![SRA Social Research Association logo]

Annual Conference Programme 2024

Image: RCP London Events/Rupa Photography

**Thursday
6 June**

Royal College of Physicians
11 St Andrews Place
Regent's Park
London NW1 4LE

Thanks to

![gide logo] **Main sponsor**   ![MAXQDA CREATIVE DATA ANALYSIS logo]   ![NCRM National Centre for Research Methods logo]   ![Quirkos logo]   ![Teesside University logo]   ![verian logo] **Masterclass sponsor**

Useful information

- The first three Main Speaker sessions will be recorded, and we will let you know when these are available after the conference

- Whova event app for the main speaker Q&As, scan the QR code on the right (microphones also available)

- WIFI: Network name: SRA, Password: Research2024

- AM Masterclass spaces are limited – attendees will have an orange sticker on their name badge

- Quiet Room – The Thomas Cotton room is available (Lower ground floor)

- The RCP Medicinal Garden – please feel free enjoy the garden throughout the day (weather permitting!) Access is via the Lower ground floor

SRA Annual Conference 2024

Join us on our official event app

We're using Whova as our official event app to facilitate networking, host the event agenda, distribute documents, and send announcements!
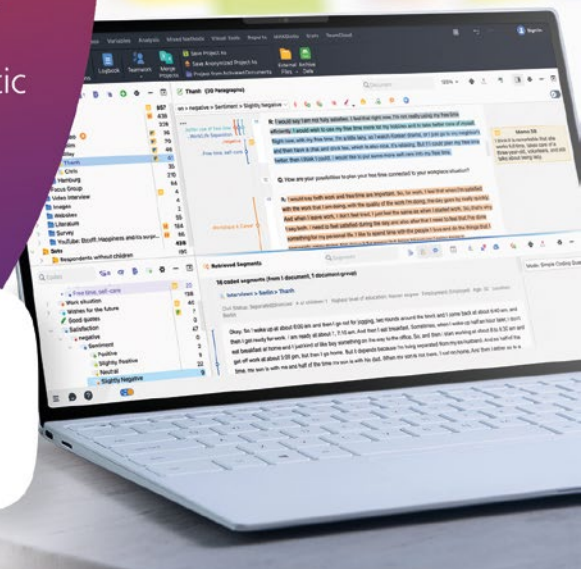
Scan this QR code for the link to download Whova from the App Store and Google Play

Having trouble joining? Search for our event and enter the invitation code: SOCRES2024

Welcome to the 2024 Annual Conference

On behalf of the staff and the Board of Trustees of the Social Research Association (SRA), I would like to wish you a very warm welcome to the 2024 Annual Conference. Our conference is an annual highlight for our sector, and we are pleased to see so many of you back here at the Royal College of Physicians. Last year's event provided a welcome return to an in-person event, with all the benefits it brings to our new hybrid world, alongside a packed and fascinating agenda. This year is no different!

Our conference has always been host to a high quality of keynote speakers and presentations. This year we are truly grateful to welcome leading experts in their field who I am sure are going to provide insightful, memorable and highly topical plenary sessions. Few are as best placed to reflect on their respective topics and areas of interest as our plenary speakers today and we are delighted to welcome them.

As always deciding which breakout sessions to attend from such a brilliant array of choice is going to be difficult but all will provide the opportunity to learn from applied social researchers exploring current issues from their research practice. There will be breaks throughout the day and we hope you will take the opportunity to speak to our exhibitors, catch up with each other and make new contacts. It is my first conference as Chair, and together with our new Chief Executive, Dr Tina Haux, we would be pleased to speak to any of you about what you think of the SRA and what more we could be doing for our sector.

If you are able, I would also like to invite you to our post-event drinks reception, where you can enjoy a relaxing drink after an inspiring day and continue the socialising. I hope the weather is kind to us and we can enjoy the wonderful garden in our venue.

As always, our conference is a result of a huge amount of effort, organisation and planning. In addition to our fantastic speakers, who are so kindly giving us their time, expertise and wisdom, I would like to say a particular thank you to:

◗ Diarmid Campell-Jack, our conference Chair

◗ the volunteer SRA Events group, in particular Caroline Smith, George Holt, Sarah Cheesbrough and Sophie Wilson.

◗ the SRA staff, particularly Monica Wright, and Tom Yeadon.

◗ the SRA trustees, for their championing, promotion and steer.

◗ our sponsors and supporters: **Gide UK**, the main sponsor; **National Centre for Research Methods (NCRM)**, **Quirkos**, **MAXQDA**, **Teesside University**, and **Verian**.

