process questionnaire “How much do you agree with each of the following statements? The workshops were welcoming” n=43

“[At the start of the first workshop] The facilitators... said ‘you have a chat for the first ten minutes’, it was great.” Participant

Respondents were also unanimous in feeling able to recommend participation in similar processes.

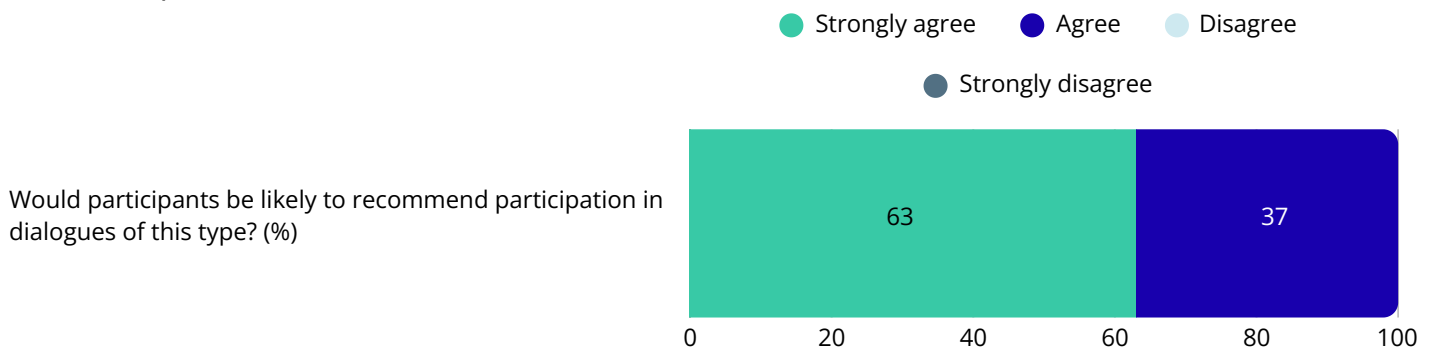
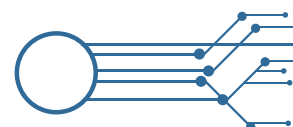


Figure 5: Responses to post-process questionnaire “If someone you knew was invited to participate in a process of this type, how likely would you be to recommend they take part?” n=43

4.2.1 Support from Thinks

Finding: Participants reported that communication with the team before the first workshop was of a high standard.

Participants reported that communication with the team before the first workshop was of a high standard.



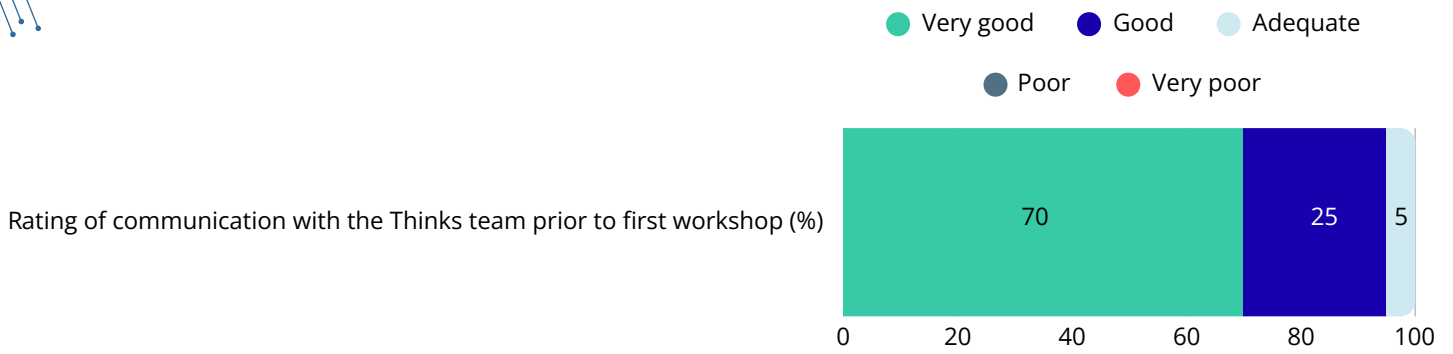


Figure 6: Responses to post-process questionnaire “How do you rate the following aspects of the dialogue process? Communication with the Thinks team before the first panel workshop, including recruitment and initial briefing information”. n=44

“It was quite simple and straightforward. Not too much information but enough to keep me on track.” Participant, interview

Where necessary participants had appropriate technological support, which is especially important when workshops are taking place online, and where the topic relates to data: around one-third of participants were selected because they had low levels of digital connectedness.

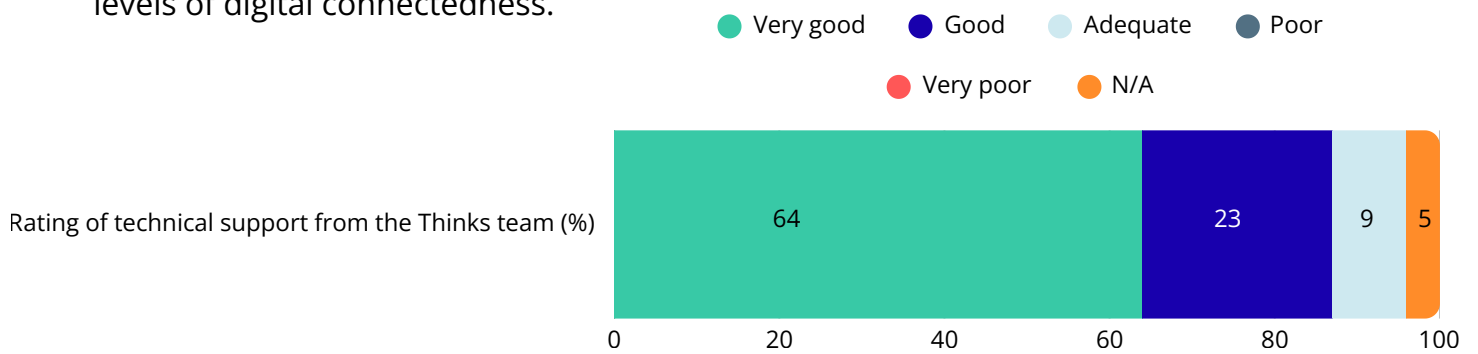


Figure 7: Responses to post-process questionnaire “How do you rate the following aspects of the dialogue process? Technical support from the Thinks team before, during and between the workshops”. n=44 Numbers do not add to 100 due to rounding.

“[The Thinks contact] says [the meetings are] online, and I said I’m not online... she rang us and we had a chat. [So I used my mother’s internet access but it was unreliable], but the company were great, they kept ringing us back... I was away home: I was going to pack it all in – I hate things going wrong – but they rang us back and I thought ‘stick with it’.” Participant

“I can’t remember having any challenges and normally I’m not too tech savvy.” Participant

Participants were reimbursed for their time promptly and to the level that they expected.

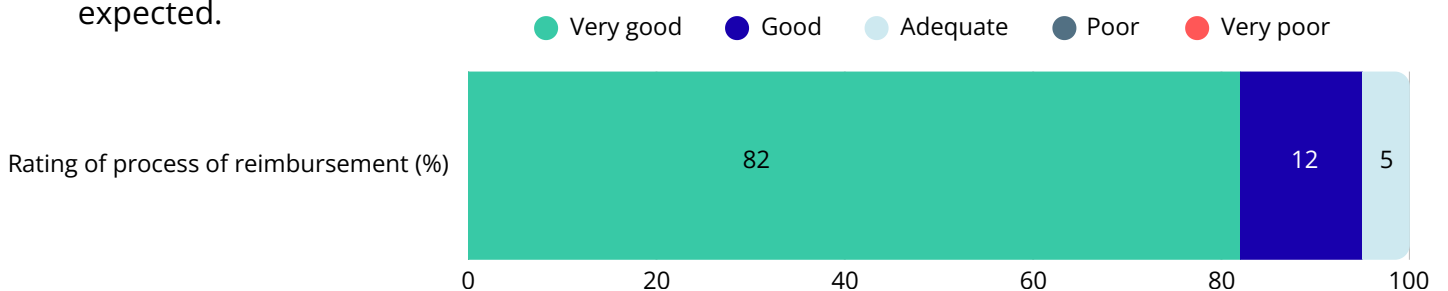


Figure 8: Responses to post-process questionnaire “How do you rate the following aspects of the dialogue process? The process of reimbursement for my participation”. n=43 Numbers do not add to 100 due to rounding.

"[Payment] was actually quite instantaneous... as soon as I filled out the form for my payment it was straight into my bank." Participant, interview

4.2.2 The physical locations for the in-person workshops

Finding: Participants were generally positive about the venues that were used for the in-person workshops, especially the fact that they were local.

Participants were generally positive about the venues that were used for the in-person workshops, especially the fact that they were local.

We noted some issues with the London venue being noisy making it especially hard to hear plenary presentations via the video link.

"The audio is not great. This is a noisy space with lorries going past. People are commenting [on it]." Observer notes, Workshop 1 (London)

Attempts were made by the facilitators to rectify this for the final workshop but it remained somewhat problematic.

