



RESEARCH DEMOCRATISATION

THE GOOD, THE BAD AND THE UGLY

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Advancing Research Conference 2022

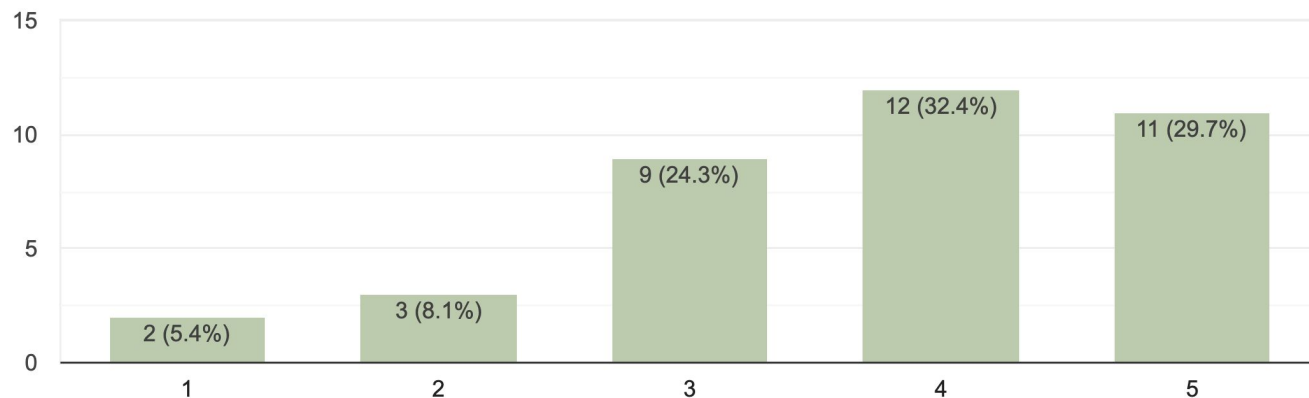
What is research democratisation?



What do you think?

How do you feel about research democratisation as a tool?

37 responses



Expert opposition

Leisa Reichelt (Atlassian)



Five dysfunctions of 'democratised' research

"Teams are incentivised to move quickly and ship, care less about reliable and valid research"

Jared Spool (UIE)



Tell us what you really think: Jared Spool on democratizing research

"To me, this democratizing trend is a statement of arrogance," "It has the air of 'letting the peons do the work that I do.'"