It is also fitting to say a very special thank you to Graham Farrant, who is retiring after the conference having been our Chief Executive for more than a decade. We wish Graham all the very best for his retirement and thank him for his tireless efforts in creating the vibrant, healthy and effective community of social researchers we are today.

Ed Dunn
Chair of the Board of Trustees

## Thanks to our Sponsors and exhibitors for supporting this event

Main sponsor

Masterclass sponsor

Please visit the exhibitors stands during the breaks in the Osler & Long Room.
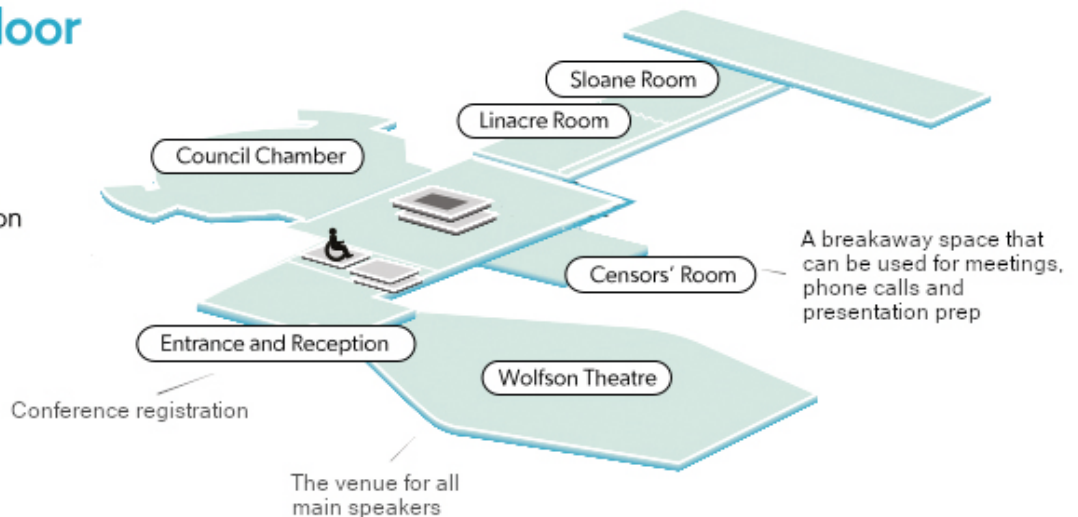
Venue floor plan

First Floor

Dorchester Library
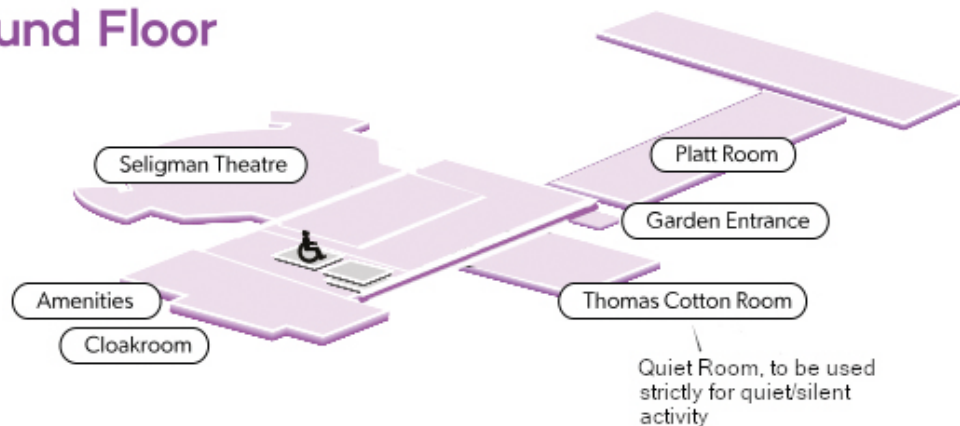Gallery
Long Room
Osler Room

Osler Room

Long Room

First Floor Gallery

Atrium

Dorchester Library

Lunch, break refreshments and exhibitors
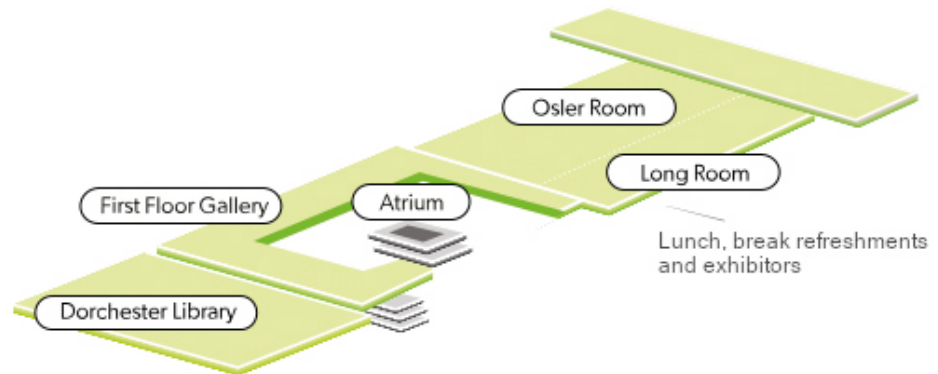
Ground Floor

