

## IN-THE-MOMENT QUALITATIVE RESEARCH

### Demystifying the Bus Network

*Liz Boast & Emma Salter (SYSTRA Ltd)*

In an innovative qualitative study, infrequent bus users were immersed in a real-life bus journey, to better understand: the questions and difficulties bus travel raises in a real-life situation; how these could be overcome; how bus-travel-reality compares to expectations; and what improvements could be made to influence modal shift. The research provided practical and realistic recommendations for change.

### Honey I shrunk the longitudinal design: research with time pressed people

*Sophie Wilson (Ipsos MORI)  
& George Holt (Which?)*

We sought to explore the diversity of renters' journeys through a "rapid" longitudinal approach, given the fast-moving nature of the market. This included phased interviews and an online app diary, allowing us to reach people searching for a new home in a non-invasive way, while improving the quality of data collected.

## MOVING ONLINE

### Collaboration, technology and quality: developing a new tool measuring the modern economy

*Genna Kik (IFF Research)  
& Georgina Thompson (ONS)*

We discuss practical opportunities, advantages and challenges for data quality and the quality of respondent experience, of two teams from different cultures collaboratively developing a new survey. The ONS Annual Survey of Goods and Services collects data from over 30,000 business professionals using a post-to-web methodology, innovative web-chat support and online validation, as well as a dedicated in-bound call centre.

### Making the transition from face-to-face to online surveying: a client's perspective

*Ethan Greenwood (Wellcome Collection) & Patrick Sturgis (Southampton University)*

As response rates to face-to-face surveys continue to decline and costs increase, survey commissioners are considering new ways of obtaining high quality survey data. This workshop will set out Wellcome's recent transition of their surveying needs from traditional face-to-face random probability sampling to a mix of online, face-to-face, and telephone interviewing.

## INVITED SESSION

### What can Big data do for social research?

*Tom Smith, managing director of ONS Data Science Campus, & Gerry Nicolaas, head of methods at NatCen Social Research*

The potential implications of big data science for social research has, thus far, been unclear. In theory it seems probable that access to large-scale, linked public datasets will reduce the need for traditional data collection methods. But are there practical and methodological roadblocks in the way?

Tom Smith will describe how the ONS Data Science Campus has been applying techniques of data imputation and analysis to large public datasets, solving real-world social research issues and finding answers to policy-relevant questions.

NatCen's Gerry Nicolaas will respond to the presentation, asking questions and raising methodological issues.

There will be plenty of time for audience involvement too, so do come and join the debate!

## MASTERCLASS SESSION

### Semiotics for social researchers

*Dr Rachel Lawes*

Semiotics is well-known to marketers as more than a research method; it offers a unique worldview and a set of tools for thinking. It sheds light on human psychology and behaviour. It uncovers opportunities for innovation. It is bursting with techniques for stimulating creativity.

Despite its commercial utility, one could argue that semiotics wasn't invented to make brands more profitable. It originated in social science and a more natural application would be working on making the world a better place.

In this interactive workshop, we will apply some semiotic thinking to some of the social problems of the day, discovering new ways to do social research and new ways to conceive of the problems that research investigates.

**(Limited places at this session)**

**Dr Rachel Lawes** is a social psychologist who turns consumer insight into marketing strategy. She has authored numerous marketing industry publications and conference papers that explain semiotics, including *Demystifying Semiotics* (2002), *Futurology Through Semiotics* (2009) and *Rebranding Charmin* (2011). Rachel works with organisations in 20 countries and is recognised for her ability to connect consumer psychology to large social trends.

## NETWORKING SESSION (AM)

In your feedback on last year's conference you told us that you would like more opportunities to network with other researchers.

So this year we are hosting a guided, semi-structured workshop to help you make new connections with others, in terms of research topics, methods, experiences and challenges.

Facilitators will lead a group-based ice-breaker, 'speed-networking' in rotated pairs, and small discussion groups on a range of topics.



## PEOPLE POWER

### Co-developing tech based information tools within social care

*Richard Bryan (Qa Research)  
& Lisa McNally (Bracknell Forest Council)*

The workshop will detail experiences gained from co-developing technology information portals with adults with SEN and older people with long term health conditions for a Public Health department. Delegates will learn how to overcome the challenges of bringing together tech developers with adults receiving support within social care in the same room to develop solutions aimed at improving their lives.

### Myth-busting: research with children, young people and parents in hospital

*Jessica Russell & Sharon Tansley (ORCHID)*

This workshop will 'bust' some myths around conducting research with children, young people and their families in hospital. Drawing on researchers' experiences the workshop will reflect on the NIHR funded Pay More Attention study – a national mixed methods study looking at children and young people with long term conditions with and without learning disabilities, and their inpatient hospital stay.

