Stage 1: Identifying stakeholders who might share your research interest

1. Create a list or map of all the possible stakeholders in your research

- Who might be affected by your research? Who might it bring hope to?
- Who might be interested in it? Who would miss it if it stopped?
- Who might be in a position to make change happen, if the research shows this is needed?
- Think beyond the 'usual suspects' – are there people whose voices aren't often heard in this research area, who might have unique perspectives or insights?

The figure below shows the different sectors in society, and the different groups in each sector. You can use this as a starting point to help you map your specific stakeholders.

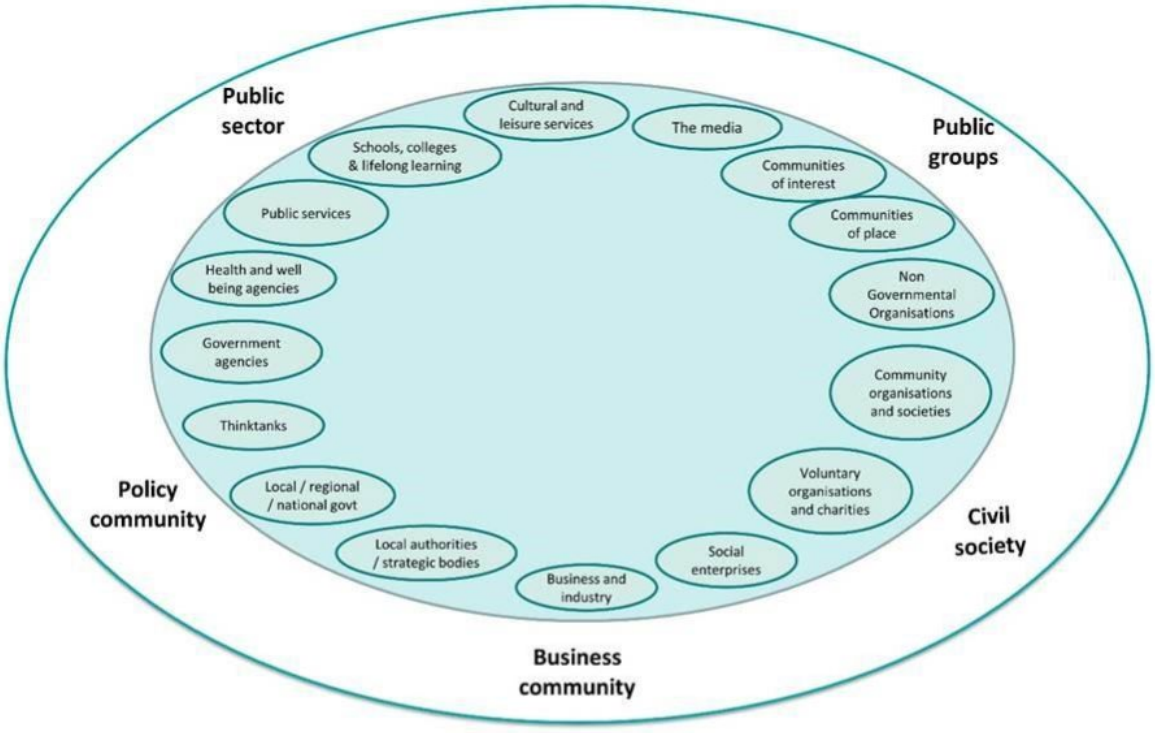

Fig. 1. Potential Stakeholders/Partners/Intermediaries. (Reproduced with permission from National Co-ordinating Centre for Public Engagement, "Introduction to High Quality Public Engagement")[1].

2. Talk to others and research options.

Are you involved in a TU Dublin Research Hub, Research Centre or Research Group? If so, talk to the Hub lead or Research Centre/Group manager. You can also contact the TU Dublin Research Engagement Lead for ideas, particularly regarding community or statutory stakeholders. If you're looking for ideas regarding industry stakeholders, you can contact the TU Dublin ARISE Business Developers.

[1] National Co-ordinating Centre for Public Engagement, "Introduction to High Quality Public Engagement", *YouTube*, video, Feb 27, 2022, https://www.publicengagement.ac.uk/resources/tutorials/high-quality-engagement-101

Outside the university, you can find a national database of community partners interested in collaborating on funded research here.

3. Consider each stakeholder's position in relation to the research topic.

You can use a matrix to analyse different stakeholders' levels of interest and of influence/power in relation to your research – see the example below.

	Low interest in the topic	High interest in the topic
High influence/power		
Low influence/power		

Fig. 2. Table to analyse stakeholders' level of interest and of influence/power[2]

Can you engage with those with high interest but low influence, such as members of underserved communities? Collaborating with stakeholders in these groups can make your research more inclusive. It can also be a way to support these stakeholders to increase their level of power and influence[3].

Patients and carers can have high interest but low influence when it comes to medical research. In Ireland, research engagement with patients is called 'Public and Patient Involvement' or PPI. This is not about recruiting participants to give samples or data. PPI is about design research collaboratively with patients, carers and others with relevant lived experience. PPI also increases the impact of research, as research findings are more likely to be shared and used[4]. There is a wide range of PPI-specific resources available online[5], including a short blogpost on how to identify and find potential PPI collaborators.

Might different stakeholder groups might have positive or negative attitudes to your research?[6] It's worth sounding out both sets of people, to understand the issue from different perspectives.

Once you have finalised the prioritised list of stakeholders you want to collaborate with, move on to stage 2: making contact with stakeholders.

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[2] Based on Mendelow's Matrix. See Ismael Memon et al, "How to: Conduct a stakeholder analysis when designing an educational intervention", Cardiff University Centre for Medical Education, accessed November 13, 2024, http://www.cardiff.ac.uk/__data/assets/pdf_file/0004/2741431/How-To-Conduct-a-Stakeholder-Analysis-When-Designing-an-Educational-Intervention.pdf

[3] NHS England and NHS Improvement "Quality, Service Improvement and Redesign Tools: Stakeholder Analysis", accessed November 13, 2024, https://aqua.nhs.uk/wp-content/uploads/2023/07/qsir-stakeholder-analysis.pdf

[4] Health Service Executive Research and Development, *Knowledge Translation, Dissemination, and Impact: A Practical Guide for Researchers. Guide No 8: Patient and Public Involvement in HSE Research. Research and Development*, (Dublin: Health Service Executive, 2021), https://hseresearch.ie/wp-content/uploads/2021/12/Guide-no-8-Patient-and-Public-Involvement-in-HSE-Research.pdf

[5] See the PPI Ignite Network resources page for a wealth of tools and guidance

[6] Ruth Murray-Webster & Peter Simon, "Making Sense of Stakeholder Mapping", *PM World Today* Vol. VIII, Issue 11 (November 2006), https://skat.ihmc.us/rid=1JGD4CJZ4-F9CF0Y-1KM6/SEMINAL%20stakeholder%20mapping%20in%203d.pdf