Council Chamber
Censors' Room
Linacre Room
Sloane Room
Entrance & Reception
Wolfson Theatre

Sloane Room

Linacre Room

Council Chamber

Censors' Room

A breakaway space that can be used for meetings, phone calls and presentation prep

Entrance and Reception

Wolfson Theatre

Conference registration

The venue for all main speakers

Lower Ground Floor

Amenities
Platt Room
Seligman Theatre

Seligman Theatre

Platt Room

Garden Entrance

Amenities
Cloakroom
Lap-top ComPoint
Wi-Fi
Accessible Entrance
Showers
Toilets including accessible facilities

Amenities

Cloakroom

Thomas Cotton Room

Quiet Room, to be used strictly for quiet/silent activity

A private prayer room is also available, please ask SRA staff for details.

Programme

Wolfson Theatre for all Main Speaker sessions

Osler & Long Room for all tea/coffee breaks and lunch.
Please visit our exhibitors.

9.00 – 10.00am	REGISTRATION Tea/coffee/pastries (Platt Room/Garden)
10.00 – 10.05am	SRA Chair's welcome – Ed Dunn
10.05 – 10.10am	Conference Chair welcome – Diarmid Campbell-Jack
10.10 – 10.50am	MAIN SPEAKER: **Stian Westlake** (ESRC) *'Policy priorities in the next Parliament, and the research evidence they should depend on'*
10.50 – 11.30am	MAIN SPEAKERS: **Polly Curtis** (Demos) and **Reema Patel** (Ipsos). Chair – Rosie McLeod *'Democratic renewal, people-powered change, and visions for participation in the 21st century'*
11.30 – 12.00am	TEA/COFFEE BREAK (Osler & Long Room)
12.00 – 1.00pm	BREAKOUTS AM (see page 6 for details)

▸ Making surveys accessible (Linacre & Sloan Room)

▸ Insights from evaluation (Seligman Theatre)

▸ Innovation in research design (Council Chamber)

▸ Masterclass: Creative Methods (Dorchester Library)

1.00 – 2.00pm	LUNCH: (Osler & Long Room)
2.00 – 2.40pm	MAIN SPEAKERS: **Christina Silver** (CAQDAS) and **Steve Wright** (University of Central Lancashire) *'The good, the bad and the ugly of AI in qualitative analysis'*
2.40 – 3.20pm	MAIN SPEAKER: **Sir Jonathan Van-Tam** (Senior Strategy Adviser in Medicine, University of Nottingham) *'Reflections on science, policy and leadership during the SARS-CoV-2 pandemic'*
3.20 – 4.00pm	TEA/COFFEE BREAK (Osler & Long Room)
4.00 – 5.00pm	BREAKOUTS PM (see page 7 for details)

▸ Learning partnerships (Council Chamber)

▸ Using tech to engage young people (Dorchester Library)

▸ Inclusive by design (Seligman Theatre)

▸ Behavioural experiments (Linacre and Sloane Room)

▸ Forging careers in social research – SROC (Platt Room)

17.00 – 18.30pm	END: Drinks reception (RCP Garden)

Breakouts // AM

Making surveys accessible
– Linacre & Sloane Room

RNID's Big Survey 2024 – an exploration of public attitudes towards people who are deaf and have hearing loss

Laura Marples, Michael Quinlan & Dr Hannah Semeraro – RNID

This survey delves into public attitudes towards individuals who are deaf or have hearing loss, alongside insights from those with lived experience. The research was informed by behavioural science ensuring insights can be translated into action, and designed to be fully inclusive of the BSL community. The findings will be shared alongside tips for inclusive research practices.

Strategies for including young people with additional needs in longitudinal surveys

Line Knudsen – National Centre for Social Research & Wendy van Rijswijk – Department for Education

SEND Futures Discovery is a two-wave pilot of a large-scale longitudinal survey with young people with Special Educational Needs and Disabilities (SEND) and their parents. We present what we have learned in terms of, specifically, encouraging participation among this group and, more broadly, some of the potential tensions related to conducting accessible/inclusive research with children and young people with SEND.

