

CASE STUDY: **QUALITATIVE RECRUITMENT** **ONLINE INTERVIEWS**

Workplace Diversity

KEY FIGURES

30

People —
London

6

Industry
Sectors

RESEARCH METHODOLOGY



Online Interviews

THE OUTCOME

We fully recruited 30 profiles – 6 across each sector for IDI interviews covering all touch points as requested these included:

- 8 profiles who did not have English as their first language which included: sri lankan, german, urdu, french, hungarian, lithuanian, bulgarian, mandarin english/ arabic and english/ bengali.
- 8 profiles with a disability or long-term health conditions.

THE FEEDBACK

“It was a pleasure working with Jack throughout the project. He was very responsive and kept our team constantly updated about progress in sample recruitment. In addition he was upfront about emerging challenges and worked with our team to come up with potential solutions. Overall my experience working with Roots was very positive”

BECCI NEWTON
INSTITUTE OF EMPLOYMENT STUDIES

THE PROJECT

Working with The Institute of Employment Studies on behalf of the Greater London Authority to explore diversity in the workplace with a particular focus in: **hospitality; health; digital; creative; or green (construction-type).**

THE PROFILES

Recruitment needed to focus on a range of roles across the sectors from chefs, “screen” industries, green construction and health technicians and practitioners.

The key was to ensure that all respondents met at least one of the following:

- ✓ **ETHNIC MINORITY BACKGROUND**
- ✓ **RELIGIOUS MINORITY BACKGROUND, IE., NON-CHRISTIAN**
- ✓ **HAS A DISABILITY**
- ✓ **EDUCATION BELOW DEGREE LEVEL**

Participants should also come from a range of Greater London boroughs and hold different types of positions within their sector (ie., technical, professional, managerial, administrative/secretarial). If possible, recruit some participants who do not have British nationality or whose first language is not English.

THE PROCESS

We were able to utilise our database on Take Part In Research; using data points that cover employment status and industry, ethnicity, education, and health and nationality. This was the core tool for recruitment allowing us to create targeted invitations for members.

In addition to this we used our professional networking sites to target some of the industries and roles that were a little more challenging – in particular green construction. Creating a list of targetable companies and roles within the GLA area allowed us to reach out to profiles that were not engaged on our panel currently.