"They have split the room in half with the partition which has made the echo a lot less bad... I'm not sure [one of the participants] can hear [the discussions]: he's leaning right in." Observer notes, Workshop 5 (London)

We observed that in the final session in London the one participant who left partway through (citing other commitments which they had to attend to) was the participant who had most visibly been struggling to hear proceedings at the start of the day.

4.2.3 Time commitment

Finding: Over half of participants reported that they had spent more time on the dialogue than they had expected.

Over half of participants reported that they had spent more time on the dialogue than they had expected.

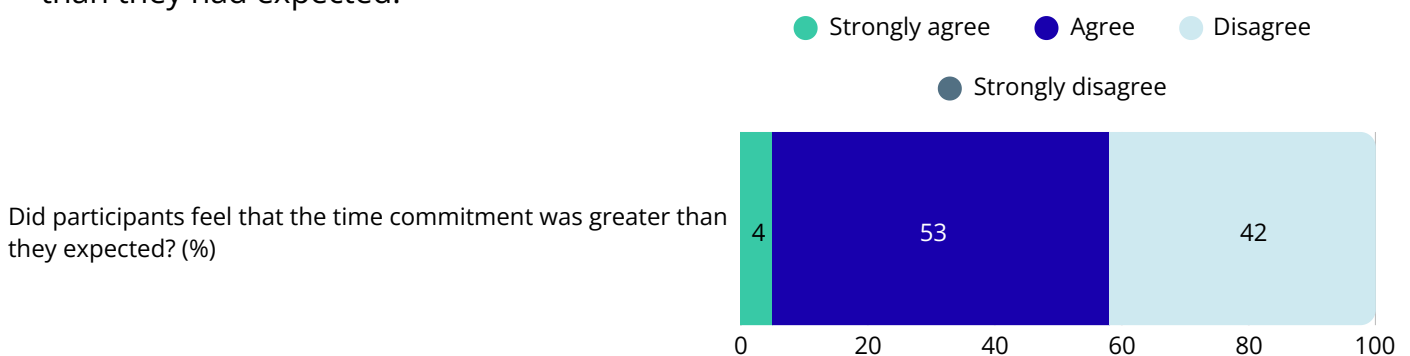


Figure 9: Responses to post-process questionnaire "How much do you agree with each of the following statements? The time commitment for the whole process was more than I expected". n=43 Numbers do not add to 100 due to rounding.



4.3 Participants' ability to engage with the topics discussed in the dialogue

In order to engage with the topics that they were being asked to discuss, participants needed to take on a large amount of unfamiliar information, and then had to interrogate it, sometimes with the help of specialists who were brought into the workshops.

4.3.1 Taking on new information

Finding: Participants generally felt that the technical language they heard was easy to understand.

Participants generally felt that the technical language they heard was easy to understand.

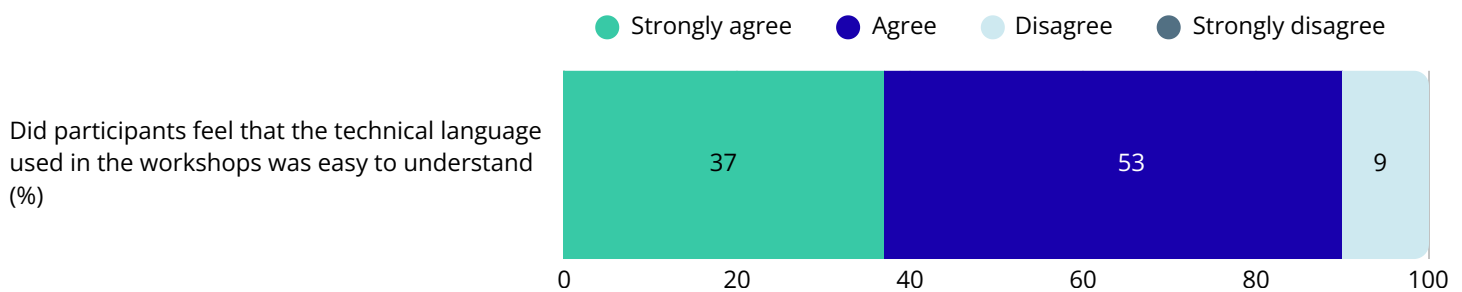


Figure 10: Responses to post-process questionnaire "How much do you agree with each of the following statements? The technical language used in the workshops was easy to understand". n=43

When this was explored further in interviews some participants reported that they struggled with new vocabulary, although this often improved as the process went on.

"Personally I did struggle to understand a lot of the questions due to their phrasing. However, I did not ask for explanation due to anxiety." Participant: post process questionnaire

"I wouldn't say that it was all 100% easy to digest because there was jargon and it can be quite difficult to take everything in... [it was] quite a lot of information in one go." Participant, interview

"They gave we a book... some of the terminology was not great for somebody who doesn't know about data. After the first workshop I went home and read through it and got onto the same sort of wavelength." Participant, interview

"To me it was quite complicated but as the workshops went on it became a bit more clearer." Participant, interview

Although technical language was pitched appropriately for most participants, throughout the process there was a tension between the amount of information which SDR UK wanted to impart in order to inform the discussions that were taking place, and the amount that could be meaningfully fitted into the time available.

Part of this was to do with SDR UK being a new organisation that was finding its feet in this area.



"This is the first engagement that [SDR UK] have done and so there isn't a bank of 'this is how we introduce [the topic] to people'... a lot of what was being asked of participants was very complex and was not yet defined." Project team member, post-dialogue interview.

In the event, several workshops had to have their breaks curtailed in order to allow for the content to fit in, and there was a frequent cutting short of conversations in order to move on to the next topic.

"Break at 7.25 – 5 minutes later than planned. Really short break – [facilitator] says it's 2 minutes." Observer notes, Workshop 3 (Online)

This time constraint was seen especially in the in-person sessions, where five locations around the UK were asked to keep to the same timetable because they were listening to the same presentation, or being asked to feed back in one large plenary session. This meant that there was less capacity for facilitators to allow conversations to flow naturally.

"[There's a] bit of a scramble to hit the timetable, which is a shame as there is some interesting divergence between locations" Observer notes, Workshop 5 (Newport)

"The looming zoom plen[ary] is quite intrusive - always crashing into the summary/ consensual signoff" Observer notes, Workshop 5 (Newport)

Finding: In the post-process questionnaire, almost half of respondents felt that they were overwhelmed by the information they had to take on.

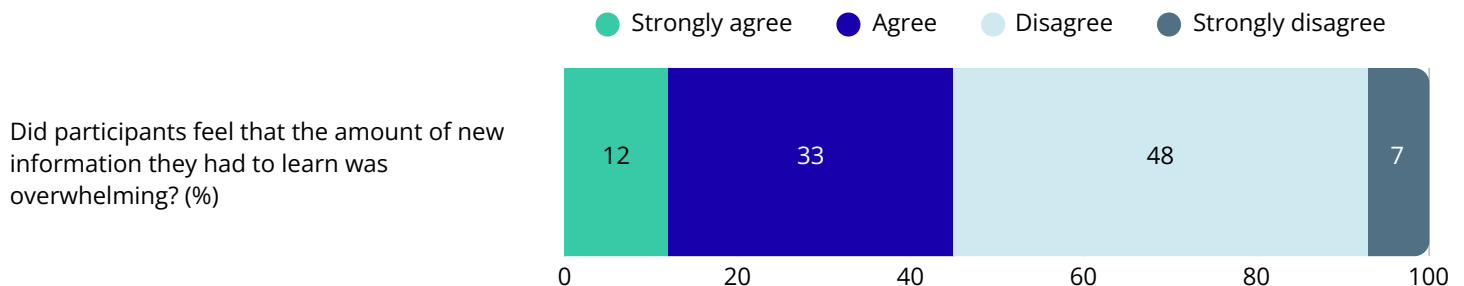


Figure 11: Responses to post-process questionnaire "How much do you agree with each of the following statements? The amount of new information I had to learn was overwhelming". n=43

One questionnaire respondent suggested that workshops should be "shorter to ensure that the candidates can fully follow the information without leaving them overwhelmed". When prompted about whether they had felt overwhelmed, several interviewees felt that this had been the case.

"It was a lot to take in... sometimes you felt a bit overwhelmed, there was just so much and you had to sort of listen... you had to keep concentrating the whole time... I couldn't sort of drift off into a daydream, you had to listen 100%, and of course it was in the evening when you're tired." Participant, interview

“Some of it was a bit overwhelming, I’m not going to lie. There was a lot of information in some of it...when it went over my head a little bit I lose interest... I’d been at work all day, it was a bit tiring.” Participant, interview

4.3.2 Participants’ understanding of smart data and the role of SDR UK

Finding: Participants struggled to distinguish smart data research from general online data concerns. The multi-location format hampered initial explanations, and only by the final session did facilitators find an effective approach to tackling this issue.

One particular problem related to the issues described above (see 4.3.1) was the participants’ struggle to draw a distinction between their experiences of the online world generally, and questions around smart data and the role of SDR UK.