Insights from evaluation – Seligman Theatre

Working with stakeholders in East London to co-develop a service evaluation strategy

Mariana Willmersdorf-Steffen – Queen Mary University of London

This presentation reports on the co-production of a monitoring and evaluation framework for a social prescribing programme for children and young people in East London, involving local organisations and young people with lived experience. Central to the reflections on the process is the belief that the local community has invaluable knowledge that is fundamental to the success of the programme.

Changes to the way we vote: a real-world theory-based evaluation

Maya Agur & Christa Downing – IFF Research, Adele Rowe – Department for Levelling Up, Housing and Communities (DLUHC)

Learnings from a theory-based evaluation of the new requirement in the May 2023 local elections to present photo ID at polling stations in Great Britain plus new UK-wide provisions for disabled voters. We will share our experience of using contribution analysis techniques in a fast-paced policy environment in time to inform the delivery of the next UK Parliamentary General Election.

Innovation in research design
– Council Chamber

Dear diary… The challenges and opportunities of designing online diaries

Eva Aizpurua – National Centre for Social Research

This presentation explores the challenges and opportunities in designing online diaries, using the Wales National Travel Survey as a case study. It covers key design decisions, data collection methods, and insights from testing stages such as cognitive interviewing and quantitative tests, offering practical recommendations for transitioning to digital data collection in surveys.

Using driving simulation to understand road users' perceptions of safety on smart motorways

Michael Soper – National Highways & Scott Stephenson – AECOM

National Highways used a high-fidelity driving simulator to measure drivers' perceptions of safety whilst experiencing a smart motorway. Drivers were presented with alternate treatment of emergency areas and their response was tested. This presentation discusses how careful study design can address the challenge of reliably measuring a person's feelings within a simulated environment.

Masterclass: Creative methods: from data collection to dissemination (Dorchester Library)

(There are limited places so if you selected to attend this session your badge will have an orange sticker)

Dr Nicole Brown, Director of Social Research & Practice and Education Ltd. and Associate Professor at University College London

Researchers draw on creative methods for data collection purposes, but there is often little guidance on how to analyse the data collected through creative methods and how to then move to dissemination. This leaves many researchers uncomfortable and insecure about their ability and skills to deal with creative methods. The aim of this masterclass is to provide delegates with a practical step-by-step example of how analysis can be done creatively so that it may lead to tangible outputs that can be shared in dissemination.

The masterclass is delivered as a mixture of interactive group tasks, plenary discussions, and mini-lectures to enable active and experiential learning.

Breakouts // PM

Learning partnerships – Council Chamber

The rise and rise of the learning partnership

Sohila Sawhney – Barnardo's

What is a learning partnership and why are they suddenly so popular? In this session, I will share my experiences and observations of the key features of a learning partnership, the differences and similarities with conventional evaluations, and critical reflections on what makes a good learning partnership between researchers/research organisations and charities.

More than research? Using 'soft' skills and wider experience in learning partnerships

Miranda Lewis – m2 Consultants

Building an effective learning partnership involves a range of different skills – some technical (e.g. research, analysis, knowledge of the policy or sector context) and some that are typically categorised as 'softer' (e.g. facilitation, building reflective spaces, supporting collaboration and the development of relationships). Balancing the different roles can be a challenge. This session draws out learning around this and presents some practical ways to address these challenges.

Using tech to engage young people – Dorchester Library

Methods for enhanced engagement: exploring Gen Z perspectives on Net Zero

Dr Asimina Vergou – Co-op Foundation, Dan Clay – Basis Social with Eric Laurence

In a mixed-method study exploring young people's perspectives on the impact of the journey to net zero, we worked toward informed and engaged participants. We recruited young people through friendship triads and set diversity quotas. We will present insights from using TikTok-influencer videos, peer-to-peer online approaches and conducting an AI chatbot-enabled survey to understand how views differ across the population.

Capturing the apprentice voice throughout their apprenticeship journey

Denis Donoghue & Diana Rybochkina – Skills Development Scotland

Skills Development Scotland (SDS) has developed a unique rolling approach to gathering feedback across the apprenticeship family with results reported in real time. Automated tools and reporting replace previous multiple set-piece surveys; with automatic distribution of questionnaires via our management information system and 'live' reporting. It has already had over 22,000 responses; making it the largest apprenticeship survey in the UK.

Inclusive by design – Seligman Theatre

Approaches to aligning trauma-informed practice with considerations of equity, diversity and inclusion

Dr Holly Taylor-Dunn & Skye Curtis – MEL Research

This presentation considers the importance of aligning trauma-informed practice with approaches to embedding equality, diversity and inclusion when doing social research. The presenters will highlight the objectives and importance for doing this, as well as share some of the learnings and challenges they have experienced. They will provide some practical tips on how to embed these ways of working.