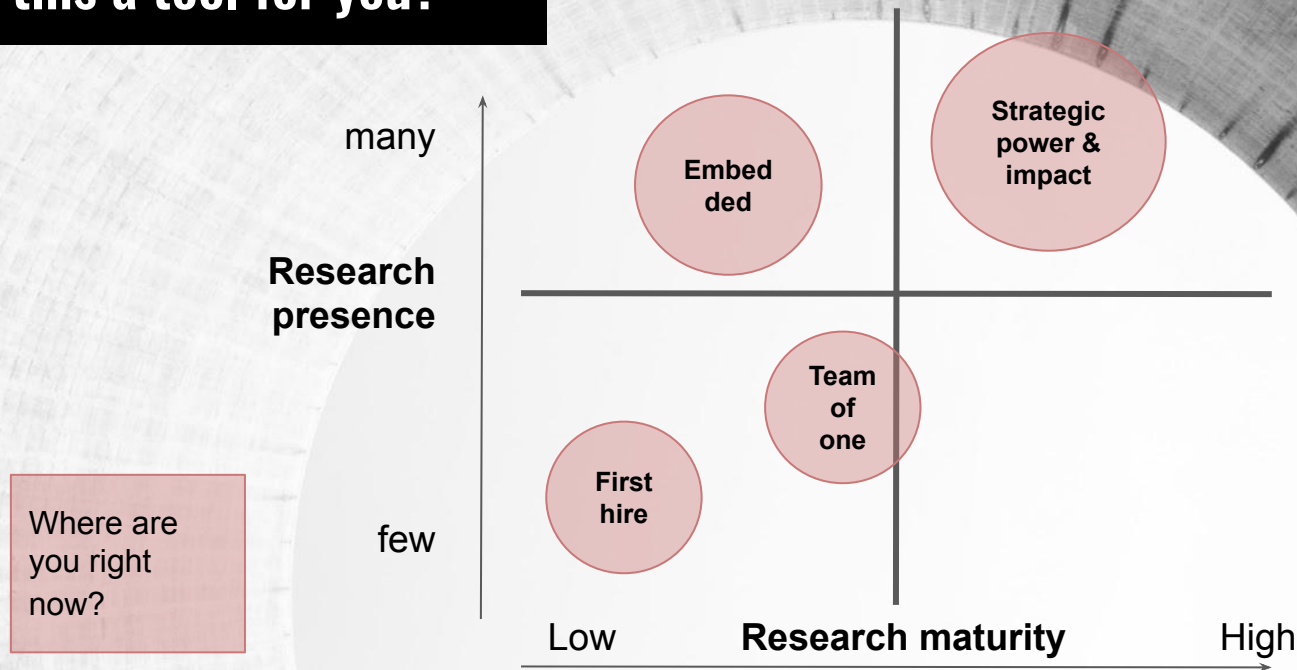
Explore the grey part together

A decision making framework

Case study / Field anecdotes

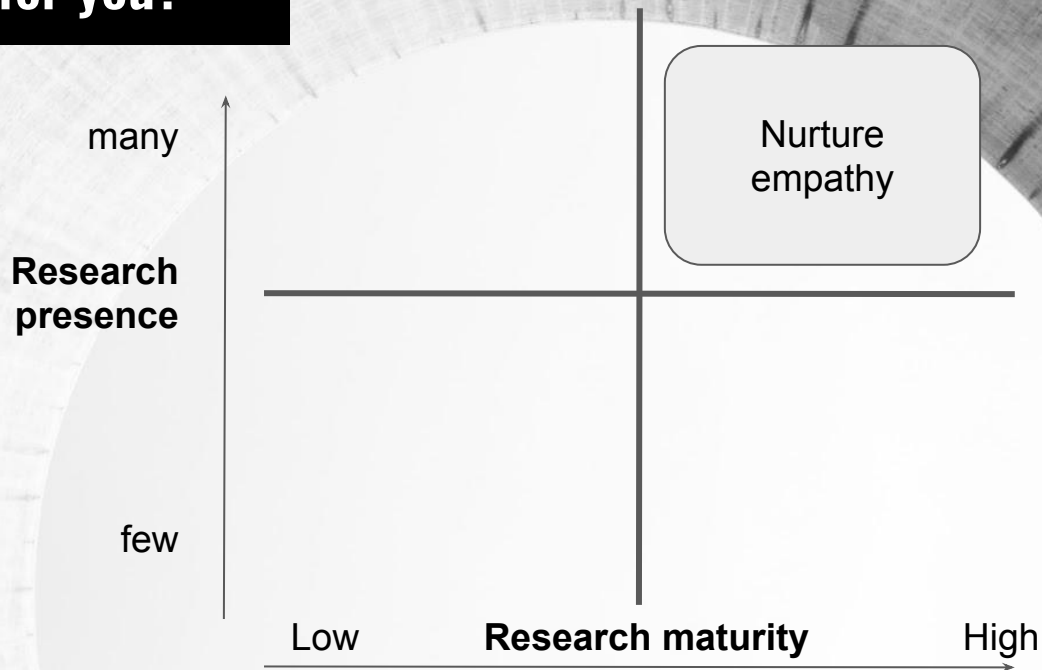
Research democratisation framework

Is this a tool for you?



