

Public Dialogue Sessions

About Public Dialogue Sessions



Public Dialogue Sessions are a form of deliberative research that provides clients with a better understanding of the choices and trade-offs stakeholders make when considering and taking positions on complex issues of the day.

In short, the *Public Dialogue Sessions* put the stakeholder, be they citizens, users, clients or otherwise, at the very heart of the research. In return, clients gain better insight into factors that impact on the participants' decision making process, and the elements that influence the shaping of their considered opinions.

Clients are provided with an opportunity to interact directly with the study audience, to exchange views and connect with each other in a way that is simply not possible using traditional qualitative research methodologies.

How does it work?

Typically, *Public Dialogue Sessions* consist of between 50 and 60 participants recruited to a central location, for a day long session. We work collaboratively with clients to develop specialized recruitment instruments that will allow for a preliminary screening of audiences based on a series of attitudinal questions. This screening is done to ensure participants represent a variety of perspectives.

The session itself consists of three separate and distinct steps. Initially, participants are queried in order to obtain their top-of-mind impressions of the issues at hand, using survey questions with answers gathered via handheld electronic voting technology. Once top-of-mind impressions

have been gathered, participants are presented with carefully balanced background materials (handouts, video, Power-Point decks, etc) illustrating differing perspectives on the issues to be discussed – this material is meant to fuel the subsequent discussion. This is followed by an initial moderated plenary discussion that is focused on the presentation materials. After the plenary discussion, results from the initial survey session are used to segment participants into smaller groups consisting of individuals with likeminded or divergent opinions (depending on research objectives).

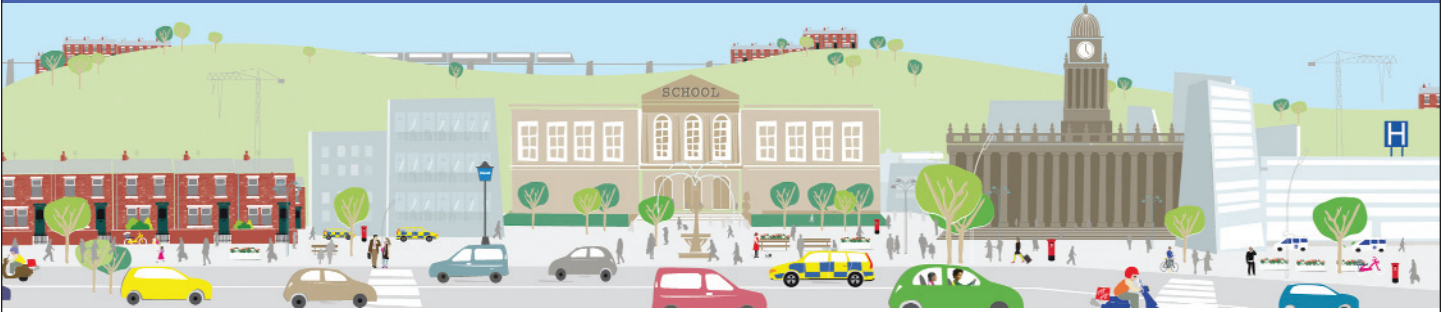
At this point participants are encouraged to engage in a dialogue on the issues being explored all the while using background materials to further inform the discussion. These sessions are facilitated by trained Ipsos Public Affairs Qualitative HotHouse moderators.

Upon completion of the dialogue session, participants are once more queried on their impressions of the issue at hand using electronic voting technology. This allows our qualitative research specialists to track any changes in opinion which may have occurred as a result of deliberations. Therefore, the findings represent the conclusions that the audience would reach had they had the opportunity to become more informed on the issues.

About the Qualitative HotHouse Team

Ipsos Public Affairs Qualitative HotHouse research group provides insights into the perception, opinions, beliefs and attitudes of target audiences about specific issues. We are Public Affairs specialists who are as passionate about the science of qualitative research as we are about staying up-to-date on the newest developments in the field, and working to create innovative research techniques.





About Ipsos Public Affairs

Ipsos Public Affairs in North America conducts strategic research in partnership with clients from the government, public, corporate and not-for-profit sectors to understand and manage issues, advance reputations, determine and pinpoint shifts in attitude and opinion, enhance communications, and evaluate policy.

Strategic advice is the key deliverable. We provide clients with advice that goes beyond reporting on data, based on a concrete understanding of the issues and their context.

Our offices in Toronto, Ottawa, Calgary, Vancouver, Chicago, New York, and Washington D.C. are staffed with objective, research veterans. With sector experts in Reputation & Risk Management; Public Policy, Communications & Social Trends; Public Sector Research; Program Evaluation; Public Opinion Polling; and International Trends, we can tailor a research solution uniquely for you.

Contact

For more information about *Public Dialogue Sessions*, please contact:

Brad Griffin
Vice President
Ipsos Reid
416.324.2288
brad.griffin@ipsos.com

Marc Beaudoin
Vice President
Ipsos Reid
613.688.8973
marc.beaudoin@ipsos.com

Trent Ross
Senior Vice President
Ipsos Public Affairs
202.463.2140
trent.ross@ipsos.com