Designing inclusive research to explore barriers and facilitators for ONS survey participation

Alice Robinson & Steffi Giji – ONS

Researchers at the Office for National Statistics adopted an inclusivity-led approach to facilitate participation from members of the public who have a visual impairment, are D/deaf or hard of hearing, or are neurodivergent. The process involved consulting with condition-specific advisory groups, working with voluntary sector organisations, researcher training, and adjustments to the interview approach.

Behavioural experiments – Linacre & Sloane Room

Using an online behavioural experiment to explore how to communicate complex changes in energy tariffs to consumers

Freddie Herbert – Ofgem

This presentation will summarise Ofgem's online behavioural experiment exploring how to communicate changes to the Energy Price Cap to consumers. The experiment was built around Bloom's Taxonomy a hierarchical model of learning which evaluates levels of comprehension, increasing in degrees of complexity at each level.

Is it possible to test children's age declarations in online experiments?

Dr Nicola Sides – Ofcom

As part of its Online Safety Act duties, Ofcom is working to introduce mitigations to protect children online, with a priority to identify child users through honest age declarations at sign-up – a known challenge. Through a pilot RCT in a mock social-media platform, Ofcom evidences the efficacy to trial real-world online behaviours in an experiment. We present findings, challenges, and lessons learnt.

Forging careers in social research: Insights from social researchers of colour – Platt Room

Shivonne Gates – Impact and Evaluation Lead, at Frontline
LaShanda Seaman – Associate Director at Ipsos UK
Vicky Cummings – Senior UX consultant and Nomensa
Bethany Thompson – Senior Race Equality Project Officer at Mind UK

Social Researchers of Colour (SROC) is a professional network of over 60 researchers. We meet online every month for peer support and to learn about careers across research sectors. In this panel session, we'll dive into the real-life stories of ethnic minority researchers who have navigated and thrived in predominantly white research organisations. Our speakers will share their own journeys, the hurdles they've jumped, the triumphs they've celebrated, and with their top tips and advice for forging a long career. There will also be an opportunity to ask questions and network with the panel. If you're an up-and-coming researcher looking to make your mark in social research or a leader looking for tips to better support ethnic minority researchers, this session is for you!

About the Main Speakers

Stian Westlake, Stian Westlake is Executive Chair of the Economic and Social Research Council (ESRC). He joined in June 2023. Before this, he served as Chief Executive of the Royal Statistical Society, as Executive Director of Policy and Research at Nesta, as adviser to three UK science ministers and as a management consultant with McKinsey & Company. Stian's research interests include the economics and politics of innovation, research and technology. He is a regular commentator on science and innovation policy, and co-author of 'Restarting the Future: How to Fix the Intangible Economy' and 'Capitalism Without Capital: The Rise of the Intangible Economy'.

Polly Curtis is Chief Executive of Demos. Polly spent much of her career at the Guardian where she reported on health, social affairs and education, before joining the lobby team as Whitehall Editor, writing about government and policy. She went on to be digital editor of the Guardian, then led newsrooms as Editor-in-Chief at HuffPost UK, a Partner at Tortoise Media and Managing Director at PA Media. Her book, Behind Closed Doors, an investigation into social services in England, was published by Virago in February 2022 and was a finalist in the Orwell Prize for political writing. In it, she sets a vision for a different way that the state and communities can work together to solve problems. She serves as a trustee of the Public Interest News Foundation, as well as a Non-Executive Director of the Parliamentary and Health Service Ombudsman.

Reema Patel has undertaken work at the cross-section of three fields- technology ethics, public engagement and diversity. She co-founded the Ada Lovelace Institute where she established its work on public engagement and participation. She is an author of several Ada Lovelace Institute's reports, including Beyond Face Value, Rethinking Data, The Data Divide and Participatory Data Stewardship among others. She also co-authored a report for On Think Tanks on the global evidence base for public engagement. Before working at the Ada Lovelace Institute, Reema advised the Bank of England on their approach to public engagement and participation in economics, work that was endorsed by the Bank's Chief Economist in an official speech entitled Climbing the Public Engagement Ladder. She continues to serve as a member of the Bank of England's Central Bank Digital Currency Engagement Forum, and is a Senior Fellow of the Finance Innovation Lab.

Dr Christina Silver is a researcher and facilitator of qualitative data analysis methods and digital tools. She is Associate Professor (Teaching) in the Department of Sociology at the University of Surrey, where she is also Director of the CAQDAS Networking Project which since 1994 has raised awareness and built capacity in the use of qualitative software. She is also Co-Director of the department's Short Courses in Social Research programme. Christina has trained many thousands of researchers and students in qualitative methods/software since 1998.