“When you introduce people to new structures, and then to an organisation within that structure, then you need to explain the structure to them every time you explain what the organisation is... they don’t understand what smart data research is, they don’t understand what the research landscape looks like in this country, they don’t understand how public social research informs decision-making, so you have to go through that every time.” Project team member, post-dialogue interview.

This was compounded by the way that SDR UK was itself still working through some aspects of its role, and participants’ lack of familiarity with the UK research landscape. Workshop 1 made an attempt to explain what smart data was, and SDR UK’s complex place in the research landscape. These were issues that previous work by ADR UK had found to be crucial if participants were to be able to engage with the discussion, but in Workshop 1 attempts to cover these topics had limited success, and were particularly hampered by the multi-location format.

This was for two reasons. Firstly, presentations were delivered in one location, and transmitted live to the other four locations via Zoom video link. Although this had the potential to be effective, in the event it was very unsatisfactory. The audio in the remote locations was hard to hear, and the video was obscured by other windows on the presentation screen.

“1035 Plenary online presentation is all over the place. The right hand side of the slides is obscured by zoom Thumbnails. [Presenter]’s video doesn’t work initially.

...

1138 Video sound not working initially. Laggy. Echoey.” Observer notes, Workshop 1 (London)

Secondly, when individual locations were being asked to interrogate the issues in order to reinforce their learning and come to a shared understanding, those discussions were curtailed by the need for the five locations to come back to plenary.



“‘6 things about me’ exercise... hard to say if learning really landed... drawn together too hurriedly - again learning not really landing” Observer notes, Workshop 1 (Newport)

Taken together, these problems with the multi-location format contributed to the difficulty of getting people to engage with, understand and agree upon a set of shared definitions of the problem at hand.

The facilitation team evolved their approach to this issue during subsequent workshops, but there was very limited time available to do this, because the workshops were being delivered once a week. It was only in the final session that the team found an effective way of describing the UK research landscape and the role of SDR UK within that (see 1.2).

“There was a bit of a chicken and egg scenario... [SDR UK said] “we are starting out so we want the public’s views”, but because what [SDR UK] are doing is quite complex, and there were already some parameters in place that were quite complex and then not parameters in place for other things, I think that’s partly why participants struggled... they were being asked about quite a complex structure that had been created without necessarily having details to comment.”
Project team member, post-dialogue interview.

It was also apparent to the evaluation team as they observed the dialogue sessions as they took place.

“[Participants are] again [finding it] hard to disaggregate the data aspect from the outputs of the research” Observer notes, Workshop 3 (Online)

“People still not realising what [smart data] is... seem to be talking more about cyber safety”
Observer notes, Workshop 5 (Newport)

“People can’t disaggregate Smart Data from [other] data... ‘The train fares have just been increasing non-stop – how hard is it to get some data to tell you that people can’t afford it?’”
Observer notes, Workshop 5 (London)

As evaluators we felt unclear about our role at this period, and the balance we should strike between formative input into the process, and the need for an impartial summative assessment of the process as a whole.

Confusion around the dialogue process’s central question was also evident from participant interviews after the dialogue had finished, when interviewees gave differing responses when asked to describe what the central question of the dialogue process had been. Some gave responses that were close to SDR UK’s stated purpose

“[SDR UK] is trying to prioritise what they can use AI for, so there are several project and they want to make sure that they’re going to use the data in a way that the most important thing is going to be done first... The data is coming from contributors like the apps, people like Boots, the data is all collected, and I think the universities are doing some work as well, and then [SDR UK] is going to decide what they do first...” Participant, interview



"It's obviously across the board that data's going to get involved whether you like it or not. [SDR UK] are trying to make people's lives easier..." Participant, interview

"They're trying to get data for research purposes and obviously a lot of people don't like that, and it's also about informing the public of what's going on and getting the data from companies because that type of data can actually benefit people in the long run." Participant, interview

Other participants gave responses which focused on online safety and a perceived need to persuade people to give their data more freely. While this is adjacent to the questions that SDR UK were wanting to tackle, it sits in a very different conceptual space

"I think that there's a need for this data to be collected...gathering the data, doing the research, how can they make people more open to offering up their data, to building that trust I guess, and it's a real challenge, isn't it? I mean, why the hell should we give back to anyone?" Participant, interview

"There's a lot of concerns around data: how it's handled, how it's used, how easily it can be breached and hacked into, and also how it can be used for financial gain or political gain, so there's a lot of concerns around that and what [SDR UK] are trying to do is alleviate those concerns and encourage safeguards to be put in place by businesses" Participant, interview

One interviewee directly expressed a feeling that this question had not been adequately tackled.

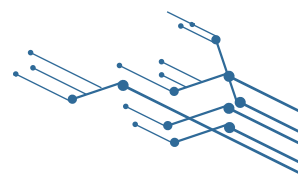
"It would have been nice to have [had the overarching question] or outcome at the beginning, to say 'this is what we are looking at.'" Participant, interview

It was also mentioned by one respondent to the post-process questionnaire.

"Prioritise clear and transparent communication throughout the process. Ensuring participants understand the objectives, expected outcomes, and how their input will be used." Participant, post-process questionnaire

This issue was recognised by the project team at the time, and its implications are discussed in *Thinks'* report.

It is worth noting that the centrality of data security as a public concern had been one of the findings of the previous work in this area by ADR UK and others, and was raised by the Oversight Group during the design phase. However, the project team decided to delay discussions of data security until later in the process, in order to introduce participants to the content first, before going on to tackle the issues.



*“Participants needed foundational understanding of who we are and what smart data and smart data research is, before they could meaningfully engage with questions around data security”
Project team member, written feedback*

It is unclear whether tackling data security first would have been more or less effective, but in follow-up interviews some members of the project team felt that this might have been a more productive approach (also see section 4.5 below).

“We had a really helpful comment from the Oversight Group at one point... “you have to talk about data security first”, [and it turned out that] workshop 4 [where this was discussed] was pivotal... and then [participants] became more accepting of everything else: if we’d had [i.e. given participants] that information at the start [I wonder] whether we’d have been able to get a bit further... [we found that] fundamentally you can’t get the public to do anything else until you let them discuss this thing.” Project team member, post-dialogue interview.

“Once you have the five safes [framework for data security] it almost doesn’t matter what you’re talking about because people are generally going to be agreeable, but you can’t assume that unless you’ve done it.” Oversight Group member, follow-up interview

“Smart Data Research as a concept is quite a tricky thing to understand... talking about data security in the workshops was a really key point in understanding what data was used and how it was used, so perhaps maybe addressing that a little bit earlier [would have helped]... it was such a pivotal bit of shifting people’s thoughts.” Project team member, post-dialogue interview.

4.3.3 The discussions that took place

Finding: Participants valued the discussions and specialist input (particularly from retail and data security experts), and almost all felt able to hear from specialists (98%) and discuss social, economic and environmental implications (98%). However, some participants were not fully engaged in online workshops, and facilitators had to work harder than ideal to maintain discussion momentum.

Notwithstanding the issues identified above, participants were mostly able to discuss issues of direct relevance to the topics. They almost unanimously felt that they had been able to hear from and question specialists and discuss the social, economic and environmental implications of the topic.

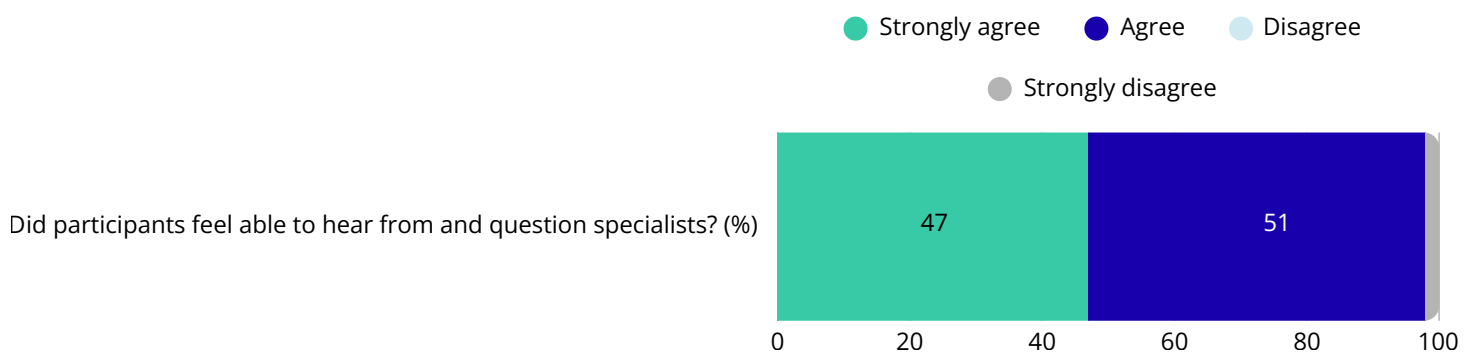


Figure 12: Responses to post-process questionnaire “How much do you agree with each of the following statements? I was able to hear from and question specialists from industry, regulatory bodies and other stakeholders”. n=43

