

'Adapting to change: Where next for social research?'

Thursday 13 December 2018 Kings Place, London

As the SRA turns 40 we take stock and look ahead. With the advent of innovative techniques, tools and tech, social research has transformed in recent decades. But with advancement has come data misuse and widespread public scepticism – so the profession faces continuing rapid change and rising uncertainty. And the landscape of social research – its methods, policy focus, funding, ways of working – continues to evolve.

The conference will explore how researchers can adapt to these changes, while also asking what are the enduring principles of research that will guide good practice and maintain public confidence for the next 40 years?

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.

Thanks to  Main Sponsor



 **NCRM**
National Centre for
Research Methods

 **Quirkos**

 **MAXQDA**
The Art of Data Analysis

CONFERENCE HASHTAG  #SRAevents

PLENARY SPEAKERS

- ▶ **KEYNOTE SPEAKER:**
Sir John Curtice, Strathclyde University and NatCen
- ▶ **Jennifer Rubin**, Executive Chair, ESRC
- ▶ **Trish Greenhalgh**, Professor of Primary Care and Health Science, Oxford University

Workshop presentations on:

- ▶ In-the-moment qualitative research
- ▶ Moving online
- ▶ People power
- ▶ Impact evaluation
- ▶ Survey representativeness

And more...

NEW THIS YEAR – Single-topic workshops

- ▶ 'An Infographic 101'
- ▶ 'Semiotics for researchers'
- ▶ 'Big data and social research'

Plus: semi-structured networking

10%
early bird discount