Dr Steve Wright is an independent CAQDAS consultant and accredited trainer for ATLAS.ti, NVivo, MAXQDA and Quirkos. His core interests are in methods development and translation into effective and innovative use of software tools, and teaching and supporting these for researchers. He is the author of a series of datasets for SAGE Research Methods exploring new developments in CAQDAS packages including working with auto-transcription, machine-learning content analysis and systematic reviews as well as developing guidance for working with phenomenological approaches. He worked as a qualitative research consultant and learning technologist at Lancaster University for 18 years, and is now Senior Lecturer in Medical Education at the University of Central Lancashire.

Sir Jonathan Van-Tam MBE, FMedSci, is a doctor and public health specialist with a clinical background in emergency medicine, anaesthesia and infectious diseases. He is an expert on respiratory viruses and pandemics and currently Senior Strategy Adviser to the University of Nottingham School of Medicine. His career has also taken him to Public Health England, the World Health Organization, and the pharmaceutical and vaccine industries. He has published over 200 peer-reviewed scientific papers. Jonathan was seconded to the Department of Health and Social Care in 2017-22 as Deputy Chief Medical Officer. He is well-known for his leadership role during the COVID-19 pandemic, particularly his straight, no-nonsense, communication style from the podium at No.10 Downing Street, and for the acquisition and rollout of vaccines and antiviral drugs in the UK.

Conference Chair

Diarmid Campbell-Jack has worked in the Cabinet Office since 2022, following previous jobs at Ecorys, ScotCen and Save the Children. His current work focuses on research and evaluation on leadership & management training, an important part of making sure civil servants and public sector staff have the requisite skills, knowledge, and networks to do their jobs effectively. Diarmid is an SRA Trustee and former Co-Chair.

Breakout presenters // AM

Making surveys accessible

Laura Marples, Senior Social Researcher at RNID, conducts research to understand more about the life experience of people who are deaf, have hearing loss and tinnitus. She regularly carries out research with communities, including deaf BSL users, using surveys, focus groups and interviews.

Michael Quinlan is the RNID's Advocacy Manager having worked for the organisation for 16 years. He is Deaf and uses British Sign Language. Born in Ireland, he is multi-lingual as Irish Sign Language is his first language. Michael has worked for the British Deaf Association and local authorities, influencing decision makers and always representing the Deaf community.

Dr Hannah Semeraro leads the Insight and Evidence research team at RNID, carrying out studies to understand the needs and experiences of people who are deaf, have hearing loss or tinnitus. She previously worked clinically as an audiologist, lectured, and conducted research at the University of Southampton.

Line Knudsen is a Research Director in the Longitudinal studies team at the National Centre for Social Research. She has led several longitudinal research studies involving children and young people – including the SEND Futures Feasibility study and the Growing Up in Scotland study. She also led the pilot and development phase of the Growing Up in the 2020s study.

Wendy van Rijswijk is a Principal Social Research Officer at the Department for Education leading on a programme of research and evaluations related to Special Educational Needs and Alternative Provision policy. With her team she is responsible for the SEND Futures study and she previously worked as a researcher at the Scottish Government on the Growing Up in Scotland longitudinal study.

Insights from evaluation

Mariana Willmersdorf-Steffen is a PhD student at the Youth Resilience Unit, Queen Mary University of London. Her doctoral research focuses on exploring social prescribing for children and young people with mental health difficulties, developed in partnership with the Newham Council, in East London. She is passionate about co-producing and communicating research in ways that are accessible to wider, non-academic audiences.

Maya Agur is an Associate Director at IFF Research, with over 20 years' experience in delivering large scale evaluations across many policy areas.

Christa Downing is an Associate Director at IFF Research who has worked on numerous research projects for government departments and other public and third sector organisations.

Adele Rowe is a senior social researcher with a strong background in delivering research projects within the civil service having previously worked at DfE, HMRC, Home Office and ONS and is currently at DLUHC leading on research for the Electoral Integrity Programme.

Innovation in research design

Eva Aizpurua, PhD, is an experienced survey methodologist with a broad range of experience across academia, the private sector, and non-profit organizations. As a Research Director at NatCen, she focuses on developing optimal designs for large-scale social surveys undergoing remodelling. Eva currently serves as the Editor-in-Chief for Survey Practice.

Michael Soper is Principal Evaluation Manager at National Highways and leads on the evaluation of smart motorways. Previously Michael was the head of the Research Team at Cambridgeshire County Council, leading on a range of social research to support local government functions working for over twenty years in the realm of social care, demographics, community safety and education.