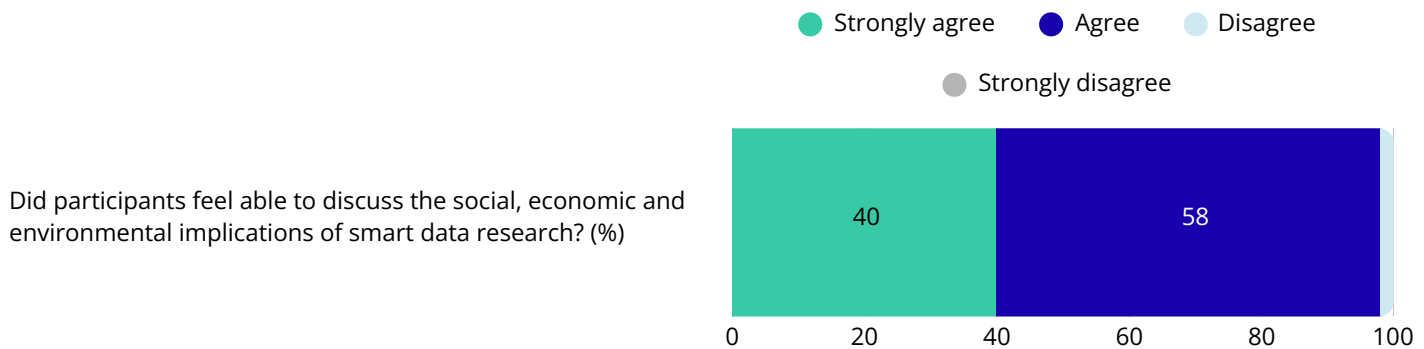


Figure 13: Responses to post-process questionnaire "How much do you agree with each of the following statements? I was able to discuss the social, economic and environmental implications of smart data research". n=43

Interviewees commented on the value of specialists' input.

"The Zooms when they had those experts: although it was interesting you had to really concentrate" Participant, interview

Two specialists were mentioned repeatedly as having been especially useful: one from business, who discussed the role of Smart Data for a large retailer, and one from academia, who discussed the "five safes" data security framework.

"The case studies, the guy from [the large retailer] in particular, that was really interesting, because that brought an element of real interaction" Participant: interview

Interviewees valued the way that the sessions were facilitated, giving them the ability to have open conversations with their peers.

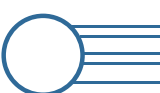
"The facilitators were welcoming and didn't mind answering questions." Participant, post process questionnaire

"I participated truthfully: I wanted to tell my opinion. I didn't want to go along with somebody because I didn't want to offend them... Whatever I said was heard... in our group we had several people who had different ideas but we did not hide anything... [the facilitator] conducted it very very well... she made it very good." Participant, interview

"I found it quite easy to contribute comments... I think the sessions were done really well: there was lots of participation from everyone... there was a few digs made sometimes and the facilitators moved past it quite quickly and brushed over it which I enjoyed." Participant, interview

"The attitude of the people running the session was great. Some of the questions that were asked... helped the whole group out: we all had similar "what does that mean?" [questions, and then] one will ask, and that will be fine then." Participant, interview

The project team and workshop facilitators dealt effectively with a number of commonly-encountered issues during the dialogue, such as participants who wouldn't let others speak, or participants who wouldn't engage at all. However, there was a clear sense on the part of two interviewees that not all participants had been





fully engaged in the online workshops.

“There was some very quiet ones in that first zoom who didn’t even show their faces. There were about three of them... who really weren’t participating... that was a bit annoying.”
Participant, interview

“[In the in-person workshops] there were people on their phones, texting: why didn’t the people who were running say ‘hang on a minute now, you’re here, you’re being paid, put your phone away please’... it grinds me a little bit... [In the online workshops] I was a bit peeved off with some of the participants who didn’t have their cameras on, for long times they didn’t have their volumes on... some were on their phone driving... I just feel that they’re being paid to have their camera on in a situation where they can react.” Participant, interview

In general there was a sense from within the project team that during the online workshops the facilitators were having to work harder than was ideal to generate and maintain the momentum of the discussions. Partly in response to this the sub-groups were changed in advance of session 4. This concentrated the more talkative participants into a small number of groups, in order to allow quieter participants to contribute in groups that were not dominated by those individuals.

Facilitators also reported that there was also a constant battle to get the sessions to run to time given the amount of content that had to be covered. In hindsight, one member of the project team felt that this problem might have been better solved by reducing the overall volume of content.

“You get so much better engagement if you do less stuff, and have more breaks.”
Project team member, post-dialogue interview.

4.4 Participants’ confidence in the dialogue’s outcomes

Finding: Participants were unanimous (100%) in feeling confident that SDR UK will consider their discussions, though some expressed sensible caveats about political decision-making.

Participants were unanimous in expressing confidence that SDR UK will listen to what has been said, and will respond appropriately.

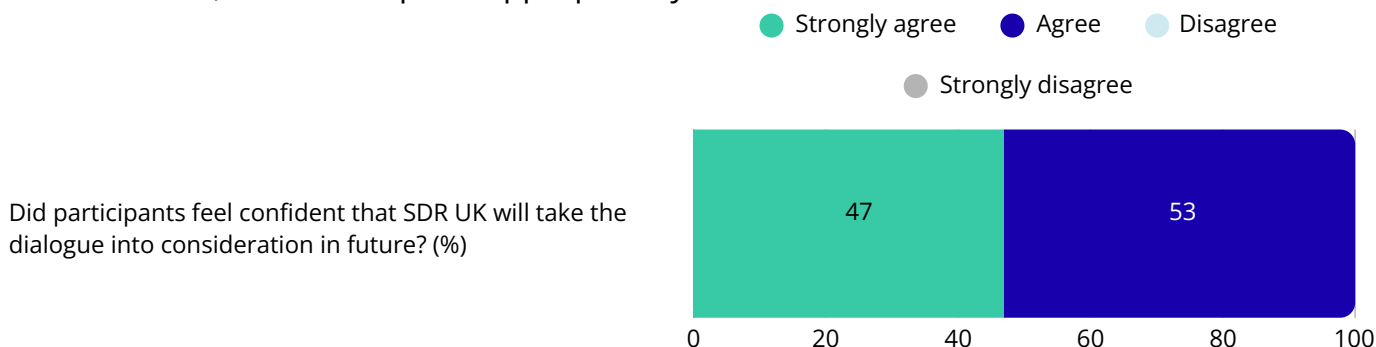


Figure 14: Responses to post-process questionnaire “How much do you agree with each of the following statements? I feel confident that SDR UK will consider our discussions as it develops its policies around smart data research.” n=43

This was echoed by most interviewees, albeit with a degree of sensible equivocation.

"I felt like we were really listened to by Smart Data... the final end result I'm not so sure. I feel confident that Smart Data were listening to us but whether or not the politicians will listen to Smart Data I don't know." Participant, interview

"I don't feel like I've come away from it feeling [how I thought I would, i.e.] tricked... used... it doesn't leave a bitter taste in my mouth... I don't feel angry about it. It was definitely valid." Participant, interview

"You think and hope that they would take notice... but I always feel... that there's an agenda... they may only take the opinions that they want or pay lip service to them..." Participant, interview

However, two interviewees said they remained unclear about how the dialogue would be used

"I don't know where they are going to use it and how they are going to prioritise it." Participant, interview

"There wasn't much about how the output was going to be used: they said it was going to be used for the public good but not what orders or what sections of the public good." Participant, interview

At the end of the dialogue process participants were invited to be kept informed by SDR UK of progress relating to the findings. 24 of the 72 participants (33%) expressed a wish to be updated: SDR UK has since contacted them by email, and is planning to engage them in other ways in future.

"We are currently discussing how best to capitalise on their enthusiasm and commitment going forward." Project team member, written submission

4.5 Project management

Finding: The project team worked extremely well together despite staff changes at Thinks, maintaining a positive collaborative relationship. The election delay allowed for more material revisions than strictly necessary. Tensions between SDR UK's desire for a positive story and Thinks' need for objectivity were managed appropriately in a spirit of critical friendship.

Although there were significant changes within the Thinks members of the project team this had no obvious impact on the delivery of the project. In the end it effectively meant that Thinks had two sub-teams working on the project at the time when the workshops took place.



“What actually worked really really well and that [Thinks may] bring into the design for future things of this scale, was that it allowed for during the fieldwork period [the original two team members] were laser focused on getting that fieldwork going and the materials and then [the new team members] were already setting up the analysis process.”

Project team member, post-dialogue interview

The delay caused by the election did mean that there was more time for revisions to the materials. This was welcome, but there was a sense among some members of the project team, which was echoed by the evaluation team, that this allowed for more iterations than were strictly necessary.

Throughout the project the project team worked extremely well together, with evaluator field notes from the meetings including phrases like “very positive and collaborative meeting”. There was a good balance maintained between the expertise and needs of the contractor and those of the commissioner. Tensions existed between the desire for SDR UK to have a positive, albeit realistic story to tell, and the desire for Thinks to maintain a level of impartial objectivity. These tensions were managed in a spirit of critical friendship, and were resolved appropriately and amicably.

