

Society NOW

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ESRC RESEARCH MAKING AN IMPACT
AUTUMN 2012 ISSUE 14



Retail revolution Navigating the complexity of the retail sector



**Food foes:
Preventing
childhood
obesity**



**People in
motion:
Controlling
the crowds**



**Voices:
Freedom of
Information
in action**

Welcome

to the Autumn issue of *Society Now*, the ESRC's regular magazine which showcases the impact of the social science we fund.

This issue examines the work the ESRC is doing with UK retailers, helping them exploit academic research to prepare for the mounting challenges to business.

Experts explain how the UK is lagging behind in protecting children from food and beverage marketing, and how young people in remote areas of India are finding ways out of unemployment.

Academics offer their opinions on how research can show whether deaf people experience voice hallucinations, and the changing perceptions of cycling in Britain.

And Martin Rosenbaum, ESRC Council Member and BBC executive producer, looks at the issues around the Freedom Of Information Act and how the benefits for many outweigh the inconvenience for some.

I hope you find the magazine enjoyable and informative. Please do email us with your feedback or ideas for content.

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Public sector clients drive innovation in suppliers

PUBLIC PROCUREMENT SPURS innovation, according to researchers from the Manchester Institute of Innovation Research. But many hurdles need to be overcome if the huge potential of procurement in increasing innovation is to be realised.

In a major two-year study, researchers explored the processes and effects of public procurement of innovation and identified practical steps to increase the effectiveness of innovation policy in this sector. "The economic crisis has highlighted the critical importance of innovation as a source of productivity gain and long-term growth," says research co-leader Professor Jakob Edler. "At the same time we face major societal challenges such as population change, food and energy security and sustainability. More effective and efficient public services are also needed against a background of budget stringency. Many believe that a combined response to all three can be achieved by harnessing the large purchasing power of governments to pull through innovative solutions from the private and Third sectors."

UK public bodies currently spend about £230 billion each year on procurement of goods and services. Based on a survey of some 800 companies and social enterprises that supply the public sector, this study

confirms that public procurement can drive innovation to a large extent. More than two-thirds of organisations said that bidding for, or delivering, contracts to public sector clients had triggered or increased their innovation activities. And more than half claimed that they had won a public sector contract in the last three years because of innovation.

For many sampled, selling to the public sector allowed them to develop

“The economic crisis has highlighted the critical importance of innovation as a source of productivity gain”

goods and services that they went on to sell in private markets, both at home and overseas. "To supply innovation to public bodies has a catalytic effect," says joint project leader Professor Luke Georghiou. "It triggers further innovation and economic effect in the private and public sector."

Despite clear evidence of the contribution made by public procurement to innovation in supplying firms, researchers conclude that this potential is far from fully realised. "Our findings highlight a whole range of barriers that hinder a broader demand for, and roll out of, innovation in public procurement," says Professor Edler. For example, there is a widespread aversion

to risk in the public sector and lack of risk management expertise, as well as too much emphasis on price rather than quality and long-term benefit.

Worryingly, the recent austerity-driven trends toward supplier reduction, consolidation and increased focus on price in public procurement seem detrimental to mobilising innovation. Public procurement must focus on better ways to define and communicate

needs properly, to understand markets, to concentrate on quality rather than price and to establish adequate interaction between potential buyers and suppliers. Professor Georghiou concludes: "The range of existing policy support measures must be further improved in those directions and, more important, rolled out to become standard practice throughout the public sector." ■

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IN BRIEF

PSYCHOLOGY TOOL

A-level teachers have little or no access to software for running psychological experiments. But now researchers aim to give them access to PsyToolkit – a professional software package used in psychological research for designing, programming and running psychological experiments typical in experimental cognitive psychology.

ESRC grant number ES/J020796/1

- Follow-on Fund

ATTITUDES TO AGE

Ageism is the most commonly experienced form of prejudice across Europe and prevents young and old people fully participating in society. Countries within Europe vary considerably in their cultural, socio-economic and political context. Researchers will investigate the way that individual and cultural factors work together to affect perceptions of age and highlight the factors most likely to support successful active ageing.

ESRC grant number RES-000-22-4530

VIABLE FARMING SCALE

The impact of farming scale on agricultural productivity and rural incomes in South Africa is a controversial topic. Using new data from farm surveys and interviews with farm owners and employees, researchers will study sugar farms in Mpumalanga province, South Africa where black-owned agriculture operates on both small- and large-scale production units.

ESRC grant number RES-167-25-0746

- ESRC/DFID Programme Fellowship



Maltreated childrens' brain activity like combat soldiers'

CHILDREN WHO ARE VICTIMS or witnesses of domestic violence show a similar pattern of brain activity as soldiers exposed to combat, says a recent study. Using brain scans for the first time to investigate emotional processing in maltreated children, this research demonstrates that exposing children to violence can have profound effects on brain development.

"This research provides us with clues as to how regions in the child's brain may adapt to early experiences of abuse in the home," says lead researcher, Dr Eamon McCrory.

The researchers worked closely with social workers in London to recruit 20 children (average age 12) who had been exposed to violence at home, and 23 matched peers who had not been maltreated, but were otherwise from similar backgrounds, to serve as controls. The children's brains were scanned using functional Magnetic Resonance Imaging (fMRI), while they were shown a series of pictures of angry, sad and neutral male and female faces.

Findings show that the children who had been exposed to violence displayed increased activity in two specific brain areas when viewing angry faces – the anterior insula and the amygdala. Previous fMRI studies have shown that soldiers exposed to violent combat situations present with an almost identical pattern of heightened activation in the same two brain areas.

"Both maltreated children and soldiers may have adapted to become 'hyper-responsive' to different kinds of danger in their environment," explains Dr McCrory. "This may help them in the short term but there are likely to be longer term costs. Both these groups are known to be at increased future risk of mental health problems and we think these brain differences may represent a neural basis for this vulnerability.

"This research is important because it shows that even the healthy and well-functioning children we studied are showing brain changes in response to their adverse early environments," he says. "We must not underestimate the impact that family violence has on children, even when they don't present with immediate problems."

But not every child exposed to family violence will develop mental health problems. "We do not yet know if these brain differences are reversible – they may well normalise over time. Many children exposed to early adversity bounce back and lead successful lives," he says. "Our priority is to learn much more about the mechanisms that promote such resilience, to inform prevention and intervention strategies." ■

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Places affect political views

WHERE YOU LIVE affects your attitudes to poverty and inequality, say researchers from the University of Glasgow. Using data from the British Social Attitudes Survey 2009, researchers set out to explore whether the places where people live (their neighbourhood contexts) affect their attitudes towards inequality in society and the redistribution of wealth.

Findings suggest that when richer people live in poorer neighbourhoods, they are more likely to perceive inequality to be too great and therefore more likely to support redistribution. People on lower incomes are more likely to support redistribution in the first place and

their support is not affected by where they live. The study suggests that the trend of rising segregation of households into richer and poorer neighbourhoods may undermine support for redistribution, contributing to further increases in inequality.

Efforts to promote social mix or to limit spatial segregation would be a 'positive sum game' in relation to support for redistribution, says researcher Nick Bailey. ■

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Family care for minorities

OVER THE NEXT 20 years the proportion of older people living within the Bangladeshi and Pakistani communities in the UK will increase significantly. Most expect that their immediate family, particularly female family members, will provide the majority of care for them in their old age, says a new study.

Interviews with 110 men and women aged 50+ living in Bangladeshi and Pakistani communities in Southern England suggest that only five to ten per cent of these older people receive any form of formal care, apart from health services, from the wider community or government. Some explained that this was because it might be implied as a failure of their families to accept responsibilities.

But some were concerned that families will be less 'willing or able' to care in the future. This concern is shared by the wider UK population.

