

CONFERENCE HASHTAG  #SRAevents

'Social Research in a Sceptical Age'

Wednesday 6 December 2017 at the British Library, London

The current climate of scepticism towards 'experts' has put many research practitioners and users on the defensive. Is it enough simply to assert the value of rigorous methods, or should we be checking, sharpening and improving our tools? If 'post-truth' carries real meaning then the pressure is on researchers to find a positive response – such as clearly communicating our findings and why they matter; and demonstrating how high standards in design, conduct and analysis are built in to our research.

The SRA annual conference is the only forum the UK has for bringing together social researchers from all sectors and disciplines to share knowledge and ideas, to debate our most pressing professional issues, and, of course, to meet and talk.

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 **NCRM**
National Centre for
Research Methods

PLENARY SPEAKERS

- ▶ **KEYNOTE SPEAKER:**
John Pullinger, National Statistician
- ▶ **Will Moy**, Director of Full Fact
'Distrust is earned: reporting from the front line where high quality research meets public debate'
- ▶ **Suzanne Hall**, Head of Qualitative Research, Ipsos MORI
'Research in a time of 'truthiness': Using mixed methods to connect, cut through and change'
- ▶ **Professor Tim May**, Deputy Director, Sheffield Methods Institute
'Meaning, validity and expertise: Lessons for social research from the era of post-truth'
- ▶ *Another voice* with **David Walker**

Workshop presentations on:

- ▶ Involving research participants
 - ▶ Getting the message across
 - ▶ The value of narratives
 - ▶ Policy evaluation
 - ▶ Qualitative innovation
 - ▶ Quantitative innovation
- And more...