4.6 Oversight Group

Finding: The Oversight Group performed well with good representation from research and industry, providing valuable input on materials and methodology. There were differing views on the optimal sequencing of content, particularly regarding when to introduce data security concepts.

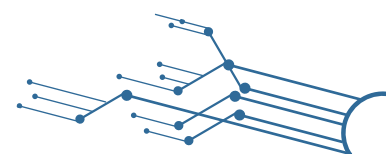
4.6.1 Composition

Finding: The OG included a good spread of expertise from research, industry and public engagement. There was unclear demarcation between “members” and “observers”, though both groups played equally important roles.

The OG included a good spread of representatives from research and industry. Some of the members had experience of the technical questions involved, while others had in-depth experience of public engagement with data. There was a good level of involvement from industry, and discussions within OG meetings showed that industry representatives not only understood the needs and priorities of the research community, but also saw the societal value of the work that SDR UK was doing.

“[The OG] was a really good marrying up of different experts...” OG member, follow-up interview

We identified a lack of clarity over the demarcation between OG “members” and “observers”. In the end both groups appeared to play an equally important role,



both in meetings, and in providing feedback on session materials and the final report.

4.6.2 Ability to impact decisions

Finding: The OG primarily performed an affirmative role, with varying levels of member engagement reflecting different capacity and expertise. The OG offered meaningful challenge, with productive discussion about methodological choices including content sequencing.

The project team reported that the OG had performed its function well. There was a concerted effort to get their feedback on stimulus materials and the final report.

"I was given multiple opportunities to feed back after materials were circulated as well as... attending the meetings as well, which were... led by the conversation of the oversight group..."
OG member, follow-up interview

But as usual on a group of this type, some members were highly engaged throughout, while others contributed more sporadically.

"There were some very very useful engaged people [on the OG] who put a lot of time and effort into it, and there were other people who didn't have as much time... but were there to ask a specific question to if you needed... there are some really useful things that came out of that that we wouldn't have come up with ourselves... we got what we needed from it."
Project team member, follow-up interview

In general we observed that the Oversight Group performed a primarily affirmative role, reviewing and agreeing the methodological choices proposed by the Thinks team. Nevertheless, there were occasions when it offered more significant challenge.

"I didn't feel like it was a room of 'yes people'... I do remember a breakout room where... there was a lot of feedback...and I felt like that was received really well."
OG member, follow-up interview

On one occasion when a member of the OG offered a challenge around sequencing of topics, their suggestion that data security be tackled earlier in the process was not adopted. The project team's post-dialogue reflections indicate that there remains a difference of opinion around whether tackling this earlier would have improved outcomes when compared with their choice to build participant understanding first, before tackling these issues (see 4.3.2 above).



4.7 Reporting and Dissemination

Finding: The final report's findings aligned with previous work on public attitudes to data (reassuring to those familiar with the literature, surprising to those less familiar). Publication was delayed to May 2025 to coincide with the Digital Footprints conference. Dissemination has been active through SDR UK networks, partner organisations, and planned parliamentary engagement, and helped by OG members sharing through their networks.

Thinks' final report was completed in early 2025. It was not produced with any further input from participants, nor have participants had the report circulated to them since its publication.

The findings were broadly in line with previous work in this area, which interviewees who were deeply immersed in the literature found reassuring.

"It's not a very surprising report: quite a few of the recommendations are similar to [previous findings] which is good. There is a general assumption that data is linked and centralised already, so when people find out that it's being done this way, the reaction is fairly similar... typically after a discussion around safeguards... there are questions around missingness, data quality, ...[and] better comms, and that's very similar to what we see in the public attitudinal work... the real world impact is something that [previous work] found as well. It's great news that this is in line with what we know [about public views on data in general] but we didn't know that about smart data... so on the one hand although it's not super remarkable what they found, on the other hand it's reassuring that if we move in this direction we're OK to do it" OG member, follow-up interview

However, interviewees who were less familiar with previous work reported that the findings were surprising.

"There were elements of what the public think that came out more strongly than we imagine: their focus on the importance of quality data and bias, that they were concerned that there were data sets that may be flawed and how findings might be influenced and what policy decisions might be based on those." Project team member, follow-up interview

Publication of the report was delayed until May 2025. This enabled it to be launched at the same time as the Digital Footprints conference session in which a number of OG members participated.

"We did a panel which was made up of the oversight group members... [it was] brilliant." Project team member, follow-up interview

Since then the report and its findings have been disseminated within SDR UK and its partner organisations. Events are also planned for Autumn 2025 in the Houses of Parliament.



"We are involved in Evidence Week in parliament... and training sessions [that are] a bit more like briefings for [the people who work in parliament]. So we then started a conversation with the House of Commons Library folk who are responsible for all of those trainings going forward and we've actually agreed a series of training that will happen once a month... going through next year." Project team member, follow-up interview

This has been facilitated by OG members who have circulated it via their networks.

"This dialogue... was pushed out to [my organisation] and that I then circulated within my wider network... [it is] certainly being engaged with outside SDR UK... there are things in there that resonate with things that [we] think are important too...it becomes part of this discourse within the research community about 'what is the good way to do research regardless of the data you are using?'" OG member, follow-up interview

We have an internal [network] bulletin so it would have been shared there"
OG member, follow-up interview



5. Outcomes

Summary: The dialogue process performed well against its theory of change, validating five of six core assumptions. Public participants felt heard, stakeholders found the process trustworthy, findings were effectively disseminated, and sustained engagement was maintained across all groups.

Only one assumption - whether policymakers will directly apply the findings - remains to be demonstrated, though engagement activities are underway.

The theory of change (see 3.1) that was developed for the baseline review rested upon six assumptions about how the process would operate.

A1: Public participants in the dialogue process would feel the process was trustworthy and their views would be listened to. This assumption is valid (see 4.4).

A2: Stakeholder participants in the dialogue feel that the process is trustworthy and valid. This assumption is valid (see 4.5.1).

A3: The project team is committed to disseminating findings and learnings with SDR UK and associated stakeholders and have processes in place to enable this. This assumption is valid (see 4.6).

A4: Policymakers and regulators will directly apply lessons from the dialogue to key trade offs in policy and regulation. It is too early to say whether this assumption is valid.

A5: There is sustained engagement between publics, industry and regulatory stakeholders. This assumption is valid (see 4.6).

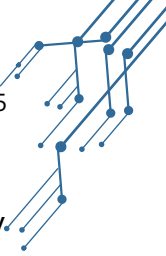
A6: The oversight group and funding partnership provide challenge and outside perspective through regular meetings throughout the process. This assumption is valid (see 4.5.1).

5.1 Short-term outcomes

The theory of change identified three short-term outcomes which would feed into a number of medium- and long-term outcomes. These were as follows.

STO1. A diverse sample of participants engage in a dialogue process on the social and economic implications of smart data research and feel able to meaningfully contribute to discussions.

Participants engaged in a wide-ranging set of discussions around smart data and its implications. Nevertheless:



- There would have been value in discussing fewer topics in greater depth, and it appeared to be the case that several participants struggled to understand the key questions being asked of them until quite late in the process.
- The multi-venue format of workshop 1 added to the difficulty of getting participants to shared understanding of the core issues to be discussed.
- The multi-venue format of workshops 1 & 5 added to the rigidity of the timetable, meaning that discussions were less able to flow organically than would ideally have been the case.
- The compressed timetable for the project's delivery phase left little time for revisions in between sessions, meaning that resources such as the slide addressing SDR UK's role were not available until the final session.

STO2. Discussions are informed by input from industry, regulatory and policy stakeholders.

There was sufficient high-quality input from stakeholders to inform discussions, Nevertheless, there would definitely have been value in introducing the research landscape that SDR UK inhabits at an earlier stage, in order to situate the problem within its administrative context.

STO3. Recommendations for policy making and future public engagement are shared with relevant stakeholders.

The report has been shared widely within SDR UK and with a number of adjacent organisations.

5.2 Long-term outcomes

Four long-term outcomes were identified for the project in the theory of change. These are discussed in turn, and where appropriate their precursor medium-term outcomes are also discussed.

LTO1. Findings inform foundation of SDR UK and its core data services, policies and processes.

The delay in the dialogue meant that this was not possible to the extent that had originally been envisaged. This may also be because the dialogue's findings were in line with what was expected and so the policies were already pre-adapted to fit with them.

"If the findings had been not as expected then of course that would have impacted [SDR UK policies]" SDR UK stakeholder, follow-up interview

Nevertheless, some of the report's findings have been overtly incorporated into core elements of SDR UK's work.

"There was quite a good conversation around people's feeling around [SDR UK's] work with the private sector... which was a difficult conversation to have... Their concerns around transparency in [SDR UK's] partnerships are really important and something that [they] have taken on board... and are part of ongoing conversations about how [they] improve transparency. Having the report and the findings, and to know that it's an important thing for the public to be able to understand, it strengthens the case for more transparency." Project team member, follow-up interview

SDR UK also report that they are incorporating the dialogue findings into the work of new data services as they are being set up, but that this is still at an early stage.

"There are data services out there that are so brand new that they are still recruiting people; they are absolutely just starting out, and these things take time."
Project team member, follow-up interview

LTO2. Findings shape SDR UK's approach to public engagement.