"Our research emphasises the continued importance of the family in caring for dependent older people and shows the similarities between UK minority communities and the wider population," says researcher Professor Christina Victor. "For all older people, regardless of ethnicity, the family is central to the achievement of the Government's key objective of enabling them to live at home for as long as possible. Social care-based services may be more appropriate and acceptable if they focus upon helping and supporting families to care rather than being viewed as substitutes or alternatives to family care." ■

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IN BRIEF



ACTION ON NEGLECT

Neglect is extremely damaging to children in the short and long term. It's key that the plight of children is spotted early and something is done quickly to help them. Action on Neglect will bring together groups of practitioners and managers from key professions in three areas of England to develop suggestions for more effective responses to neglected children.

ESRC grant number ES/J010790/1

- Follow-on Fund

CULTURAL DIVERSITY

What role does place and locality play in the way people manage increasing cultural diversity in their everyday lives? Researchers aim to contribute to new social and spatial understandings of multiculturalism and inform appropriate policy responses. The study will employ a mixed methodology in three case study areas chosen for the different windows they offer onto the new geographies of multiculturalism in England.

ESRC grant number: ES/J007676/1

FACTS ON MIGRATION

Immigration is one of the most important public policy issues in the UK. But debates and media coverage are often based on opinions rather than facts and evidence. The COMPAS-MIGOBs impact project aims to make migration data and research more accessible to key users, such as Government officials, private business and non-governmental organisations, as well as the general public.

ESRC grant number ES/J010529/1

- Knowledge Exchange Opportunities Scheme

IN BRIEF



LONG-TERM PRISONERS

What are the experiences of prisoners who are given very long sentences (15 years or more) when aged under 21? Researchers will conduct interviews with around 100 prisoners at various stages of such sentences, as well as interviews with prison staff and managers. The study will help inform policymakers and practitioners about the needs and challenges of this growing group of prisoners.

ESRC grant number ES/J007935/1

ROMANIAN ORPHANS

The English and Romanian Adoptees study (ERA) is the largest developmental study of those individuals who spent their early years in the Romanian orphanages of the 1980s. This study will focus on how these individuals respond to life challenges associated with changes in their circumstances and domestic arrangements as they grow into adulthood.

ESRC grant number RES-062-23-3300

SURVIVING CANCER

Half of cancer patients now survive more than five years after diagnosis. This project will use interviews about people's experiences of long-term cancer survival to establish a new section of the award-winning website www.healthtalkonline.org for those living with and beyond cancer, their families, friends and the health and social care professionals involved in their care and support.

ESRC grant number ES/J010472/1

- Follow-on Fund

Supermarkets' sham pricing deals

HIGH-PROFILE SUPERMARKET price-cutting campaigns obscure the real story on how much your groceries are costing, say researchers from the University of Warwick.

A study of pricing behaviour by leading supermarkets over eight years, including the inflationary period of early 2008, reveals that while a great many individual prices fall, most consumers actually pay a higher basket price for their groceries.

Although supermarkets may reduce the costs of individual items, they increase others so that the overall amount for the average shopping basket goes up. ■

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Attraction linked to the pill

WOMEN WHO USED the birth control pill when they met their partner find themselves less attracted to their partners and less sexually satisfied having ceased use than women who were not taking the pill when they met, according to a new ESRC-funded study involving more than 2,500 couples.

But not all consequences of using the Pill when a woman meets her partner are negative, says researcher Dr Craig Roberts. Findings indicate that while women may, on average, be less satisfied with the sexual aspects of their relationship, they are more satisfied with non-sexual aspects. Overall, women who met their partner while on the pill had longer relationships – by two years on average – and were less likely to separate.

Laboratory research prior to this study had shown that women's preferences for men alter when they start using oral contraceptives and that

pill users show different preferences from non-users. In the lab, women using birth control pills show a weaker preference for masculine men – those with high testosterone levels and the corresponding physical hallmarks – than their non-pill-using counterparts.

These findings suggest that women using the pill may choose different men than they would otherwise. For that reason, Dr Roberts suggests that women could switch to a non-hormonal barrier method of contraception for a few months prior to making any major commitment to their partner. "This might be one way for a woman to check or reassure herself that she's still attracted to her partner," he points out. ■

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Asylum support needs more international view

SHORTAGE OF FUNDING is the most pressing of seven key challenges facing the asylum support sectors in the UK and US, says a recent study. But asylum groups on both sides of the Atlantic share these challenges and would benefit from closer collaboration, dialogue and pooling of expertise.

Despite the fact that asylum seeker applications to developed countries have fallen in recent years, the numbers are still significant. The US received over 55,000 applications in 2010, while the UK received over 22,000, placing them second and ninth in the list of application recipients (South Africa was first with over 180,000). "In both the US and UK, asylum seekers face an array of challenges both in their ability to file asylum claims and in the conditions they experience as they await the outcome of claims," says researcher Dr Nick Gill.

In this project, researchers set out to establish the challenges facing asylum support groups in the US and UK, and to identify possible responses. Based on a survey of 132 asylum support organisations and interviews with a further 35, researchers highlighted funding shortages – including shortages in legal aid funding – as the greatest challenge. "These shortages have a series of knock-on effects including the loss of highly skilled personnel and an increased sense of competition within the sector for diminishing resources," says Dr Gill.

The sector is also troubled by disconnection from organisations doing similar work, frustration at the lack of legal consistency and accountability in the area of asylum law, and difficulties in balancing short and long priorities. And many organisations and individuals are struggling with the consequences of emotional strain such as secondary trauma which leads to high and costly staff turnover. Dealing effectively with news media is a further problem for many organisations.

At the end of the project, researchers published the *Asylum Network Project Report*, outlining ideas, strategies and best practice for asylum support groups. "It's clear that closer collaboration with other asylum support organisations is needed and mechanisms to support effective collaborations are necessary," says Dr Gill. "By necessity, a lot of work in this sector focuses upon the national level, but this can bind asylum support groups to country-specific ways of doing things and make it difficult to draw upon alternatives. Many national and local asylum support organisations could be strengthened in their work through international partnerships." ■

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Childhood adversity linked to psychosis

EXPERIENCING CHILDHOOD TRAUMA such as abuse, neglect or bullying is substantially associated with an increased risk of severe mental illness later in life. Based on in-depth analysis of 41 existing studies, researchers conclude that experiencing adverse childhood events increases the risk of developing a severe psychotic disorder such as schizophrenia in adulthood by one third.

Researcher Professor Richard Bentall says these findings suggest that clinicians should routinely inquire about adverse events in childhood to develop comprehensive formulations and treatment plans when working with patients with schizophrenia or similar diagnoses. Psychosocial interventions which have been used for patients affected by trauma might be considered among the treatment options for patients with psychosis.

To date, much research about the causes of psychotic disorders has tended to focus on biomedical factors such as brain biochemistry. A greater research focus on adversity and trauma in childhood now appears necessary. ■

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Services must 'join up' to support homeless

SOME OF THE UK'S most vulnerable homeless people are failing to get appropriate support because their needs are too complex for any individual service to cope with, says a new two-year study.

Researchers from the Social Care Workforce Research Unit at King's College London investigated how different agencies and professionals try to work together to support people who have been homeless but also have many other problems such as drug or alcohol dependencies, mental health problems or a criminal record.

Findings suggest that agencies need to work together in innovative ways to stop vulnerable people falling through 'cracks' in support structures that arise when their needs are too high for any individual service to deal with. The study shows that housing support workers, who typically work in isolation from other professionals, sometimes feel out of their depth, especially when the person they are supporting experiences a mental health crisis. New ways are needed to support these workers in what can be a demanding and stressful role. ■



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Solving sleep troubles

SOME 30 PER CENT of the UK population is affected by an acute period of sleep disruption (known as acute insomnia) every year. While most people's sleeping patterns return to normal, more than one fifth will go on to develop chronic insomnia.

In a new study, the researchers set out to discover more about acute insomnia and how it develops into chronic insomnia.

Acute insomnia, says researcher Dr Jason Ellis, initially develops when people are faced with a stressful major life event. What we see during this time is their sleep becomes lighter and more easily broken. Additionally, people with acute insomnia tend to be natural worriers and are highly preoccupied with their sleep.

