

BRITISH LIBRARY

Social  
Research  
Association

CONFERENCE HASHTAG  #SRA Conf

# Annual Conference

## PROGRAMME 2015

# Changing Social Research: Evolution or Revolution?



Monday  
8 December 2014

British Library  
Conference Centre  
96 Euston Rd  
London NW1 2DB

# PROGRAMME

Main auditorium for all sessions except AGM and workshops

Time	
9.00	Registration and Tea/Coffee
9.30	SRA members' AGM (Chaucer room)
10.00	<b>Chair's welcome</b> Patten Smith
10.05	<b>Welcome to the British Library</b> Jude England
10.10	<b>Richard Bartholomew</b> – The new SRA Journal
10.15	<b>David Rhind</b> , Deputy Chair of the UK Statistics Authority and <b>Sharon Witherspoon</b> , Director of the Nuffield Foundation <i>The impact of big data on social research</i>
11.00	<b>Patrick Sturgis</b> , Professor of Research Methodology at Southampton University and Director of the ESRC National Centre for Research Methods <i>How survey research adapts to socio-technological change</i>
11.40	Tea/Coffee
12.00	<b>Workshops 'A'</b> (See opposite: please choose one)
13.00	Lunch
14.00	<b>Kandy Woodfield</b> , Director of Learning at NatCen Social Research <i>Challenges and opportunities of digital social research</i>
14.40	<b>Paul Atkinson</b> , Distinguished Research Professor at Cardiff University <i>New developments in qualitative research methods</i>
15.20	Tea/Coffee
15.40	<b>Workshops 'B'</b> (See opposite: please choose one)
16.40	Social Research Quiz
17:00	Drinks reception

With thanks to



## Workshops 'A' – 12.00 to 13.00

### 1: Ethics and technology (CHAUCER ROOM)

*Ethical research using technology*

**Helen Kara, Independent researcher**

*Qualitative research among teenagers: Getting beyond the one-word answers from a potentially vulnerable audience*

**Rachel Cope & Sania Haq, mruk**

### 2: Maintaining quality (ELIOT ROOM)

*Using web surveys to measure sexual behaviours and attitudes in the general population*

**Bob Erens, London School of Hygiene & Tropical Medicine & Andrew Copas, University College London**

*Propensity score adjustments for non-probability samples: Using web panels*

**Andrew Copas, University College London & Bob Erens, London School of Hygiene & Tropical Medicine**

### 3: Behavioural research (BRONTE ROOM)

*Using randomised control trials to test the effectiveness of service improvements*

**Toby Blume & Sherilyn Dos Santos, London Borough of Lambeth**

*Do consumers have a hierarchy of priorities when engaging with markets?*

**Justin Gutmann, Citizens Advice & Colin Strong, GFK UK**

### 4: Innovations in cognitive testing (DICKENS ROOM)

*Are you seeing what I'm seeing? Using eye-tracking to develop paper and web forms*

**Debbie Collins & Jo d'Ardenne, NatCen Social Research**

*The re-design of ONS business surveys: An agile approach*

**Katherine Ralph & Bethan Jones, ONS**

## Workshops 'B' – 15.40 to 16.40

### 1: Making an impact (CHAUCER ROOM)

*Visualising complex data to engage a non-researcher audience*

**Daniel Ellis & Dr Louise Morpeth, Dartington Social Research Unit**

*Putting knowledge transfer into practice: Increasing the impact of research relating to sight loss*

**Catherine Dennison, Thomas Pocklington Trust, Sally McManus, NatCen Social Research, & Fay Sadro, RNIB**

### 2: Innovative qualitative methods (ELIOT ROOM)

*Ethnography goes digital: Researching professionals using a qualitative mobile app*

**Isabella Pereira & Chris Perry, Ipsos MORI**

*E-cigarettes: evolution or revolution? Using mobile qual to understand smoking rituals*

**Daniel Clay & Emily Fu, TNS BMRB**

### 3: Government initiatives (BRONTE ROOM)

*How to overcome barriers to innovative government social research*

**Jonathan Smetherham & Lucy Glazebrook, Dept. for Work and Pensions**

*Supporting organisations to do rigorous evaluations: the role of government administrative datasets*

**Georgina Eaton, Ministry of Justice & Tracey Gyateng, New Philanthropy Capital**

### 4: Innovative quantitative methods (DICKENS ROOM)

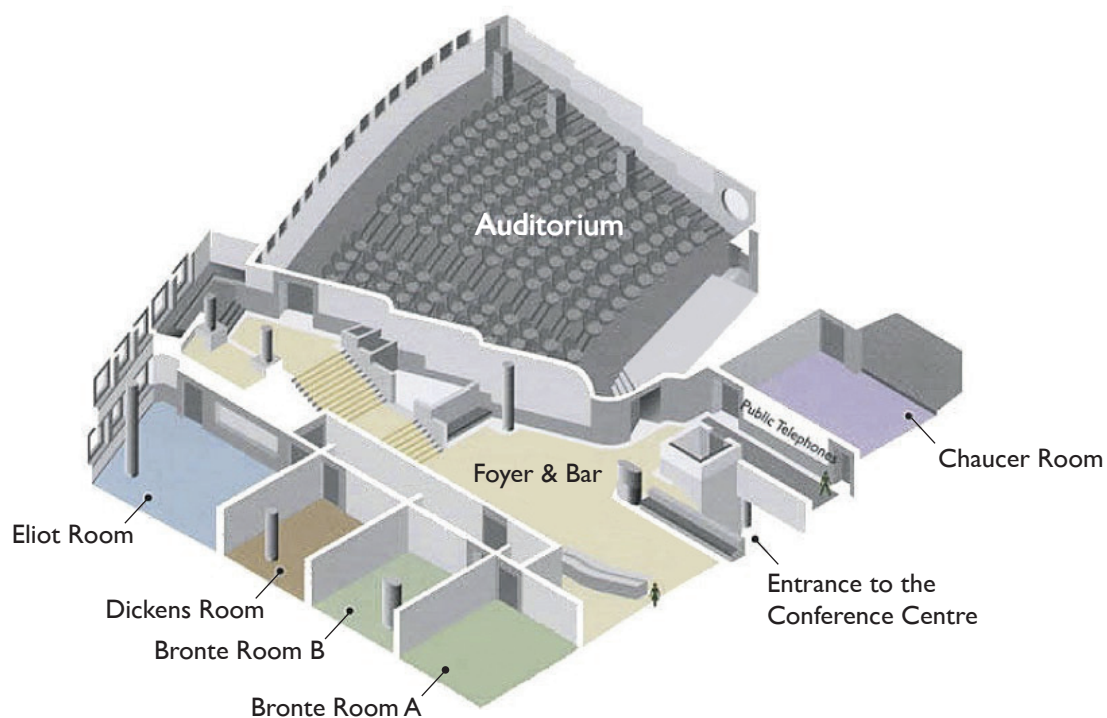
*The use of geo-trigger technology in research using smartphones*

**Nicola Moss & Steve Ginnis, Ipsos MORI**

*Just pray for the best? Introducing new survey technologies into the Church of England*

**Dave Ruston, Research by Design & Sarah Barter-Godfrey, Church of England**

## The British Library Conference Centre



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