SDR UK's approach to public engagement is still evolving, and it is clear that the dialogue process is feeding into their thinking. We have seen that data services are incorporating the dialogue into their work.

"[The dialogue process] has come up in every one of the six deep dives we've had with the [data] centres." OG member, follow-up interview

"[The report] has really helped to shape and inform our [data service's] approach... to public engagement, and to how we inform and educate the public about what's happening with this data, and also get their opinions and feedback on the uses that they'd like it to have. So the dialogue is really useful in understanding the lay of the land in terms of 'what do the public know about this?'" SDR UK Stakeholder, follow-up interview

At the same time the relationship between the work of the SDR UK core team and the data services is being informed by the dialogue as it evolves.

"[The dialogue] became more of a conversation where we were looking at it from both sides: we learned what the public wanted and what the data services wanted and needed..."
Project team member, follow-up interview

"It does make a lot of sense for the data services to do their own public engagement... but I think there really needs to be some centralised approach that continues the dialogue as SDR UK develops... there needs to be... a spoke and hub approach. [SDR UK] are feeling that out at the moment." SDR UK stakeholder, follow-up interview

The dialogue has also allowed the SDR UK core team to prevent some unnecessary duplication of effort.

"[A data centre was] looking at commissioning a whole dialogue and spending a lot of money with another external [contractor] on another big piece of work, and we were able to say 'hang on a minute we've just done this, which probably will answer some of the things you were going to ask anyway, plus we're planning on doing more stuff in the future..."
Project team member, follow-up interview



However, there is still clearly work to do, as some stakeholders within SDR UK have not meaningfully engaged with the process.

*"I couldn't even tell you where we are in the dialogue process"
SDR UK stakeholder, follow-up interview*

LTO3. Findings ensure that smart data is used in research responsibly and in a trustworthy way.

It is too early to say whether this will be the case, but it is possible to say that this dialogue has provided SDR UK with the foundation for smart data to be used responsibly and in a trustworthy fashion. In addition, the people tasked with implementing its findings are doing so with good intentions, and have sufficient resource at their disposal to be able to deliver on those intentions.

It is also possible to examine the medium-term outcomes which are relevant to this long-term outcome. There is good evidence that the SDR UK core team and other stakeholders now have a much more nuanced and detailed understanding of public views, hopes, concerns, values and principles regarding smart data research. Public preferences are also being used to inform future public engagement by SDR UK and its data services.

*"The public said 'if you're going to use data in this way, fine, but you've got to make sure that it gets into the right hands and that it's used by people who make the decisions to improve our lives... that's what led us to... inform and support those case workers and researchers [in the House of Commons] who work with MPs and select committees and then hopefully it will lead into another part of that which is the people who work in government departments drawing up the policies... and their understanding and knowledge about the potential of smart data research can be used alongside other types to inform those decisions."
Project team member, follow-up interview*

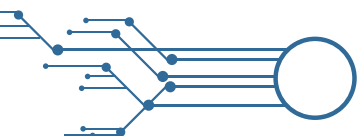
LTO4. Public views on priorities inform future research calls.

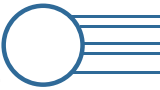
There are early indications that this will be the case, with elements of the dialogue being incorporated into a recent funding round for smart data fellowships and internships. However, interviewees told us that there are real challenges to this way of working which cannot be overstated.

Other long-term outcomes

Two OG members mentioned in follow-up interviews that the dialogue had changed their attitude to how smart data can be used in academic research, and that they were now championing it within their networks.

"[My network has been] uncomfortable with [using smart data] 'we're not sure how we feel about an organisation that's using private data'.. [the dialogue] did help pave the way to... [the network] feeling more comfortable [with commercial data]" OG member, follow-up interview





“What I hadn’t really considered is that you could work with organisations who collect this data not for research but for commercial purposes... My impulse [before this process] would have been to shy away from entanglements with corporations and their data... whereas I [now] think... with the safeguards in place, it is a [useful] source... It’s changed the way I think about smart data...”
OG member, follow-up interview

In addition one interviewee mentioned that the dialogue had given them increased confidence in SDR UK as an organisation that was credible and trustworthy.

“[In] a circumstance in which this [dialogue] hadn’t happened or wasn’t going to happen, would I have trusted SDR UK less as an organisation? Most certainly, because they would just be ‘let’s take it for granted that these things are important to people’... the fact that they’ve gone out and done this makes what they do more robust, and it reassures me that it’s not just commerce run amok.”
OG member, follow-up interview

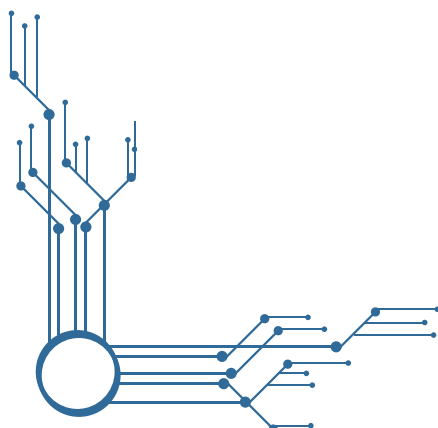
5.3 Basic costs and future benefits

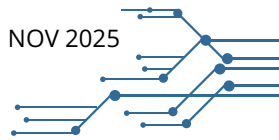
Sciencewise articulate six evaluation areas to explore when reviewing a dialogue. The last of these is ‘what was the balance overall of the costs and benefits of the dialogue (basic costs compared to benefits including potential future costs saved)?’.

A formal cost-benefit analysis for this sort of work is impractical. As Warburton (2010) points out,

“There is no existing economic analysis tool that will work to create a simple cost effectiveness model that will assign monetary values to the benefits of public engagement so that such benefits can be compared to actual costs and come to conclusions about value in any meaningful way.”

However, it is possible to say that although this was a medium-sized dialogue process in budgetary terms, it involved a significant number of participants who were engaged for a relatively long period, and it generated information that could not reliably have been found any other way. The results have been used by SDR UK and their stakeholders, both to inform new work, and to avoid commissioning work that was unnecessary. It has also given SDR UK a credibility that it would not otherwise have had, which is valuable for a new organisation which is trying to establish itself in a complicated research space.





6. Learnings for future dialogues

There are several issues which became apparent within this dialogue process which are instructive when thinking of future work of this type.

6.1 The technology used should be appropriate to the requirements of the dialogue.

This dialogue was compromised by the way that the first and last sessions used a complex multi-venue hybrid format. On balance, we feel that this hindered rather than aided participants' ability to engage with the topics. One aspect of this is that the audio-visual technology was not reliable enough to be able to cope with the sort of tasks that were required in this project, and as a result there were instances where participants found it hard to see or hear the discussions that were taking place.

At the same time, the time constraints imposed by the format worked against skilled facilitators' ability to manage the time necessary for participants to come to a good understanding of the matter at hand. This is not an issue limited to this format, because it is seen in any workshop where smaller breakout groups are required to come back into plenary at the end of a given discussion period. It is, however, particularly acute in this sort of hybrid format, because facilitators are required to use online modes of facilitation (e.g. using WhatsApp to liaise with remote colleagues) within a predominantly face-to-face context, as they engage with participants who are in the same physical location. This is challenging for facilitators who need to be visibly engaged with the conversations in the room, and the costs and benefits of this need to be carefully considered if this sort of format is to be used in future.

6.2 The learning from previous dialogues should be carefully incorporated into the dialogue design.

This project drew on findings from previous studies in adjacent fields, including earlier work by ADR UK and others, which highlighted the importance of addressing data security and clearly explaining the UK research landscape. Different approaches to sequencing this content are possible: building foundational understanding first versus addressing security concerns early. Having weighed up the arguments for both approaches, this project chose the former. It's a point of reflection for future project teams undertaking similar dialogue processes as to whether, by tackling the topic of data security earlier participants' understanding of the issues might have developed more quickly, and the process been able to move further in the time available.