Researchers also undertook an in-depth sleep analysis of a sample of 33 people with acute insomnia. Findings reveal that those who go on to develop chronic insomnia exhibit two key sleep characteristics: reduced levels of deep sleep and a shorter transition into the phase of Rapid Eye Movement (REM) sleep when dreams often occur.

These characteristics are also associated with people who develop major depressive illness. "One of our key findings is a link between acute insomnia and depression. In fact,

more than a quarter of those with acute insomnia in our study went on to develop depression," says Dr Ellis.

Can people do anything to prevent this period of sleep disruption developing into something more serious? Yes, say researchers. Short-term sleeping problems become embedded when people try to catch up on lost sleep by spending extra time in bed on non-working days.

This leads to sleep difficulties the following night, resulting in a cycle of anxiety and worry over sleep. This anxiety, the research indicates, is a key factor in the transition of acute to chronic insomnia.

Rather than trying to catch up on sleep, the pilot study suggests that people should tackle acute insomnia by actually restricting the amount they sleep. "It's almost like resetting the button," explains Dr Ellis. "Reducing the amount of time that you allow yourself to sleep may be an effective way of preventing acute insomnia developing into a more serious, long-term condition." ■



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Devolved institutions more inclusive

DO THE UK'S DEVOLVED INSTITUTIONS – the Northern Ireland Assembly, Scottish Parliament and National Assembly for Wales – offer women greater opportunities to participate than older, traditional parliaments? A new study of gender and linguistic participation in UK parliaments suggests the answer may be yes.

“Previous research shows that in older, traditional parliaments (like the House of Commons) women politicians participate differently to their male counterparts. In these contexts, women politicians tend not to use language in particular ways (like shouting ‘out of turn’, for example) and this can put them at a disadvantage in political debates in comparison to their male colleagues,” explains researcher Dr Sylvia Shaw. “One possible cause of this is that the traditional parliaments have masculine communicative styles and cultures that position women as marginal or ‘out of place’ speakers.

Alternatively, this unequal participation could be a characteristic of women as a ‘minority’ group in parliament.”

Analysis of debates and interviews with 45 politicians shows that the smaller, new parliaments do indeed tend to be less formal than traditional ones, and that generally politicians thought they were more inclusive of women.

In the devolved institutions women took part in a greater proportion of ‘out of order’ utterances than in the House of Commons. “This may indicate that in these ‘new’ institutions women and men are participating on more equal terms than in traditional institutions,” says Dr Shaw. ■

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Financially safeguarding the elderly

SOCIAL CARE, HEALTH and banking professionals would benefit from specific training tools that help them identify and deal with financial abuse of the elderly, says a new study.

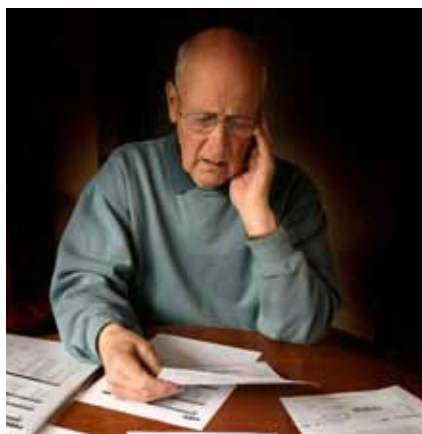
With substantial and increasing numbers of frail and cognitively impaired older people living in the community, there are growing challenges associated with money handling, researcher Professor Mary Gilhooly says. “Financial abuse of people with dementia or declining cognitive and physical functioning is of growing concern.”

Researchers explored how professionals actually go about making decisions in relation to the detection and reporting of elder abuse. Findings show that only a handful of factors influence the likelihood of actions being taken. The decision cues found to exert the greatest influence were the mental capacity of the older person, the nature of the financial problem and, in the case of those in banking, the person in charge of the money (the older person or another person).

Currently there is no evidence base underpinning the effectiveness of decision-making in cases of suspected financial abuse nor much

comparative evaluation of the efficiency of safeguarding procedures in different authorities. Greater understanding of good practice is required, researchers suggest. “It is equally important to protect professionals and carers from unfair allegations of financial abuse, as it is to safeguard the assets of vulnerable older people,” concludes Professor Gilhooly. ■

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IN BRIEF



IMPROVING AUCTIONS

Auctions are used every day and can lead to transactions of very high value. This project aims to analyse how auctions work when a speculator is known to participate. Previous research has shown that the presence of a speculator can, in some cases, substantially alter the strategic behaviour of serious bidders. Findings will contribute to the design of better auction mechanisms.

ESRC grant number RES-000-22-4477

EDUCATED BUT JOBLESS

An increase in individuals’ investment in schooling combined with a shortage of salaried jobs has created a crisis of educated unemployment in the global South. The rise of ‘educated unemployed youth’ raises pressing questions about politics, social change, and the role of education in development. In this study, researchers will explore educated, unemployed young people’s political practices in South Asia.

ESRC grant number ES/J011444/1

CLIMATE LESSONS

The effect of wind and pressure on sea level can cause dramatic changes in sea level known as a ‘storm surge’. In 1953, over 300 people died on the East coast of England when a ‘storm surge’ caused severe flooding. A new study aims to explore whether historical research on how scientists at the time tried to predict such events could have an impact on today’s society.

ESRC grant number ES/J002801/1

- Postdoctoral Fellowship

Fighting food foes



Marketing of unhealthy food is considered a major factor behind the increasing number of obese children in the UK. The World Health Organisation has produced a set of recommendations to protect children but the UK has some way to go to comply. By **Dr Amandine Garde**

TODAY'S FOOD ENVIRONMENT is quite different to that experienced by previous generations. The wide availability and heavy marketing of food products, not least those with a high content of fat, sugar or salt, challenge efforts to eat healthily and maintain a healthy weight, particularly in children.

Unhealthy diet is a major risk factor for Non-Communicable Diseases (NCDs), such as cardiovascular disease, cancer, chronic respiratory diseases and diabetes, which accounted for 36 million of the 57 million deaths globally in 2008. And in England, more than 15 million adults are classed as obese according to the NHS Information Statistics on obesity, physical activity and diet 2012.

“The risks associated with unhealthy diet begin with childhood and build up throughout life”

Whilst deaths from NCDs primarily occur in adulthood, the risks associated with unhealthy diet begin with childhood and build up throughout life. Being overweight during childhood and adolescence is associated not only with an increased risk of adult obesity and NCDs but also with a number of immediate health-related problems such as hypertension and insulin resistance.

It is therefore particularly alarming that 17 per cent of boys and 15 per cent of girls aged between two and 15 in England are obese – a figure significantly higher than the 11-12 per cent level in 1995. The direct costs of obesity to the NHS are estimated to be £4.2 billion per year and are forecast to more than double by 2050 if obesity rates progress as they are at present.

Nevertheless, the rising prevalence of obesity can be largely prevented and controlled through collective and multisectoral action co-ordinated at local, national, regional and global levels. Prevention must be the cornerstone of any effective childhood obesity strategy.

In particular, research carried out in the last ten years has identified food marketing as having a negative influence on children's food preferences and consumption choices, and ultimately on their

diet and their health. Perhaps not surprising in light of the fact that advertising and other forms of food marketing to children are pervasive and primarily promote products with a high content of fat, sugar or salt.

To respond to this concern, the 193 Member States gathered at the Sixty-third World Health Assembly in May 2010 unanimously endorsed a set of recommendations intended to guide efforts by Member States in designing new and/or strengthening existing policies on food marketing to children.

As the World Health Organisation (WHO) Assistant Director-General, Dr Ala Alwan, then stated, the overall objective of the recommendations is to support efforts intended to ensure that children everywhere are protected against the impact of unhealthy food marketing and given the opportunity to grow and develop in an enabling food environment – one that fosters and encourages healthy dietary choices and promotes the maintenance of healthy weight.

