

Developing Appropriate Research Methodologies
Building methods from research questions

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Challenges

Addressing the need to...

- Build good academic model alongside need to provide useful data to allow policy changes,
- Bring together a range of social science approaches to deal with the multiple impacts that are expected by Liverpool 08.
- Work with existing data and build upon existing research, while recognising the limits of existing data and definitions
- Bear in mind the unexpected outcomes – design exploratory research

The team determined to build on previous research – academic and policy – and not just be led by funders' requirements



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Design from theoretical framework to method

- 7 key themes give rise to a number of research questions
- Bear in mind:
 - Policy issues
 - Other research in the area (academic and policy)
 - Available data and issues arising from this
- Develop a methodology that matches:
 - the questions,
 - reality of existing data (or lack thereof) and
 - practical issues of data collection



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Cultural Participation

- A key aim of Liverpool 08
 - Objective 2 of Culture Company is "To build community enthusiasm, creativity and participation"
 - Highlighted in the bid process and media reporting of why Liverpool won the bid
- Our research questions consider
 - Changes in cultural engagement in the city,
 - Levels of participation in cultural events, especially among groups who often don't participate
 - Patterns in cultural participation
 - Impacts of cultural participation:
 - how it affected their lives more widely
 - How it affected their ongoing engagement in cultural activity



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Cultural Participation

- What are we really trying to explore?
 - Eg Consider how organisers sought participation (as well as who came)
- Possibly longer term impacts from organisations changing approach to participation than from attendance at one or two events...?
- Need to look at particular as well as general
- More reflective questions:
 - value to people who do (or don't attend),
 - longer term impact on lives and behaviour

Next Steps: use ethnographic techniques to explore the experience, impacts and value of culture to participants in a few projects that have specific engagement focus.



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Sustainability of the Creative Industry Sector

- Relevance in both cultural and economic impacts of Liverpool 08
- Involved from start of bid process via Merseyside ACME
- Identified as one of key areas where LCC wants to measure quantitative impact.

Challenges

- Definition of the sector and mapping to business codes
- Skills levels data not collected at local level
- Skills development is often via formal and informal one-to-one mentoring process

Need for primary data collection – both quantitative and qualitative

Still leaves questions:

- Disaggregation of impacts of 2008 from trends in local and national economy
- Cox review – added value that creativity could bring to industry in general



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Added value of longitudinal research **impacts08** THE LIVERPOOL MODEL

We have a range of methods and timescales at our disposal
(as well as certain pressures!)

- Pressure to deliver to LCC and Culture Company priorities
- Availability of data
- Ability to do exploratory qualitative research where immediate outputs are not obvious
- Opportunity to develop appropriate ways of exploring impacts

Ultimately informing academic research as much in terms of the **process**
of developing methodological frameworks as in the **findings**
themselves



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Discussion



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