

# Appendix A – Recruitment specification

**Client:** Department for Science, Innovation and Technology

**Study theme:** Digital Identity Services and Attributes

## 1. Aim & objectives:

This public dialogue has been commissioned by the Department for Science, Innovation and Technology (DSIT), and is being delivered in partnership with the UK Research and Innovation (UKRI) programme [Sciencewise](#), which is supporting and co-funding the dialogue.

The dialogue will engage a reflective sample of the UK. Findings from the dialogue will:

- Inform the rules that providers of digital identities must follow in order to become certified against the UK digital identities and attributes trust framework
- Inform the functions, oversight structure and interaction with the public of the governing body for digital identities (the Office for Digital Identities and Attributes - OfDIA).
- Inform planning for public communications initiatives
- Test a new engagement strategy combining a public dialogue and sandbox-style testing with industry.

## 2. Recruitment summary

This recruitment specification is focused on the recruitment 96 participants reflecting a broad demographic. Our workshops groups will be as follows:

1. 24 people from Northern England
2. 24 people from Southern England
3. 24 people from Wales and Northern Ireland
4. 24 people from Scotland

These groups will broadly reflect the UK population in terms of age, gender, life stage, social grade, household income, geography and ethnicity. We will be gaining informed consent from participants in terms which comply with Data Protection Act 2018 - the UK's implementation of the General Data Protection Regulation (GDPR). Data shared between HVM and Roots Research will be password protected at all times. HVM is registered as a data controller with the Information Commissioner's Office no: Z2969274.

Participants are required to take part in all the activities listed below for which a payment of £400 per participant has been allocated.

Please note support will be provided for participants who need either equipment or data to take part, they will not be excluded for not having access to a laptop, tablet or insecure/ no internet connection.

The following summarises the commitment participants will be making. All events/ workshops are online using Zoom.

Activity	Dates
<b>Main workshops</b>	
<b>Optional</b> tech support session for all participants	4-5pm Tuesday 9 <sup>th</sup> May
Online context webinar for all participants (2 groups running in parallel)	6-8pm Tuesday 9 <sup>th</sup> May
Question review and scoping workshop for Wales/ Northern Ireland & Scotland participants	6-9pm Thursday 11 <sup>th</sup> May
Question review and scoping workshop for Northern and Southern England participants	6-9pm Monday 15 <sup>h</sup> May
Exploratory workshop 1 for Wales/ Northern Ireland & Scotland participants	6-9pm Wednesday 17 <sup>th</sup> May
Exploratory workshop 1 Northern and Southern England participants	6-9pm Thursday 18 <sup>th</sup> May
Exploratory workshop 2 for Wales/ Northern Ireland & Scotland participants	6-9pm Wednesday 24 <sup>th</sup> May
Exploratory workshop 2 Northern and Southern England participants	6-9pm Thursday 25 <sup>th</sup> May
Exploratory workshop 3 for Wales/ Northern Ireland & Scotland participants	6-9pm Wednesday 31 <sup>st</sup> May
Exploratory workshop 3 Northern and Southern England participants	6-9pm Thursday 1 <sup>st</sup> June
Final workshop for Wales/ Northern Ireland & Scotland participants	10am-4pm Saturday 3 <sup>rd</sup> June
Final workshop (part 1) for Northern and Southern England participants	6-9pm Tuesday 6 <sup>th</sup> June

Final workshop (part 2) for Northern and Southern England participants	6-9pm Wednesday 7 <sup>th</sup> June
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### 3. Screener to include:

<b>Criteria for 96 participants</b>	<b>Target – a broad diversity of UK demographics – please work flexibly with these criteria they should be seen as maximum and flexible.</b>
<b>Gender</b>	Appropriately balanced mix of people who identify as male / female / non-binary.
<b>Age</b>	Good age distribution across age groups from every adult life stage from 18 upwards. The sample should be boosted for 18-25 year olds e.g. each group of 24 should have at min. x6 from this age group.
<b>Life stage</b>	A broad range of life stages from students, young professionals, raising young children to empty nesters and those who are retired
<b>Minority ethnic groups</b>	A boosted sample so that for each group of 24 participants a min of 6 participants (e.g. 24 of 96) are from communities experiencing racial inequalities (CERI) above current census data. Asian, Asian British x 1 Black, Black British, Caribbean or African x 2 Mixed or Multiple ethnicities x 2 Other ethnic group x 1
<b>Disabilities/ those with long-term chronic health conditions.</b>	A boosted sample of 10 participants <b>above current census data</b> who are disabled/ have chronic illness.
<b>Current working status and type</b>	A range of people who are employed (part-time/ fulltime/ self-employed) and unemployed, plus those who are retired.
<b>Social Grade</b>	Mix of AB (4 participants) C1C2 (8 participants) DE (12 participants) for each group of 24 people
<b>Household income</b>	A balance from across socio-economic groups, but weighted (at least 8 participants in each group of 24 participants) for those in vulnerable financial circumstances.
<b>Geographic location</b>	The group should be drawn from a UK sample. We suggest focusing on communities which have score higher in the indices of multiple deprivation. Each group of should include those from rural and urban/suburban regions.

<b>Sexual orientation</b>	Appropriately balanced mix – boosting above current census data.
<b>Experience of market research/ dialogue</b>	Should not have taken part in a public deliberation/ Citizens' Jury/ Citizens' Assembly or public dialogue in the last <b>24</b> months particularly those run by HVM such as WGS for newborn screening; or health and data use public dialogues for the National Data Guardian; programmes for WWF on land use; and dialogues for Genomics England on researcher access to discovery research.
<b>Perspectives on screening/ data access</b>	<p><b>Awareness</b></p> <p>1. I have used a digital service to prove who I am within the last 12 months (e.g. facial recognition to access my banking app)  Yes  No</p> <p>2. I have not been able to access a service because I do not have proof of my age or identity in the last 12 months (e.g. using a supermarket checkout)  Yes  No</p> <p><b>Attitude</b></p> <p>Attitudinal questions should be asked in the screener to understand the range of views we have in the sample. They will not be used as inclusion/ exclusion criteria.</p> <p>1. Here are some of the ways in which data is collected about you every day.  Store cards/ loyalty cards  Social media platforms such as Facebook or Instagram  Fingerprint or facial recognition to unlock a smart phone  Which, if any, do you have concerns about in terms of how the data is collected, stored, and used?</p> <p>2. On a scale of 1-5 (where 1=extremely concerned and 5=not at all concerned) please state how concerned you are about your data being collected and used for identification purposes.</p> <p>*Fieldworker to probe responses. We are seeking a balance of responses to these data privacy questions within each workshop with 20% of people being extremely concerned, 60% being at a mid-point (having not thought about it or being neither concerned or unconcerned) and 20% being not at all concerned.</p>

**Important note:** please **do not** recruit friendship pairs or use snowballing techniques.

## 4. Exclusion criteria

Given the specification of this project, please do **not** recruit people currently or recently (in the past 12 months) working for:

- The Department for Science, Innovation & Technology (DSIT)
- A commercial entity working creating digital identity services

Please contact us to clarify any uncertainties in relation to these criteria.