Scott Stephenson is AECOM's Associate Director and holds a PhD in Engineering Surveying. He performs operational research on subjects such as road and rail user behaviour, compliance, safety, and capacity. This work is part of an Evaluation Technical Partnership, supporting the delivery of high-quality evaluation studies to measure benefits realisation from National Highways' policies and projects.

Masterclass – Creative methods: from data collection to dissemination

Dr Nicole Brown is Director of Social Research & Practice and Education Ltd and Associate Professor at University College London working on the cusp of research/practice/teaching. Nicole has taught research methods for over ten years, including at the American Association for Public Opinion Research, the Society for Research into Higher Education, the National Centre for Research Methods, Photovoice Worldwide and the British Medical Association.

Thanks to Verian for sponsoring this session

Breakout presenters // PM

Learning partnerships

Sohila Sawhney is an applied social researcher. She currently holds the post of Senior Manager – Research and Evaluation at the children's charity Barnardo's. She is responsible for overseeing research and evaluation at the charity, setting research priorities and ensuring high standards of quality and ethics in research are maintained in the organisation.

Miranda Lewis is Director and Partner at m2 consultants which specialises in learning partnerships, evaluation and training for social, heritage and environmental organisations. Before m2, Miranda was Associate Director and Head of Qualitative Research at the IPPR thinktank. She is undertaking Doctoral research at Middlesex for a DProf by Public Works (Transdisciplinary) focusing upon the role of learning partners in social change.

Using tech to engage young people

Dr Asimina Vergou is Head of Learning and Impact at the Co-op Foundation. Her experience spans from being an environmental education practitioner and researcher to overseeing evaluation, learning and data analytics in the funding sector.

Dan Clay is Managing Partner of Basis Social and a Trustee of the SRA. He is an experienced qualitative research practitioner and trainer.

Eric Laurence is a second-year law student at SOAS University of London, aiming to enter into the commercial sector.

Denis Donoghue is an Evaluation and Research Executive with over 20 years' experience in social and economic research. He has a BSC (Hons) in Town and Regional Planning and a MSc (Distinction) in Local Economic Development. He is a member of the Royal Town Planning Institute, Institute for Economic Development and the UK Evaluation Society.

Diana Rybochkina is an Evaluation & Research Executive at Skills Development Scotland. Diana has first class honours degree and MBA in International Hospitality and Tourism Management and is currently working towards a MA in Data Analytics for Government.

Inclusive by design

Dr Holly Taylor-Dunn is an experienced social researcher and evaluator who is passionate about making a positive difference through her work. Holly's specialism is in working with survivors of abuse and she draws on 13 years of experience working with survivors to design trauma-informed research and evaluation activities.

Skye Curtis is Head of Evaluation at MEL Research. She has extensive experience working in social research, including leading on policy and evaluation projects within national charities such as Cancer Research UK and Citizens Advice. Skye has a particular passion for embedding equity, diversity and inclusion, and she specialises in engaging minoritized, disadvantaged and oppressed communities in research.

Alice Robinson is a senior researcher at the Office for National Statistics (ONS), working in the Survey Research and Behavioural Insights Hub. Alice is the lead for a research programme aiming to review and improve the inclusivity of ONS social surveys.

Steffi Giji is a Social Researcher from the Office for National Statistics (ONS), working in the Survey Research and Behavioural Insights team. She led on research exploring barriers to social survey participation for D/deaf and Hard of Hearing people as part of the ONS Inclusivity Research Programme.

Behavioural experiments

Freddie Herbert is a Senior Behavioural Scientist at Ofgem with over 10 years applied research experience spanning the public, private and international development sector. He brings a behavioural perspective which helps shape consumer research and policy development. This is centred on considering how general behavioural principles, consumer's personal beliefs and capabilities, and the contextual decision-making space interact to shape consumer behaviours.

Dr Nicola Sides is a Senior Behavioural Insight Advisor in Ofcom's Behavioural Insights Hub, leading their Protection of Children portfolio to better understand children's online behaviours. She is currently leading on a series of online RCTs testing adolescents' online safety mitigations. Nicola is a Chartered Psychologist and has a PhD in understanding long-term behaviour change for childhood obesity.

Forging careers in social research: Insights from social researchers of colour

Shivonne Gates – Impact and Evaluation Lead, at Frontline
LaShanda Seaman – Associate Director at Ipsos UK
Vicky Cummings – Senior UX consultant and Nomensa
Bethany Thompson – Senior Race Equality Project Officer at Mind UK

Invest in a social researcher
for your business

The Social Degree Apprenticeship has been designed to enable organisations and businesses to build robust research and analytical skills and capabilities, fundamental to policy development, research and evaluation.

