
Online action research. How interventions can be understood through participant storytelling

By

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**A case study
approach**

Online Action Research

The research

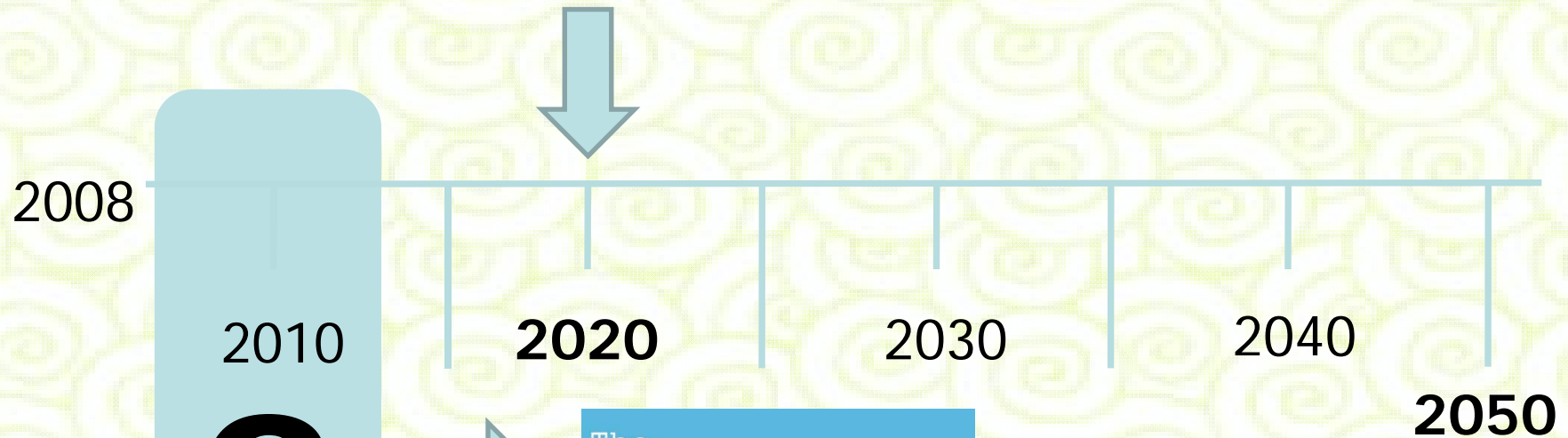
Implications

**A case study
approach**

To a much bigger question



Cut carbon emissions



?

80% by 2050





Social Networks



Bamberg
(2003)



Soc
intera

Sens
commu

structur
programme

Social
interaction

et al
(2006)