In May 2012, the WHO published a Framework Implementation Report which interprets and puts some flesh on the bones of the recommendations. It is therefore intended to provide some guidance to the Member States whilst implementing them.

Legal expertise is key to the development and implementation of effective obesity prevention strategies at national, regional and international levels, and several questions arise regarding how food marketing to children should be regulated. Some are inherently practical. For example: how should the key notions of 'a child', 'unhealthy food' and 'marketing to children' be defined? How is it possible to regulate cross-border marketing effectively?

But many others require a more theoretical analysis of the underlying issues. They include the extent to which advertising restrictions are constitutionally defensible; how relevant the principle of the best interest of the child should be in this debate; the extent to which self-regulation may compensate for the timid legislative interventions adopted to date; and whether it would be unacceptably 'paternalistic' to ban unhealthy food advertising.

My research attempts to place all practical concerns within a broader analytical framework.



Children are engaging with more media, and at a younger age

The UK still has a long way to go before complying fully with the WHO recommendations. An important step in the right direction was taken in 2007 when Ofcom introduced a ban on the scheduling of unhealthy food advertising in or around programmes aimed at children (including pre-school children), or in or around programmes likely to be of particular appeal to children aged four to 15. The ban was intended 'to reduce significantly the exposure of children under 16 to unhealthy food advertising, as a means of reducing opportunities to persuade children to demand and consume unhealthy products'.

Nevertheless, several loopholes remain in the UK regulatory framework. In particular, children watch a range of programmes which are not covered by the definition as these programmes are not considered to be 'children's programmes' and therefore fall outside the scope of the prohibition. The relatively narrow definition of this notion therefore allows for a shift of investment from children to adult's airtime – a problem which has been acknowledged by Ofcom itself.

Moreover, Ofcom rules only apply to broadcasting activities, leaving several media or settings where children gather unregulated. This is particularly problematic as children engage with more media, at a younger age, leading the major food and beverages brands to integrate their marketing across a range of media, and blurring the boundaries between socialising, entertainment and marketing (through the use of advergames as well as games on company-owned websites).

Finally, doubts have been expressed as to the coherence of the UK Government's overall obesity prevention strategy. One may wonder whether it is indeed appropriate to allow many food and

beverages companies, through their significant presence in sports sponsorship, to link unhealthy food with sport and fitness, and give a positive image to the food industry as a major partner in the fight against childhood obesity.

In the continuing struggle for coherence in a global strategy on diet, health and obesity and related chronic disease prevention, the food and beverage sector has sought to sway, if not divert completely, public health policy towards an exaggerated emphasis on increased exercise (with an inferred linkage with participation in sport) rather than to stress lower consumption of surplus calories.

Reinforcing sport's links with specific brands and the food sector as a whole, serves only to confound public health messages and confuse consumers. It also helps promote certain brands that have in theory pledged to refrain from targeting children, in ways that will undoubtedly have a major impact on children and young people.

The WHO recommendations should provide the yardstick and lead the UK, as well as other members of the World Health Assembly, to tighten existing restrictions to ensure that children are no longer exposed to unhealthy food marketing, broadly defined to include sponsorship. ■

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Web www.dur.ac.uk/law/staff/?id=8788

Retail revolution

The past few years have been testing times for UK retailers with rough trading conditions and the disappearance of long-established brands. Now the ESRC's Retail Knowledge Navigators are helping the UK retail sector exploit academic research to prepare for the mounting challenges to business. By **Martin Ince and Bruce Jackson**

The recent Portas Review into the Future of the UK's high street highlighted that the retail sector has always played a fundamental role within our society both economically and socially. The sector is the third largest retail sector in the world, accounts for one in 12 UK companies, and contributes £280 billion to the UK economy.

But it is clear that the past few years have been testing times for UK retailers. Even before the recession hit shoppers' pockets, the UK retail industry was facing big challenges. Big-name high-street casualties such as Blacks and Woolworths show the tough trading conditions that the sector has been facing and recent analysis by the trade publication *Retail Week* has forecast that more long-established brands will vanish from the sector.

So what are the challenges and opportunities concerning the retail sector and where can social and economic scientists add value? This is the question two teams of retail experts, the ESRC Retail Knowledge Navigators, have been asking in their first phase of a project which aims to encourage communication between the social science research base and retail businesses.

At Nottingham Trent University, Professor Kim Cassidy, Professor Paul Whysall and Dr Sheilagh Resnick are leading a team looking at ways of connecting researchers to users in the retail industry. While Keith Dugmore of Demographic Decisions Ltd and Professor Paul Longley of University College London, are responsible for a team exploring ways for retailers to make better use of academic expertise in handling data of relevance to the retail industry.

Kim Cassidy, who is professor of services marketing at Nottingham Trent University, says: "The work we have already done as retail knowledge navigators has identified gaps between universities and the industry which we now aim to close. For example, many consultancies gather data on consumers, but it tends not to make use of academic input. The knowledge navigator approach is a flexible one, so we can make academic knowledge more available via seminars or student placements as well as through conventional publications."

As well as retailers themselves, Professor Cassidy and colleagues are working with trade

bodies such as the Association of Convenience Stores. She says that these are a good way to reach smaller traders. In addition, working with an impartial trade body avoids the issue that a single company might not want its proprietary knowledge to be widely shared. The convenience store sector is a rich research area, she adds, because it is undergoing rapid change on a global scale.

The initial work of the knowledge navigators has helped the ESRC to identify seven key retail agendas (see box overleaf). Some may be obvious, such as the future of the high street and the changing nature of physical retail spaces but this is a prime area for social science insights. As Professor Cassidy says, people have an emotional as well as a financial engagement with their high street. She adds that retailers are seeking to engage customers in new ways, and innovation in the high street may be driven by insights gained from the world of theatre, which is always looking for fresh ways to engage an audience.

Multi-channel retailers competing against single-channel internet retailers who tend to have significantly smaller overheads are seeking to use their high-street presence to maintain and gain market share. Innovative retailers such as Apple seek to deliver competitive advantage by providing immersive customer experiences within their physical retail spaces. And technological innovation within the stores such as QR codes and augmented reality are helping retailers inform customers about their products and services. ▶

Big-name high-street casualties such as the long-established Blacks show the tough trading conditions the sector has been facing

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RETAIL REVOLUTION

► Against this backdrop of innovation, *Retail Week* forecast that new players from single channel internet retailing such as Amazon and Microsoft are likely to join the UK high street, building on solid online brands and online innovation. The ESRC has already recognised the need to strengthen the scientific evidence base on this issue, recently co-funding with Tesco a co-investment pilot entitled the Future of the UK High Street, led by Professor Neil Wrigley at the ESRC Retail Industry Business Engagement Network.

The battle between single channel internet retailers such as Amazon and multi-channel physical space retailers such as John Lewis has been fierce and it is not diminishing. The lines between the retail channels are being blurred, shops with a prominent physical presence also have a big online presence, and there is a growing role for the high street as a delivery point for goods that have been bought on line. But the pace of innovation is not relenting and now the advent of mobile technology connected to the internet has provided consumers with wealth of information at their fingertips, which is transforming the consumer-retailer relationship and business models.

The rise of technological innovation has been matched by the rise in data. Data is the new raw material of the 21st century and commercial administrative datasets compiled using customer loyalty cards or collected through online transactions provide retailers with a wealth of data on consumers.

Retailers are interested in all aspects of consumer insights and the work of the team led by Keith Dugmore is directly relevant. Keith Dugmore has been “exploring what can happen if we have better dialogue between the academic and retail worlds. We know there are several datasets in the ESRC Data Archive that retailers might use. And it is a two-way street. Retailers accumulate large amounts of data on consumers, including their ages and spending habits. Some of this could be of interest to university researchers.”

The opportunity to drive innovation and growth within the retail sector through gaining a deeper understanding of consumers is at a crucial tipping point. A tidal wave of new open source data releases covering health, education and work are now being made available through the Government’s commitment to increase the accessibility and usability of data from the public sector. Combined with academic research resources, the opportunity for retailers to make decisions that are more informed is increasing at a fantastic pace.

