Conducting Inclusive Research

Top 10 Tips

Research Team

When recruiting collaborators and research assistants, actively reach out to folks from underrepresented groups. Don't wait for requests; extend invitations. Inclusive research teams facilitate inclusive research.

1

Topics

Be open to focusing on under-explored groups when examining media effects.

2

Dialogue

incorporate dialogue in everyday conversations about research and in group decision-making processes focusing on research.

3

Definitions

Create definitions of variables that incorporate diverse perspectives (e.g., in body Image research "thinness" Is not Inclusive because It doesn't account for cultural differences).

4

Research Questions

Think about how you frame your research questions. For example, asking "Who pays on a date, the man or the woman?" assumes heteronormativity and effectively excludes queer identities. Re-frame to be inclusive.

5

Literature Reivews

Look at how authors self-identify online and diversify the research that you cite in your literature reviews. lincorporate research found in non-Western journals.

6

Participants' Role

Consider using the "Participatory Action Research" framework to center those most Impacted by the research.

7

Samples

Try to employ diverse samples in your studies and look for intergroup differences whenever you can.

8

Intersectionality

Be mindful of how data are segregated by looking at intersectionality (such as looking at race and gender) rather than using a siloed approach that assumes one-size-fits-all.

9

Comparison Groups

Use appropriate comparison groups to contextualize findings rather than making default comparisons to majority groups (e.g., comparing to White, heterosexuals) because that assumes those outcomes are normative.

10

Suggested Readings

Scharrer, E., & Ramasubramanian, S. (2021). Quantitative research methods in communication: The power of numbers for social justice. Routledge.
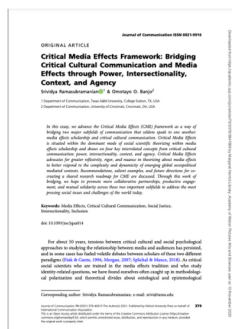
Ramasubramanian, S., & Banjo, O. O. (2020). Critical media effects Framework: Bridging critical cultural communication and media effects through power, intersectionality, context, and agency. Journal of Communication, 70(3), 379–400.
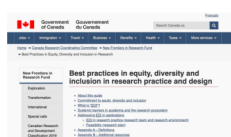
Best practices in diversity, equity and inclusion in research practice and design
https://www.sshrc-crsh.gc.ca/funding-financement/nfrf-fnfr/edi-eng.aspx
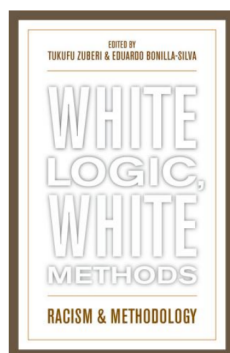
Zuberi, T., & Bonilla-Silva, E. (Eds.). (2008). White logic, white methods: Racism and methodology. Rowman & Littlefield Publishers.
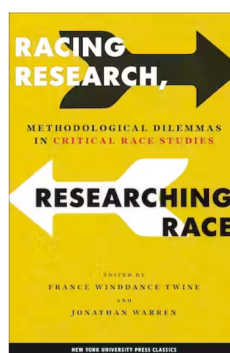
Twine, F. W., & Warren, J. W. (Eds.). (2000). Racing research, researching race: Methodological dilemmas in critical race studies. NYU Press.

Bacio, M., & Rinaldi, C. (2019). The queer researcher: Challenging homonormativity in research and educational settings. In Feminist Perspectives on Teaching Masculinities (pp. 29-43). Routledge.

Other Resources

What is diversity, equity, and inclusion?

Differentiating between the 3Ds: discussion, dialogue and debate

VIsualiszing inequality, equality, equity and justice

Report – Diversity, Equity and Inclusion: Insights from the global research community