6.3 There should be time within the delivery phase of the dialogue process to take stock.

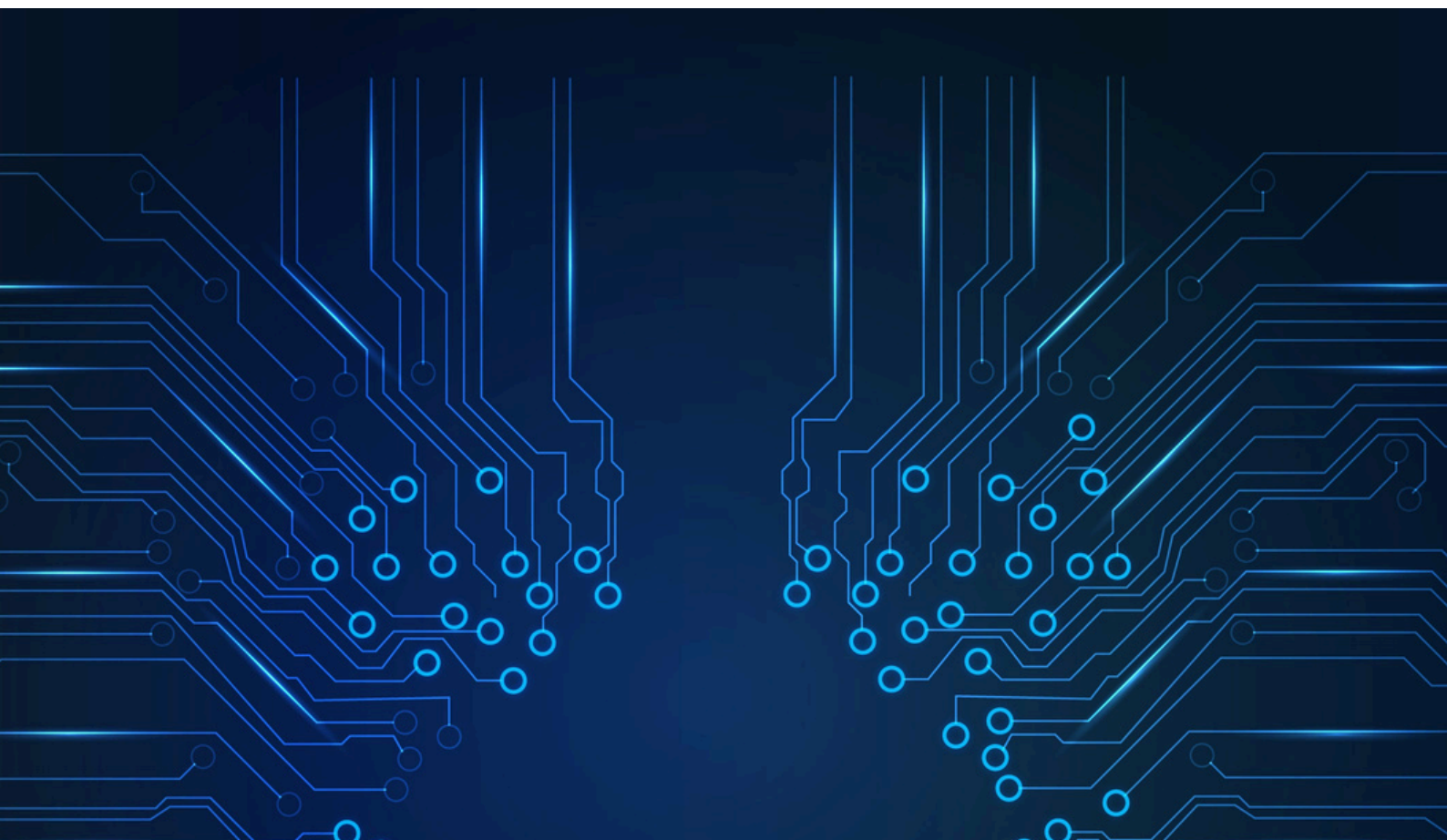
In this process the delivery timetable was very compressed, with only one week between each session. This meant that there was essentially no capacity to take account of the preceding session when thinking about how the next session would be delivered. This has been tackled differently in other Sciencewise dialogues that we have evaluated, with pilot projects running in advance of the main dialogue, or with pauses partway through the process to allow for the next phase to evolve.

6.4 The balance between formative input and summative assessment of the project should be negotiated during the project

It is unwise to draw hard and fast rules in advance about what the balance should be between formative and summative evaluation. However, there should be regular check-ins during the project delivery phase with the Sciencewise adviser so that this balance can be negotiated as issues arise.

6.5 There is no need for a distinction between “observers” and “members” of the Oversight Groups.

Although there may have been bureaucratic reasons why these groups needed to be demarcated, when viewed from within the project itself the distinction was meaningless.



Appendix 1

Recruitment specifications

72 members of the public were recruited from five geographical locations across the UK, with representation from each of the four nations (Belfast, Newport, Inverness, Gateshead and London).

Participants were recruited using professional recruiters (accredited by the Market Research Society). Participants were recruited to be broadly reflective of the general population in terms of age, gender and ethnicity.

Quotas were used to boost for people with a long-term health condition or disability and to ensure the sample covered a range of experiences and attitudes including digital footprint and connectedness (use of social media and smart devices) and attitudes to data sharing (a mix of those who feel more or less comfortable). Participants who had participated in market research within the last 6 months or research on this topic before were excluded from the research.

A total of 72 participants took part in the workshops, with 52 participants participating in every workshop (absences from individual workshops occurred due to e.g. participant illness). A detailed breakdown of the demographics of participants can be found in table 3 and attrition in table 4.

Participants received an incentive payment of £450 for participation in all workshops as a thank you for sharing their time and views. Given the length of engagement, participants were paid a portion of their incentive after attending each workshop.

Public sample

Demographic	Criteria	Intended	Achieved
Location	London	16	14
	Gateshead	16	16
	Newport	16	16
	Inverness	16	15
	Belfast	8	8
Gender	Male	32	29
	Female	32	40

Age	18-24	15	16
	25-44	15	22
	45-64	15	17
	65+	15	14
Socio-economic group (SEG)	ABC1	20	32
	C2DE	30	37
Ethnicity	White	20	41
	White non-British / Irish / Northern Irish	5	4
	Mixed or multiple ethnic groups	5	3
	Asian or Asian British	10	12
	Black, Black British, Caribbean or African	9	9
Health	Long term health condition / disability with significant impact on daily life	15	20
Extent of their digital footprint	High	18	26
	Medium	18	25
	Low	18	18
Family	With school age children	25	32
	Children in primary school (aged 5-11)	7	13
	Children in secondary school (aged 11-16)	7	11
	Children in sixth form or equivalent (aged 16-17)	7	8
	With no children	25	28

Appendix 2

Evaluation instruments

1. World's Shortest Questionnaire

1. What three words would you use to describe the session?
2. What was the best thing about the first face-to-face session?
3. What advice would you give the team for the first session?

2. Participant Survey

1. How do you rate the following aspects of the dialogue process?

	Very poor	Poor	Adequate	Good	Very good	Not relevant to me
Communication with the Thinks team before the first panel session, including recruitment and initial briefing information.						
Technical support from the Thinks team before, during and between the sessions.						
Communication via the online community.						
The process of reimbursement for my participation.						

2. How do you agree with each of the following statements?

	Strongly agree	Agree	Disagree	Strongly disagree
The time commitment for the whole process was more than I expected				
The technical language used in the sessions was easy to understand				
I was able to discuss the social, economic and environmental implications of smart data research.				
I was able to hear from and question specialists from industry, regulatory bodies and other stakeholders.				

	Strongly agree	Agree	Disagree	Strongly disagree
I feel confident that SDR UK will consider our discussions as it develops its policies around smart data research.				
The amount of new information I had to learn was overwhelming.				
The sessions were welcoming.				

3. If someone you knew was invited to participate in a process of this type, how likely would you be to recommend they take part?

Extremely likely

Likely

Unlikely

Extremely unlikely

4. If someone you knew had just agreed to participate in a process of this type, what one piece of advice would you give them?

5. If ESRC/SDR UK or a different department of the Government were organising another similar process, what one piece of advice would you give them?

6. What other comments do you have about the process?

7. We would like to interview a sample of respondents to hear more about your experiences of the process. If you are happy to be contacted to arrange a short (approx. 30 minute) interview, please confirm below.

This will open a separate survey to share your contact details.

Are you happy to be contacted to arrange an interview about your experience of the dialogue process?

Yes

No

3. Participant interview schedule

PRESS RECORD

Many thanks for agreeing to answer some questions about your experience with the Smart Data Research dialogue process. We will be grateful if you can think about the whole process of taking part, from being recruited, right through to the final session a couple of weeks ago.

We expect that this interview will take 30 minutes to complete. I am recording the interview and I will also be taking notes. We will only keep the audio of this meeting, and it and our notes will only be seen by the external evaluators (Dom McDonald, Annabelle Toole and Ben Johnson). Your responses will be anonymised before they are shared with anyone else.

After we have completed the interviews the evaluators will analyse the responses and share their findings with the team who ran the process. They will use them to inform how they run such processes in the future.

If you want to remove yourself from the evaluation process at any point then you can tell me during the interview, or email afterwards, and we will remove all your answers from our data set. By completing this interview you agree to us using your data in this way.

Do you have any questions before we get started?

Deal with any questions or comments. Ensure that you have allowed space for them to withdraw consent.

Are you OK for us to proceed on that basis?

1. So tell me why you decided to take part in the process?

2. Having decided to take part, how did you find the process in the run up to the first session?

If it does not come up naturally, prompt:

- *How about technology aspects like internet access?*
- *How about administrative aspects like making sure you got paid?*

(t+7)

3. Once the sessions had started, how did you feel about your participation?

If it does not come up naturally, prompt:

- *How about the information that was presented during the sessions?*
- *How about your interactions with the other participants?*
- *How about the way that the face to face sessions were structured and facilitated?*
- *How about the way that the online sessions were structured and facilitated?*
- *How about communication with Thinks between the sessions?*

(t+17)

4. Now that the process has finished, how would you summarise the problem that Smart Data Research UK are trying to solve?