The initial phase of the Retail Data Navigator project has involved 16 master’s students using companies’ own data, such as customer databases, and open source datasets to work on projects suggested by companies, including ‘The delivery person as the face of the company’, the connections between regional weather patterns and retail sales, and pedestrian flow patterns in the high street. Another priority, says Dugmore, is an ESRC-



The battle has been fierce between single channel internet retailers like Amazon and multi-channel physical space retailers such as John Lewis

supported website focused on the data needs of smaller retailers. While big corporations can devote time and effort to interactions with universities, a small trader cannot. He adds: “We aim to tackle two main issues: there is too much data for retailers to cope with, and it is often in a form that is hard to use if you are not familiar with it.”

In response, the ESRC and its partner body, the Technology Strategy Board (TSB), are supporting a call for research projects with a retail focus. The aim is to ensure that this key sector for the British economy has the knowledge it needs to succeed.

The ESRC and the TSB are keen to hear from retailers who want to make the most of academic expertise but do not have the right university contacts, and from academics who do not know their way around the retail industry but who want to get involved. The knowledge navigators and the funders will be involved in match-making to ensure that opportunities are not missed. ■

The seven areas identified as being of interest for the call are:

- Sustainable and responsible retailing
- Omni-channel retailing
- Internationalisation
- Consumer insights
- Retail employment (skills and development)
- The future of the high street and the changing structure of physical retail space
- Innovation

Martin Ince is a freelance science writer and Bruce Jackson is Senior Knowledge Exchange Manager, ESRC

i Details of the call will be advertised in the funding opportunities section of the ESRC website
The ESRC website has a dedicated area for retail research findings: www.esrc.ac.uk/impacts-and-findings/research-topics/economy/retail/index.aspx

ESRC IMPACTS

Learning to sleep

For further ESRC Impact Case Studies visit
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New research has produced an accessible and convenient treatment for insomnia sufferers that uses behavioural therapy to develop habits to gain control of sleep

ACCORDING TO THE OFFICE of National Statistics, people in Britain complain more often of insomnia than any other psychological symptom, including anxiety, depression and even pain.

Over ten per cent of people in Britain suffer from insomnia yet the only treatment offered in most doctors' surgeries is a course of sleeping tablets.

The problems of insomnia increase as people grow older and are often connected with a long-term illness. Only five per cent of 18 to 24 year-olds suffer from sleep problems, with rates rising to 30 per cent for the over 75s.

The NHS delivers ten million prescriptions for sleeping tablets in Britain each year to treat the symptoms of insomnia. Among patients with long-term illnesses, doctors have found sleeping drugs bring only minor benefit and also pose a significant risk of harm.

On the other hand, Cognitive Behavioural Therapy for Insomnia (CBT-I) has been shown to provide sustained and largely risk-free improvements in both the quality and duration of sleep, when delivered by trained therapists in specialised facilities or primary care settings. But until now, the main obstacle to providing CBT-I to the general population has been the lack of trained practitioners.

Researchers at Loughborough University have been investigating self-help sleep management, based on the principles of cognitive behavioural therapy. The research team aimed to determine the effectiveness of cognitive behavioural management for insomnia when delivered in a structured programme of self-help. The trials involved people over the age of 55 with insomnia symptoms related to a chronic disease.

Insomniacs probably spend more time in bed than other people but they are likely to have lost the natural association of the bedroom with sleep. Indeed, the books, radio, TV and even food that are brought in to the bedroom to get the insomnia sufferer through the sleepless hours can make a bedroom identical to a sitting room.

Patients were given six weekly booklets that explained how sleep works and how to gain control of it. They were also given access to a helpline, staffed by 'expert patients' who were themselves

insomnia sufferers with long-term illnesses. The self-help booklets teach insomnia sufferers how to 'retrust' the bedroom and how to relearn to associate it with sleep. They show how to develop habits that are helpful to sleep and change those that bring about insomnia.

The research team's trials proved that CBT-I can benefit people with insomnia at any age. And it can be successful for sufferers with chronic illnesses including those who are particularly prone to insomnia.

The research has also had an impact far beyond its original intention. The broader objective of the trial was to develop and test self-help treatment which, if effective, could be rapidly integrated into existing models for insomnia management in primary care.

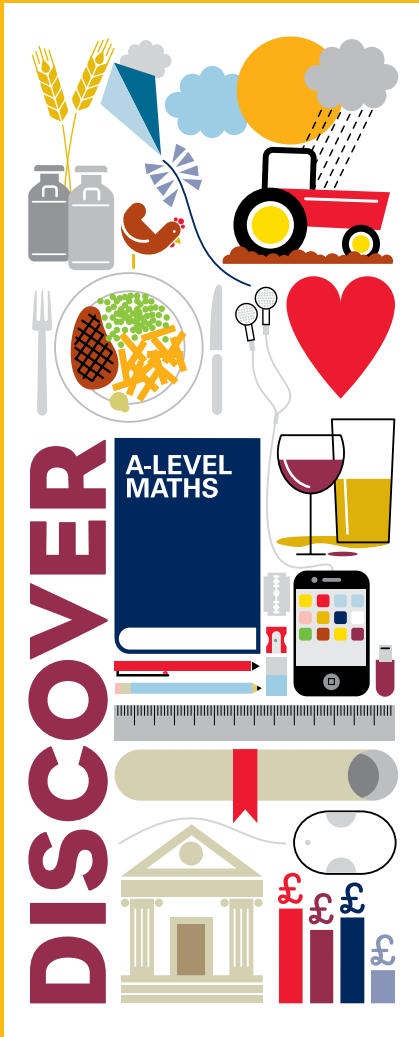
But following the success of the completion of the trials, the researchers themselves were asked to deliver training courses in CBT-I. The research team are now delivering training for insomnia to NHS therapists throughout the UK. The self-help approach that they have developed promises to offer an accessible and convenient treatment that can be delivered in doctors' surgeries. ■

Key findings

- A significant improvement in sleep quality
- A reduction in the symptoms associated with insomnia in over 80 per cent of treated patients
- A 15 per cent improvement in 'sleep efficiency' – the percentage of time spent asleep in bed
- An initial 50 per cent reduction in the likelihood of using sleeping tablets.
- No improvement in levels of daytime fatigue. This may be because tiredness was associated with illness rather than the quality of sleep
- Lasting benefits from the self-help booklets, even without the use of telephone support during the course



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Festival time

The tenth ESRC Festival of Social Science takes place from 3-10 November 2012 and features over 185 free events around the UK that explore how social science research influences society, economics and politics, and the effect it has on our daily lives

This year sees the tenth anniversary of the ESRC Festival of Social Science and each year the Festival grows from strength to strength. The 2012 Festival will provide a fascinating insight into some of the country's leading social science research and how it influences our social, economic and political lives – both now and in the future.

It's often surprising just how relevant the Festival's events are to society today and how they illustrate where social science research makes a difference. Through the many activities you can discover how it shapes public policy and contributes to making the economy more

competitive, as well as giving people a better understanding of 21st-century society. From big ideas to the most detailed observations, social science affects us all every day – at work, in school, when raising children, within our communities, and even at the national level. And everyone – from schoolchildren to politicians – can take part in the Festival and hear about social science research.

This celebration of the social sciences takes place across the UK – via public debates, conferences, workshops, interactive seminars, film screenings, virtual exhibitions and much more. The 2012 programme includes a hugely

diverse range of topics, from macro issues such as the 2012 race for the White House, Scottish independence or the 2011 riots in England, to more personal matters including workplace cyberbullying, and the unusual such as the dying art of market pitching.

Each year event organisers engage their audiences through varied creative and innovative approaches. This year is no different and audiences can look forward to a variety of different formats from film screenings, talks, exhibitions and debates, to plays, workshops, seminars or even walks.