Catalysts

Longer term
change





Online Action Research



Qualitative

Broadening
definition of
research data

Experiential
research

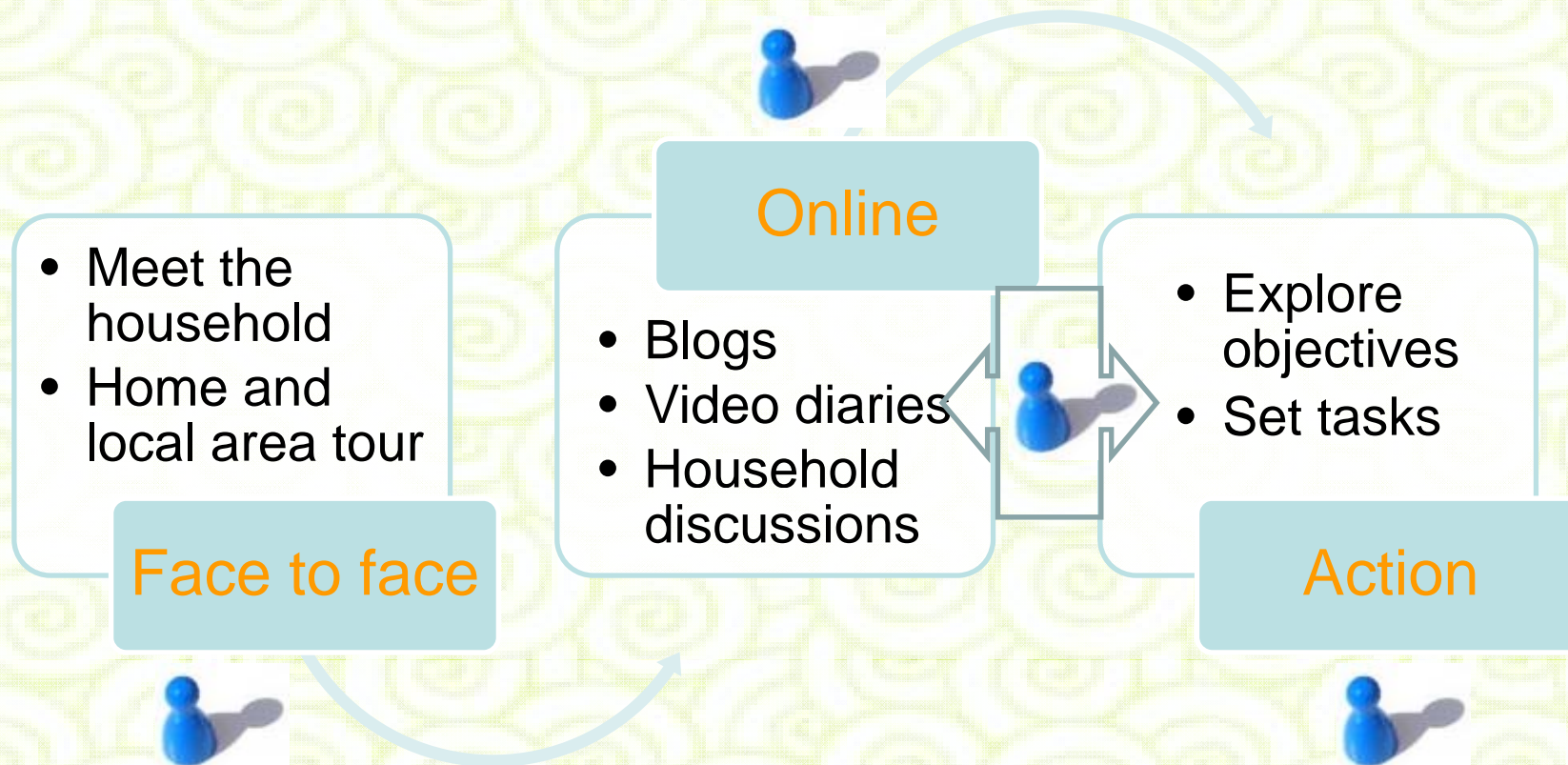
Shifting role
of participant

The research

What we did and why



A six months project





Online Action Research

Hook Norton



- Relatively affluent
- Families and individuals
- Rural villa



West Oxford

- Relatively affluent
- Young professionals and families
- An island near the city centre



Chale Green

- Housing estate
- Employment, parking popular
- Park on right





Emotional response



**Hook
Norton**





Online Action Research



ISLE OF WIGHT - Blackgang Cliffe

Chale Green

- Social housing estate
- Limited employment, home working popular
- Amusement park on Isle of Wight





Knowledge and awareness



**Chale
Green**



ISLE OF WIGHT - Blackgang Chine



Online Action Research



West Oxford

- Relatively affluent
- Young professionals and families
- An island near the city centre





Living in 'toy town'



**West
Oxford**



Implications



What the clients thinks...

'This project has started to help us understand not just the theoretical carbon savings associated with low carbon measures and technologies, but **practical, 'real' carbon savings based on the interaction between accessing technology, in-home behavioural changes and more collective responses to the LCCC initiative...**



...it is an accessible way for policy makers and other stakeholders to dip in and out of the research **to follow the householder and learn from their insights in real time!**



Social network influence



Oxfordshire from the Ground 1: Communities

Over 30 community groups in Oxfordshire are active on climate change. Find out the who, what & where: www.climateox.org

Take Action

Sustainable Chertbury

Sustainable Hellingly

Low Carbon West Oxford

Wantage and Cliftonville

Distributed Carbon Project

Brighton and Hove

"We've come together about climate change - we've rediscovered community."

LOW CARBON HEADINGTON

Low Carbon West Oxford

LCON LCON (Low Carbon Oxford North)

LC EO₂ Low Carbon East Oxford



Real action researchers



'As we use gas to heat our house and water, I am really interested in this and wondered whether we could sign up to **"green" gas** in the same way that we are on a "green" electricity tariff.

[XX], who we are with, have a scheme whereby you pay a premium to help fund research. That is interesting so **this week's task will be to look at what options there are out there for Green gas.**'





Working together preferred





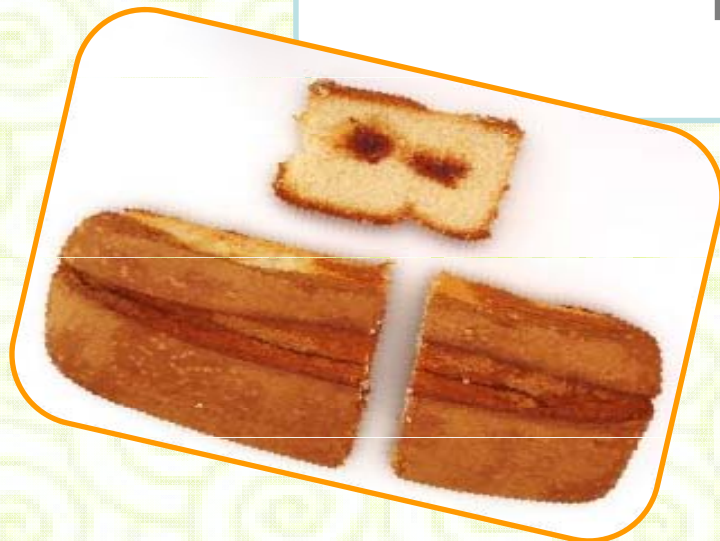
Online social network





Online Qual Researcher?

If I'd asked customers
what they wanted, they would
have said "a faster horse"
Henry Ford



Thank you for listening!

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