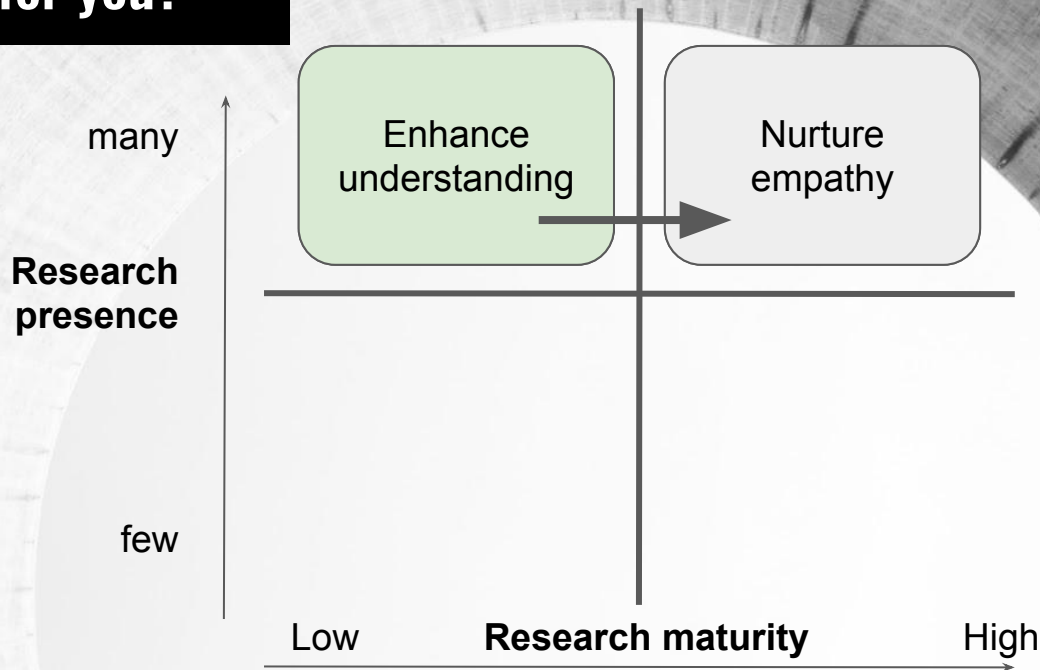
Research democratisation framework

Is this a tool for you?



Research democratisation framework

Is this a tool for you?



A black and white close-up photograph of a feather, showing the intricate structure of the barbs. The feather is oriented diagonally from the top left towards the bottom right. The background is a soft, out-of-focus light grey.