Those looking for something a little different could try Social Science Showoff at the The Wilmington Arms, London. The new sister to the popular science communication event, Science Showoff, will see ten performers from



“ From big ideas to the most detailed observations, social science affects us all every day ”

the world of social science take to the stage to show us something about social science in a fun and entertaining way, hosted by compere and professional mucker-about Steve Cross.

If you prefer fresh air and open countryside Science in the Park might be for you. This is a hands-on science event for the general public where there will be an opportunity to get involved in some simple science experiments in the Peak District National Park.

Find out about some of the scientific research that is going on in the Park, talk to people involved and explore the social implications of this research.



Themes of past events have included, left, examinations of transport past, present and future; And above, After the Rain, which explored the experience of flooding and flood recovery in Hull

If you prefer to get to grips with the Euro zone crisis then head to the Wills Memorial Building in Bristol for a round table event. The event brings together a panel of experts on European affairs to discuss the events surrounding the Euro zone crisis. Speakers will try to shed light on the causes and effects, and answer questions on this complex subject.

With 185 diverse, free events there's bound to be something for everyone. Why not come along and join the social science community celebrating ten years of success. ■

Portraits of Britain

How can you capture the meaning of 'social sciences' and 'society today' in a single picture? What does social science mean to you and how would you portray the social sciences in one image?



This was the challenge of Portraits of Britain – an ESRC photographic competition to celebrate the tenth ESRC Festival.

The competition culminates in a flagship Festival event, the Portraits of Britain awards event and exhibition. The exhibition is taking place from 8-11 November at the Strand Gallery in central London and will showcase the winning and commended entries of the competition, which will also appear in the 2013 edition of *Britain In 2013*, the ESRC's annual newsstand publication.

Come along and see how the public have created exciting images to illustrate the social sciences, from the environment to politics, to culture and society. ■

i The Festival of Social Science takes place from 3-10 November. For more information please contact the Festival team at festival@esrc.ac.uk
Web www.esrc.ac.uk/news-and-events/events/festival/index.aspx



Cycling and stigma

Dr Rachel Aldred looks at whether and how perceptions of cycling have changed following Britain's summer of cycling success

This summer cycle sport has repeatedly made the headlines, with Bradley Wiggins' Tour de France victory and Olympic Time Trial win, and other cycling medals for Team GB in the Olympics and Paralympics. 'Cycling fever' was identified, with bike shops reporting an increase in sales. Wiggins' victories in particular were understandably hailed by cycle advocates as an opportunity to put the case for investing in cycling.

In a recent paper for *Mobilities*, I argued that cyclists are a stigmatised group in the UK. So, does the Tour/Olympic/Paralympic factor change all this? Probably not. Would we expect more people to start driving to their local shops because of a British Formula One win? Unlikely, although we might expect more people to start watching motorsport.

“ In low-cycling countries like the UK cycling is seen as a minority sporting pursuit ”

But, more important, one finding from the Cycling Cultures project I was part of is that cycling's sporty image is itself part of the stigma. Part of the problem in low-cycling countries like the UK is precisely that cycling is seen as a minority sporting pursuit, not as an everyday transportation activity. The image of cycling as sporty can put off people who don't see themselves as super-fit (and who certainly don't want to see themselves in tight Lycra). Many people in Cycling Cultures referred to this image as off-putting but simultaneously felt some kind of pressure to live up to it.

And because cycling is seen as 'not real transport' it lacks legitimacy on the roads and in public space more broadly. The Cycling Cultures project uncovered shocking incidents, often unreported, of cyclists enduring verbal and even physical assault. The more common experiences included sexual harassment, being spat at, and being hit by eggs or cans thrown from a car. I believe that, sadly, it's quite possible for a driver who admires a cycling hero to harass an unknown cyclist who is 'in the way', just as racists exist who enjoy Black music and eat Indian food.

The Olympics and Paralympics were not only connected with cycling through sport, but also through the promotion of 'utility cycling' in London. During this period, Londoners were urged to cycle or walk, to take pressure off roads and public transport. However, closures affected safe walking and cycling routes. An important off-road cycle and pedestrian

route west of the Stadium (the Lea Towpath) was shut for 'security reasons', with an on-road diversion provided that was criticised by cyclist groups for being lengthy and potentially unsafe. In August a local cyclist was killed by an Olympic bus near the beginning of this diversion. Asked for a quote, Bradley Wiggins seemed to call for cyclists to be compelled to wear helmets, placing responsibility on individual cyclists for their own safety; an attitude common in low-cycling countries such as the UK.

In The Netherlands, where cycling rates are high, few adults wear helmets and the concept of 'Sustainable Safety' places responsibility on planning authorities to make road environments safe for the most vulnerable. There has been increasing pressure to adopt the Dutch approach in the UK. In a forthcoming paper looking at cycle advocacy in London, and particularly the 'pop-up campaign' Londoners on Bikes, I identify the 'politicisation of danger', where advocates seek to make cycling, and cycle safety, political.

This means making it a public issue for which authorities can be held responsible. Perhaps the most dramatic example has been The *Times* Cyclesafe campaign, set up after a young journalist on the paper was seriously injured by an HGV. But there has also been a profusion of blogs, often using video to share experiences and exploiting newly available datasets to push the case for cycling. Other signs of 'new advocacy' include 'flashrides' and the use of Twitter to organise such events. London has been a key centre of this advocacy (although far from the only one); its rise in cycling, while limited, has been heavily concentrated among Inner London commuters, increasing the political weight of cycling in the Capital.

Cycling is now a hot political topic, and the popularity of cycle sport can certainly be a part of that, with some medal winners speaking out in favour of better cycling provision. But I think it would be a mistake to expect cycle sport to itself drive a cycling renaissance. More Lycra-clad heroes are not the answer for cycling – the dominance of such images has itself been a problem. We need support for everyday cycling; what former mayor of Bogotá Enrique Peñalosa has called '8-80' cycling, which means much higher levels of investment to create safer, more pleasant cycling environments. ■

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 ESRC Grant Number RES-061-25-0390



Voices inside my head

Deaf people report 'hearing' voice-hallucinations but how can research find out what they experience? By **Dr Joanna Atkinson**

There is nothing more counterintuitive than the notion that a person born profoundly deaf might experience true auditory hallucinations. How can it be that deaf people hear 'voices'?

Earlier research suggested that deaf people experience genuinely auditory hallucinations. But the collection and interpretation of data in these studies was done by non-fluent signers or hearing researchers using sign language interpreters.

Part of the problem is that a 'voice' to a hearing and a deaf person may be entirely different concepts. To a hearing person, a voice is an auditory phenomenon but to a deaf person, the signs used to describe their voices means someone communicating in their mind, but it is not necessarily auditory.

I am deaf and my research at the ESRC-funded Deafness, Cognition, and Language (DCAL) Research Centre at UCL aimed to elucidate the variety of voice hallucinations perceived by deaf people. Particular attention was paid to deconstructing concepts that might be misconstrued as truly auditory by those unfamiliar with the subtleties of British Sign Language and deaf conceptualisations of sound-based phenomena.

Deaf people frequently use signs such as hear, shout, voices and talk without necessarily conceptualising the auditory qualities of the corresponding English words. LOUD may be understood as referring to something highly intrusive and difficult to ignore rather than as high auditory volume. Therefore, it was imperative that questions about auditory phenomena were designed to distinguish true audition from deaf interpretations of auditory concepts.

A card sort task was used to create a more accurate picture of voice hallucinations and by developing more ecologically valid methodology it has been possible to confirm that true auditory hallucinations are confined to deaf individuals who had at some point in their lives experienced hearing.

The research found that those born profoundly deaf do not usually report hearing any sound but instead that hallucinations take the form of sign language or visual speech (lipreading). Moving images of the articulators – lips or hands – are experienced when the voices are present – these are not truly visual phenomena but rather perceived only in the mind's eye.

The research's new approach showed that hallucinations closely mirrored the person's experience of language and sound. Born-deaf people who had rudimentary awareness of speech

through hearing aids – but also relied on lipreading – were often confused about what they could hear. They said they could hear something, but couldn't describe the pitch, tone or volume.