If it does not come up naturally, prompt:

- *How important is it that SDR UK consider public views as they set themselves up?*

(t+22)

5. Now that the process has finished, how do you feel about how its outputs will be used?

(t+25)

6. A few minutes ago you said that [answer to question 1] was the main reason why you took part at the start of the process. Now you look back do you think that was the main thing you got from the process?

Depending on how much time they have available:

7. What else do you think I ought to take note of before we finish? [Probe to completion]

Thank them and reiterate that they can withdraw at any time by emailing Dom on emailthenavigator@gmail.com

4. Project team interview schedule

PRESS RECORD

Many thanks for agreeing to answer some questions about your experience with the Smart Data Research dialogue process. We will be grateful if you can think about the whole process, from the start of your involvement, right through to the final session last month.

We expect that this interview will take 30 minutes to complete. I am recording the interview and I will also be taking notes. We will only keep the audio of this meeting, and it and our notes will only be seen by the external evaluators (Dom McDonald, Annabelle Toole and Ben Johnson). Your responses will be pseudonymised before they are shared with anyone else, but you will recognise that anyone who was involved in the process will probably be able to track your responses back to you.

After we have completed the interviews the evaluators will analyse the responses and share their findings with the team. They will use them to inform how they run such processes in the future.

If you want to remove yourself from the evaluation process at any point then you can tell me during the interview, or email afterwards, and we will remove all your answers from our data set. By completing this interview you agree to us using your data in this way.

Do you have any questions before we get started?

Deal with any questions or comments. Ensure that you have allowed space for them to withdraw consent.

Are you OK for us to proceed on that basis?

1. How many processes like this have you been involved in previously?

2. What was your role in the process?

3. How would you summarise the question that lay at the heart of the process?

(t+7)

4. Which aspects of the process did you feel went well?

5. Which aspects of the process did you feel were less successful?

If they haven't come up already, prompt:

How did you feel the online sessions went?

How did you feel the face to face session that you attended went?

How did you feel the multi-venue aspect of the face to face sessions went?

(t+17)

6. As you know this is the second Thinks/Sciencewise process we have evaluated, and we're interested in understanding some of the nuts and bolts of the process:

Can you tell me about facilitator recruitment and training?

Can you tell me about how the sessions were annotated and the findings pulled together into a report?

Depending on how much time they have available:

7. What else do you think I ought to take note of before we finish? [Probe to completion]

Thank them and reiterate that they can withdraw at any time by emailing Dom on emailthenavigator@gmail.com

5. Final report interview schedule

NB Not all questions were asked to all interview participants.

PRESS RECORD

Many thanks for agreeing to answer some questions about your experience with the Smart Data dialogue process.

We expect that this interview will take 30 minutes to complete. I am recording the interview and I will also be taking notes. We will only keep the audio of this meeting, and it and our notes will only be seen by the external evaluators (Dom McDonald, Annabelle Toole and Ben Johnson). Your responses will be anonymised before they are shared with anyone else.

After we have completed the interviews the evaluators will analyse the responses and share their findings with the team who ran the process. They will use them to inform how they run such processes in the future.

If you want to remove yourself from the evaluation process at any point then you can tell me during the interview, or email afterwards, and we will remove all your answers from our data set. By completing this interview you agree to us using your data in this way.

Do you have any questions before we get started?

1. Tell me about your involvement in the dialogue

How have you been kept informed about the dialogue's progress since it came to an end ? (STO3/A3)

2. (t+10) What have you learned as a result of this dialogue?

If it doesn't come up, prompt:

- *What have you learned about public views, hopes, concerns, values, and principles regarding smart data research? (MTO1)*
- *What have you learned about public views and preferences for future public engagement regarding smart data? (MTO2)*
- *Did you feel that the dialogue was trustworthy and valuable? (A2)*
- *How have the findings of the dialogue been practically implemented in the hubs (probe for concrete examples)?*

3. (t+20) How did you feel about the role of the Oversight Group's ability to provide challenge and an outside perspective (A6)?

How did the OG add value? What could have helped it do its job better?

Was the distinction between observers and OG members visible to you? Was it helpful?

4. (t+25) The business case identified a few pathways to impact for the project: I'm just going to take you through those, and it will be really helpful if you can say which ones are relevant to your role, and how far you can say whether they have taken place or not, and any other information you can give me:

- the findings will form a key reference point for SDR UK's strategic hub and a series of new data centres that will be starting in Autumn 2024 and how they will develop their work, governance, KPIs and work with the public thereafter.
- Public views on priorities for smart data research will inform future research calls.
- Findings will be presented to the SDR UK board and recommendations will be implemented by the SDR UK management team

- Public engagement will identify concerns with smart data research which help SDR UK adapt our strategies and policies at an early stage to ensure they are in line with public expectations.
- The dialogue will support engagement with key stakeholders at the outset of SDR-UK.

6. (t+35) "So those were some of the impacts that were identified beforehand, but there might well be others that became apparent to you as we went along: what other impacts have you seen that might be relevant?"

7. (t+40) "What else do you think we ought to take note of before we finish?"

Appendix 3

Sciencewise Quality Assurance Framework

Context	
Timing	Did the dialogue happen at the right time to inform and influence the relevant decisions?
Boundaries of Influence	What was the potential for and limits to informing and influencing decisions?
Context setting	Was the dialogue set within the context of relevant current, previous or parallel activities?
Scope and design	
Rationale for using public dialogue	What was the rationale for using public dialogue?
Governance and management	Were the governance and management arrangements appropriate and effective to meet the objectives?
Resources	Were the resources of time, skills and funding sufficient to meet the objectives?
Involvement of relevant and senior decision makers	Were the relevant and senior decision makers involved, at the right times and in the right ways, and were they adequately briefed and supported?
Clear purpose	Was the purpose of the dialogue clear from the start? Were the objectives appropriate and clearly stated?
Topic focus	What was the main topic focus of the dialogue?
Questions to be addressed	Were the main questions to be addressed by the dialogue open, clear and appropriate?
Level of public participant influence	Public participants had a very limited level of influence over the dialogue
Delivery personnel	How was the responsibility for detailed design and delivery agreed and managed?
Type of public participants	How appropriate, robust and credible was the sample design for the selection/recruitment in relation to the types of public participants to be involved to meet the objectives of the dialogue?
Numbers of public participants	How appropriate, robust and credible was the sample design for the selection/recruitment in relation to the numbers of public participants to be involved to meet the objectives of the dialogue?

Number and location of workshops	How appropriate, robust and credible was the number and location of workshops with public participants in meeting the objectives?
Diverse perspectives	How was the inclusion of a diversity of perspectives ensured to reduce unwanted bias?
Specialist involvement	Were the right number and type of scientists and other specialists involved in the right ways?
Design of deliberative workshops	How appropriate, robust and credible was the design of the deliberative workshops with the public?
Meeting aspirations	How was the dialogue able to cover the aspirations and concerns of those involved?
Ethics, anonymity and data protection	Was due attention given to ethics, anonymity and data protection
Delivery	
Focus on addressing agreed dialogue objectives	How well did the dialogue project address its original purpose and objectives?
Fair and balanced dialogue	Was the process fair with no in-built bias?
Appropriate types and numbers of participants reached	How appropriate, robust and credible was the set of participants involved?
Respect for public participants	Were public participants treated with respect and sufficiently supported?
Sufficient time for deliberative discussions	There was insufficient time and support for all public participants to take on new information, develop thinking and discuss the issues
Sufficient information to support discussions	Public participants did not always have sufficient relevant information to enable them to contribute to the discussions
Quality of facilitation	How well facilitated were the public discussions?
Depth of facilitation	How well were the detail, depth, complexity and richness of the discussions encouraged, explored and probed with participants?
Learning from practice throughout	There was little time available for iterative refinement of the process once the dialogue had started
Recording the dialogue	How well was the recording and data collection implemented?

Capturing agreement, disagreement and uncertainty	How well were agreement, disagreement and uncertainty among participants defined, identified and recorded?
Analysis of dialogue results	How was the approach to the analysis of dialogue results agreed and how well was the analysis undertaken?
Clear and coherent reporting of the dialogue results	How clear and coherent was the reporting of the dialogue?
Clear links between data and conclusions in reporting dialogue results	How clear were the links between data, interpretation and conclusions?
Reporting of wider implications of dialogue results	How well explained was the scope for drawing wider inference from the dialogue results?
Participant involvement in reporting the dialogue results	Public participants were not involved in the drafting and production of dialogue results
Sharing the dialogue results and final reports	How were those involved in the dialogue informed of the final results, and the use of those results?
Impact	
Achieving the purpose of the dialogue	How well did the dialogue achieve its original purpose and objectives?
Dissemination of the dialogue results	How were the dialogue results disseminated?
Credibility and use of dialogue results	How credible were the results to those who were expected to use them?
Short and longer term impacts of the dialogue on policy and practice	What difference has the dialogue made to decisions on policy and practice in the short and longer term?
Impact on public participants	What difference has the dialogue made to the participants
Unexpected impacts of the dialogue	Did the dialogue have any unexpected impacts
Reporting on impacts	How will immediate and longer term impacts be shared with participants and other stakeholders?