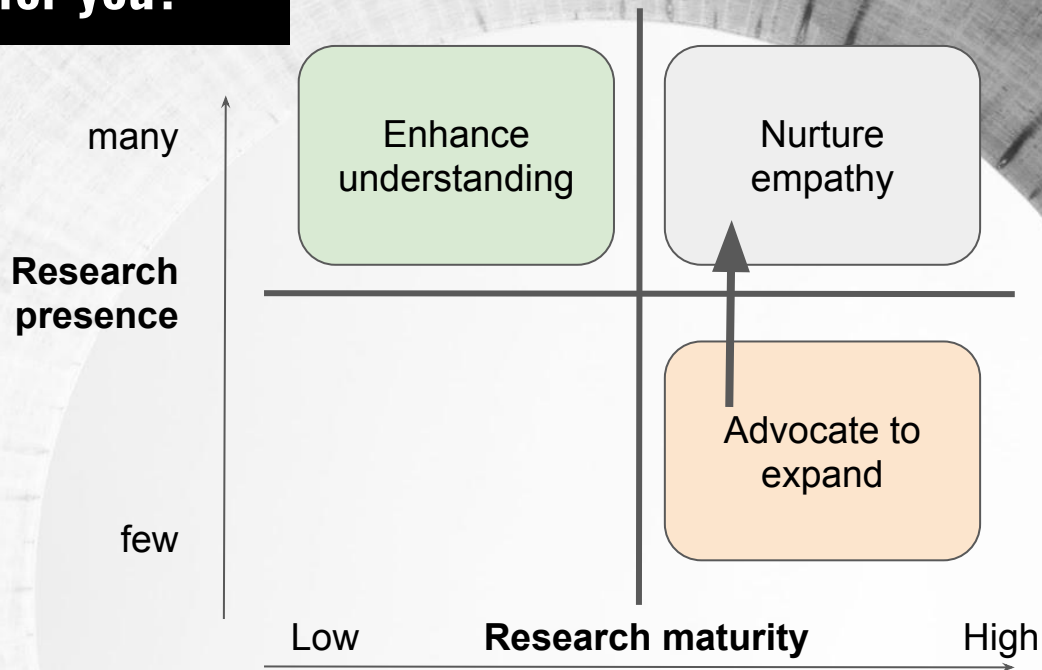
Story from the field

Democratisation experiment in Bergen / NO

**Media house
40+ staff
On site**

Research democratisation framework

Is this a tool for you?





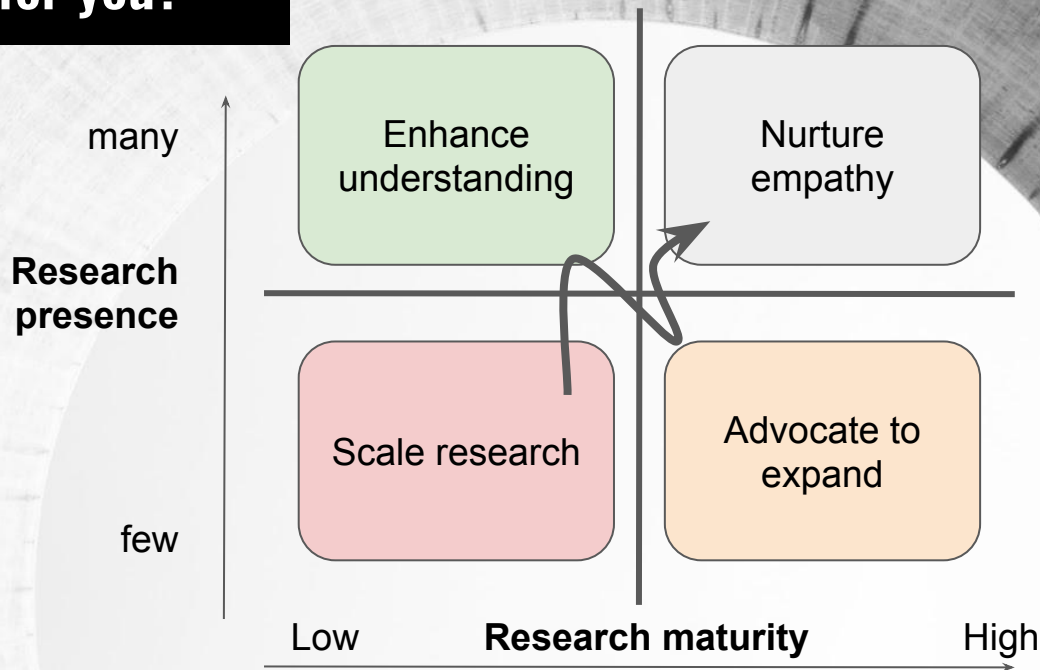
Story from the field

When I was a product designer on a small agile team, democratizing research was the only way I was able to actually **do** any research. My team was able to help me conduct studies, synthesize notes, and formulate an action plan forward based on the feedback we got from users.

When they were part of the process, they took more ownership of implementing the feedback and we all could talk about user pain points and frustrations more holistically.

Research democratisation framework

Is this a tool for you?





Story from the field

The words of my CPO are "we need to empower people to make good decisions".

Unfortunately, I feel that's far too tall of an order for me to fill as a research team of one.

Pitfalls to watch out for



Research in silo's

Admin overload

Professional development

A black and white photograph of a person walking with an umbrella on a rainy street next to a bench. The person is walking from left to right, holding a dark umbrella. To their left is a wooden bench. The background is a bright, overexposed sky, and the ground is wet and reflective. Bare tree branches are visible at the top of the frame.

Our exploration ends here...

What did we discover in the grey?

Push research maturity

Increase presence

Creative and inspiring

Thank you!

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