Convincing accounts of auditory voices were only reported by those who had lost their hearing or had partial hearing. Individuals with severe language deprivation and incomplete mastery of either speech or sign stood out because their 'voices' carried a vague sense of someone getting at them but with neither sound nor imagery of voice articulation. This suggests that language acquisition within a critical period in early childhood may be necessary for voice-hallucinations to be organised in terms of how spoken or signed utterances are articulated.

“ Voice hallucinations closely mirrored the person's experience of language and sound ”

Voice hallucinations are widely understood as being the inner thoughts or speech of the person experiencing them, which are not recognised as originating internally, because of faulty source monitoring in the brain. If this is true, then the study sheds light on how deaf people organise their thoughts and what form these mental representations may take.

It is possible to think in spoken English even if you cannot hear sound, since speech articulations both of oneself and others may be imagined. In a similar way, deaf signers can think in sign language. Given that educators and scientists are interested in how children develop an inner dialogue and how this shapes the ability to perform complex cognitive tasks, the study of deaf people with different early language experiences and ways of communication, is particularly fertile ground for new discoveries.

The finding that deaf people are diverse in the way that they hallucinate 'voices' will affect mental health assessments and dispel bizarre notions of deaf people hallucinating sounds that they have never heard. The research also raises the possibility that people with normal hearing may show a greater variety of hallucinatory experiences than is routinely assumed by mainstream psychiatry. ■



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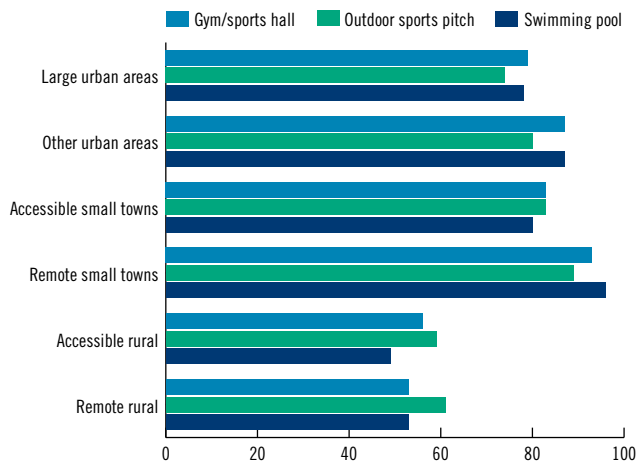
THE UK BY NUMBERS SPORT

We present an at-a-glance overview of key issues in Britain today. This issue our focus is on sport. Statistics are from Northern Ireland Government, Sport England, Sport Wales, Scottish Government, and Team GB

Access to sport facilities

Percentage of adults in Scotland who have access to local sports facilities within 20 minutes of their home by foot or on public transport - 2007/2008

Source: *People and Sport in Scotland: Results from the Scottish Household Survey*



“If winning isn’t everything, why do they keep score?” Vince Lombardi



“Sports do not build character. They reveal it” Heywood Broun

25% Percentage of 5-15 year-olds in England encouraged to take part in sport more often as a result of 2012 Olympic/Paralympic Games

88% Percentage of children in England who had participated in sport in the last four weeks; 82.7 per cent of 5-10 year-olds (out of school only)

73% Percentage of 15-24 year-olds in Wales who participated in a sporting activity at least once in the four weeks prior to survey

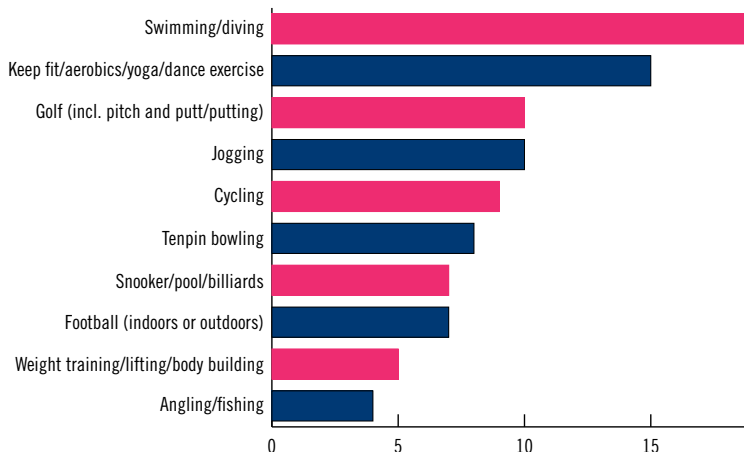
In Northern Ireland in 2011 41% of people participated in some type of sport or physical activity on at least one day a week, a significant increase from 37% in 2009/10.

In Scotland 54% participated in sport in 2011. Participation was higher among men (60%) than women (48%) and declined with age (75% of those aged 16 to 24 compared with 21% of those 75 or over had participated in other sports activities)

Source: *Sport England, Sport Wales, DCAL Northern Ireland, Scottish Household Survey*

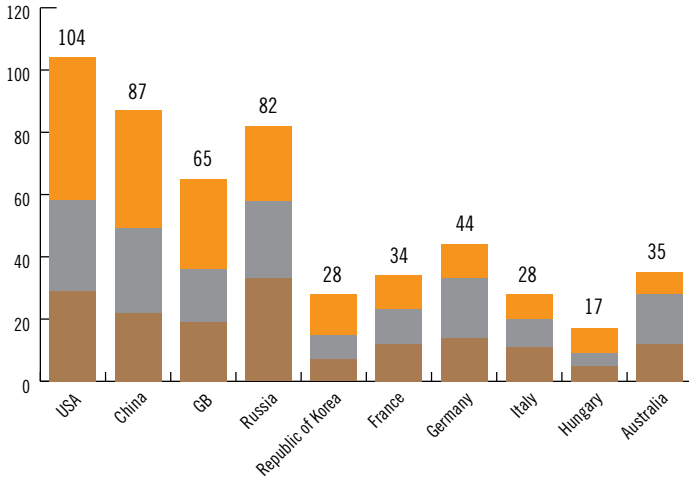
Most popular sports

Ten most popular types of sport in Northern Ireland by percentage of respondents participating. One in five of respondents participates in swimming/diving at least once in 12 months. Source: *Department of Culture, Arts and Leisure, Northern Ireland 2010/11 Continuous Household Survey*



London 2012 Olympics

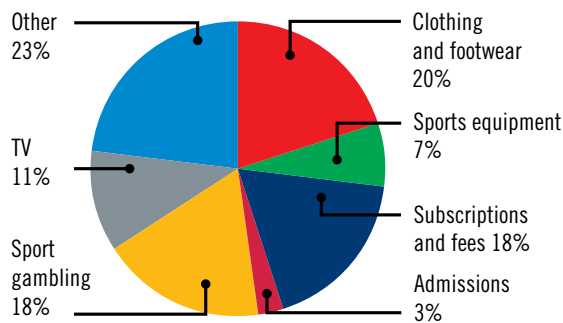
GB finished the 2012 Olympics with 65 medals: 29 gold, 17 silver and 19 bronze. It surpassed the total of 47 at the 2008 Beijing Games and the target of at least 48 set by UK Sport *Source: Team GB*



“You don’t suffer, kill yourself and take the risks I take just for money. I love bike racing” Greg LeMond

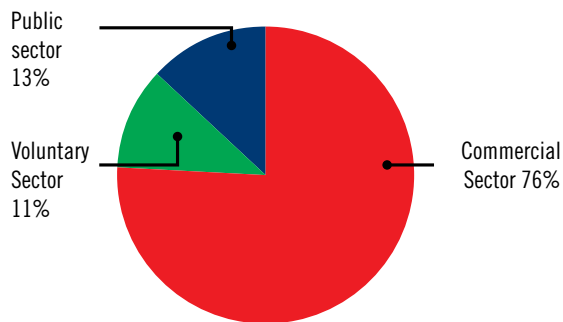
Sport-related expenditure

Consumer spend on sport in England was £17.384 billion in 2008 – up 138% since 1985. There has been a 6.9% increase in consumer spending on sports equipment between 2003 and 2008.