## IMPACT EVALUATION

### Evaluating a Suicide Prevention Helpline: Lessons from the Samaritans' Caller Outcome Feasibility Study

*Dr Stephanie Aston  
& Dr Carlie Goldsmith (Samaritans)*

Emotional support helplines are used across the world to prevent suicide, though there is limited robust evidence of their effectiveness. This presentation examines the key lessons from the Samaritans Caller Outcomes Feasibility Study, the first attempt of a UK based emotional support and suicide prevention helpline to gather impact data at point of contact on the helpline.

### Evaluating place-making: expectations and pragmatism in research design

*Dr Asimina Vergou (Heritage Lottery Fund)  
& Dr Rebekah Polding (BOP Consulting)*

Recent policies have recognised cultural place-making for its potential to improve individuals' lives and drive local economic growth and community cohesion. This session will present evaluation findings from the Great Place Scheme, a strategic initiative that supports cultural place-making and discuss methodological issues around reliability, baseline data, attributing impact and the need to focus on the process rather than outputs.

## SURVEY REPRESENTATIVENESS

### Accounting for falling response rates in Scottish population surveys

*Jamie Robertson (Scottish Government)  
& Chris Martin (Ipsos MORI)*

In this presentation we explore methodological responses to falling response rates amongst population surveys, using Scottish Household Survey data. The bias effects of response rates falling further is assessed, as well as the effect on the data of ceasing reissue of sample points. These findings can be applied to other surveys of similar methodologies, as increased interviewer effort and survey costs is a common problem in many surveys.

### An innovative approach to delivering the English Private Landlord Survey

*Shane Brownie (Independent researcher) & Sarah Frankenburg (NatCen Social Research)*

In contrast to previous UK Government private landlord surveys, this innovative approach used administrative data to sample and invite respondents to take part. Although having the advantage of being cost effective and delivering larger numbers of responses, the approach faced challenges and risks around representation and working with third party data providers and their respective big data.

## MASTERCLASS SESSION

### An Infographic 101

*Lulu Pinney, Telling Information*

Aimed at novices, this session with the SRA's data visualisation tutor Lulu Pinney will teach you how to create a simple infographic. Laptops or other devices are not required.

Firstly, we will consider what an infographic is and what makes one 'good'. Then, working in groups and using pen and paper, you will be guided through the elements you need to think about, and the corresponding steps you need to take, to sketch up an idea.

You will then be shown how you can use readily available tools to turn your sketch into something you can publish.

The session will finish with some advice on the most common pitfalls to avoid.

**(Limited places at this session)**

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**Lulu Pinney** is a freelance infographic trainer. She studied maths and science at university but remained curious about visual design and communication. This led her to the multi-disciplinary design firm Pentagram where she learnt the craft of graphic design. From there she moved into visual journalism, first designing infographics for print at Haymarket Business Publishing, and then online for the BBC News website. Then she freelanced as both infographic designer and trainer for five years, encouraging the use of infographics beyond journalism as well as writing about this on her blog 'Telling Information'.

## MASTERCLASS SESSION

### Ensuring (or restoring) the 'qualitative' in qualitative research

*Liz Spencer, The Qualitative Workshop*

The reasons for commissioning or conducting qualitative research are well known – i.e. to provide depth and detail, meanings and context, processes and explanations. Yet, as a project progresses, these aims can often get lost.

In this session we will highlight key stages of the research process where things can go off track. Topics will include: recognising different logics of enquiry; choosing appropriate methods whilst avoiding *methodolatry*; understanding qualitative sampling; treating guides as evolving rather than standardised instruments; being transparent about the method of analysis (it is more than just the software); being able to navigate up and down a conceptual hierarchy; and presenting findings *qualitatively*.

Along the way we also tackle some thorny issues such as 'saturation', 'triangulation', 'inter-rater consistency', 'recurrence', 'validity' and 'generalisation'.

This session is designed for people who commission or supervise research, or who write research proposals, who would like to get the best out of qualitative projects.

**(Limited places at this session)**

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**Liz Spencer** is a Sociologist and a Fellow of both the AcSS and the RSA, who has specialised in qualitative methods since 1973. She has held research posts at a number of British universities and at NatCen. She teaches short courses for the SRA and for universities in Europe and beyond. Currently Liz is an independent research consultant and partner in Q2 training Complete. Her recent publications include chapters in *Qualitative Research Practice* (Ritchie et al, 2013), and a report for the Cabinet Office on judging the quality of qualitative research and evaluation.