Where research **drives change**

Benefits to your organisation

> Grow your own social researcher talent at minimal cost to your business through the apprenticeship levy.

> Curate specialist design, data and coding skills within your company, ensuring your business decisions are data driven.

> Retain knowledgeable staff and invest in their development.

> Employees learn flexibly with our blended learning delivery model.

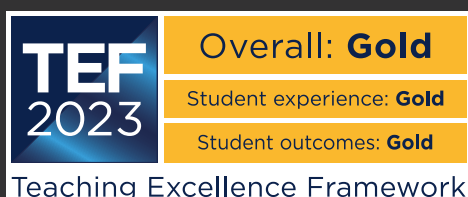Enriched by research, informed by industry

Find out more:
Chat to us at the Teesside University Apprenticeships stand today

tees.ac.uk/apprenticeships
apprenticeships@tees.ac.uk

TEF 2023
Overall: **Gold**
Student experience: **Gold**
Student outcomes: **Gold**
Teaching Excellence Framework

Ofsted
Outstanding Provider

Teesside University

TRAINING COURSE PROGRAMME
SUMMER/AUTUMN 2024

All our courses are run online (using Zoom) unless otherwise stated. Only courses with space are shown.

The costs to attend our courses are:

ONLINE
SRA members: ½ day – £82.50; 1 day or 2 part days – £165; 2 days or 3 part days – £330

Non members: ½ day – £110.00; 1 day or 2 part days – £220; 2 days or 3 part days – £440

IN PERSON
SRA members: £202.50 Non members: £270

Full details of all courses are on our website **www.the-sra.org.uk/training**

(new dates are constantly being added – check our website for updates)

If you have any training queries please contact Patricia Cornwell – **training@the-sra.org.uk**

EVALUATION COURSES

4 July: Foundations of Evaluation, *with Sally Cupitt*

5 September: Impact evaluation (advanced), *with Professor David Parsons*

11 September: Theory-based evaluation – options and choices, *with Professor David Parsons*

12-13 September: Building and using a theory of change, *with Professor David Parsons*

QUALITATIVE COURSES

3 July: Narratives and Storytelling in Qualitative Research, *with Dr Karen Lumsden*

4 July: Narrative Analysis, *with Dr Karen Lumsden*

11 July: Introduction to Focus Groups, *with Dr Karen Lumsden*

29 August: Introduction to Qualitative Interviewing, *with Dr Karen Lumsden*

19-20 September: Creative Methods in Qualitative Data Collection, *with Dr Nicole Brown*

20 September: AI-Assisted Qualitative Data Analysis, *with Christina Silver*

9 October (IN-PERSON, IN LONDON): Interviewing (Qualitative Data Collection), *with Professor Karen O'Reilly*

10 October (IN-PERSON, IN LONDON): Qualitative Data Analysis, *with Professor Karen O'Reilly*

11 October (IN-PERSON, IN LONDON): Interpreting and Writing our Qualitative Findings, *with Professor Karen O'Reilly*

6 November (IN-PERSON, IN LONDON): Conducting Focus Groups, *with Professor Karen O'Reilly*

7 November (IN-PERSON, IN LONDON): Qualitative Data Analysis, *with Professor Karen O'Reilly*

8 November (IN-PERSON, IN LONDON): Interpreting and Writing your Qualitative Findings, *with Professor Karen O'Reilly*

QUANTITATIVE COURSES

9 July: Imputation for Item Missing Data, *with Dr Pamela Campanelli*

10-11 July (2 AFTERNOONS): The 3 stages of weighting probability surveys, *with Dr Pamela Campanelli*

12 July: Introduction to Sampling for Social Surveys, *with Alexandru Cernat*

4 September: Understanding Statistical Concepts and Essential Tests, *with Valerija Kolbas*

25-26 September (2 AFTERNOONS): Questionnaire Design, *with Dr Pamela Campanelli*

16-17 October (2 AFTERNOONS): Web Survey Design, *with Dr Pamela Campanelli*

22-24 October (3 AFTERNOONS): Cognitive Errors in Questionnaires and Possible Solutions, *with Dr Pamela Campanelli*

OTHER RESEARCH SKILLS

1 July: Writing Effective Research Reports, *with Dr Simon Haslam*

9 July: Data Visualisation and Infographic Design, *with Nigel Hawtin*

10 July: Introduction to Participatory Action Research, *with Dr Karen Lumsden*

2 December: Introduction to Mixed Methods Research, *with Dr Sarah Jasim and Dr Ruth Plackett*

Information correct at time of going to press