Sport-related employment

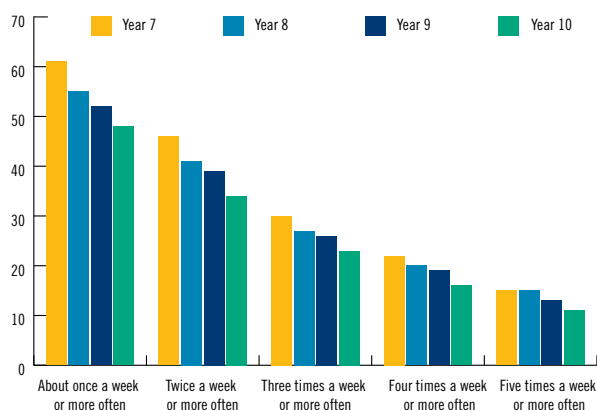
Sport-related employment in England is estimated at 441,000 in 2008, accounting for 1.8% of all employment in England. Between 2000 and 2008, employment in sport increased by 20.7%



Source: Economic value of sport in England, Sport England August 2010

Frequency of activity

Percentage of schoolchildren in Wales who participate in extra-curricular and/or club activity *Source: Sport Wales School Sport Survey 2011*



The art of managing crowds



The safe and secure management of spectators at the 2012 London Games was a truly Olympic challenge in itself. The art of managing crowds is becoming increasingly important with modern mega-events run over many days, involving thousands of spectators at multiple locations. By **Arild Foss**

THINK OF 'OLYMPIC GAMES' and 'security', and odds are that headlines about G4S and shortfall in security guards spring to mind. But ensuring a safe and secure mega-event such as the 2012 Olympics is much more than operating X-ray machines and patrolling perimeters. Thousands of spectators converged for the events – the opening ceremony alone gathering 80,000 people in the Olympic Stadium – making crowd management a crucial security issue.

“Crowd management is particularly important for enhancing safety at large events,” says Rose Challenger, an organisational psychologist at Leeds University Business School and founder of the Crowd Behaviour Network. The network is part of the ESRC-funded research project Improving Crowd Event Preparation and Management: Combining Academic and Practitioner Perspectives to Enhance Knowledge and Practice.

Physical and psychological factors

Bigger crowds mean potentially bigger security risks. Apart from the obvious terrorist threat, there are physical and psychological factors that come into play. A big mass of people is much slower to move or direct, and communication

Multiple locations cause additional problems as decisions made in one venue have a knock-on effect in another

becomes more difficult. Psychologically, under some conditions, people in a crowd tend to assume that others are taking responsibility, and may not co-ordinate their actions in an emergency if there is no psychological unity.

Experience shows that managing and assisting crowds is much more effective than trying to control them.

“A big mass of people is slower to direct, and communication becomes more difficult”

“Crowd management – facilitating crowd activities, anticipating and preventing issues before they escalate – is always preferable to crowd control, actions taken once crowd behaviours become undesirable,” Challenger points out.

The Olympic challenges

The complex task of managing crowds stretches far wider than the sports arena itself. For big events such as the Olympics the organisers had to plan for people following the parallel events, such as watching on big screens or attending concerts. The transport network also needed careful planning to avoid overload and keep crowds manageable.

“The Olympics posed additional challenges because they were spread over multiple days and across multiple locations. It is vital to provide effective crowd management and ‘multi-agency co-ordination’ – managing how decisions made on one day or in one location will have knock-on effects on subsequent days and across other locations,” Challenger points out.

“The profile of the crowd will also be different at the Olympics in comparison to a ‘normal’ event. There will be hardcore sports fans, athlete fans, families or groups wanting a day out, people who just want to be part of the event but don’t have tickets, people unfamiliar with London, people who don’t have English as a first language, and so on.”

Cultural differences in crowd behaviour

The Crowd Behaviour Network currently includes about 170 members, including researchers and professionals from the UK, Europe, Hong





Kong, Australia, Canada and the US. Having such an international approach to the research might also shed some light on whether cultural differences play a part in crowd behaviour.

“For example, there are differences in ‘keep left, keep right’ behaviours such as when standing on escalators or walking along passages. In the UK, we stand on the right and walk on the left, whereas in Japan they stand on the left and walk on the right,” Challenger points out.

“In France, people tend to move to the right when approaching someone walking the other way, whereas in Asia people tend to move to the left. And crowds in Japan or Hong Kong will tolerate more crowded conditions and rougher treatment than crowds in Europe, as they are more familiar with being overcrowded on trains and platforms.”

More awareness

There is generally an increasing awareness of the importance of effective crowd management, the need for evidence-based practice and sufficient training and education, says Rose Challenger.

“Professionals involved with crowd management and with event preparation and management are increasingly finding their actions under scrutiny and in the media spotlight. They are having to account for decisions made and actions taken, so need a thorough grounding in crowd management to fall back on,” she argues.

Managing mass evacuations

But incidents can happen, even with careful crowd management. The ESRC-funded Effects of Social Identity on Responses to Emergency Mass Evacuation project, led by Dr John Drury at the University of Sussex, has explored how a crowd reacts when there is an emergency – and whether a

stronger group identity makes us more inclined to help others and evacuate in a co-ordinated manner.

The findings indicate that the popular notion of crowd panic and selfish behaviour in an emergency is largely a myth. On the contrary, the research showed that helping behaviour is more common than panic. The common threat boosts a sense of shared identity, shifting the emphasis from ‘me’ to ‘us’ and reducing selfish behaviour. “We found it hard to locate events where there wasn’t evidence of social, co-ordinated and often altruistic behaviour in mass emergency events,” says Dr Drury.

The findings from a range of different emergencies were confirmed by a case study of the London bombings, which took place during the research project. “This study found that co-operative behaviour was common even amongst people who had no previous social ties. The shared experience of the bombing brought many people together. It was for this reason that the survivors themselves were described as the ‘fourth emergency service’ by commentators on that event.” ■

Arild Foss is ESRC Senior Copy Editor

i RES-189-25-0269: Improving Crowd Event Preparation and Management: Combining Academic and Practitioner Perspectives to Enhance Knowledge and Practice
Rose Challenger, Leeds University Business School
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Tel 0113 343 7425
Web www.crowdbehaviournetwork.org

RES-000-23-0446: Effects of Social Identity on Responses to Emergency Mass Evacuation
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Himalayan hopes

Economic reforms in India have failed to create large numbers of jobs for the rising number of school graduates. But unemployed young people in the Indian Himalayas are finding new ways to overcome adversity and build futures in some of the most unpromising circumstances. By **Professor Craig Jeffrey** and **Dr Jane Dyson**

YOUTH UNEMPLOYMENT IS now a critical problem across the world, recently propelling uprisings in the Arab world, contributing to sectarian violence in India, and reaching record highs in the UK. Professor Craig Jeffrey and Dr Jane Dyson are undertaking an ESRC-funded project that examines the social and political implications of rising educated unemployment in South Asia, working alongside Nepal experts Professor David Gellner (Oxford) and Dr Amanda Snellinger (Oxford), and Sri Lanka specialists Professor Jonathan Spencer (Edinburgh) and Dr Dhana Hughes (Oxford). The team of six will be comparing differences and similarities in the responses to youth to unemployment in India, Sri Lanka and Nepal using qualitative methods.

Professor Jeffrey and Dr Dyson have just returned from spending several months in the village of Bemni, Uttarakhand. This village is located at an altitude of 2,500 metres in the Indian Himalayas, close to the border with Tibet. Jane Dyson had conducted her PhD research with children in Bemni in 2003, and the village has changed a great deal since then. There is now some electricity in the settlement, a rough road connects Bemni to the local town, and many more young people are attending school. But economic reforms

Kira jali is highly prized in China as an aphrodisiac, all-round energy booster and even performance-enhancing drug for athletes

in India have failed to create large numbers of jobs for the rising number of school graduates in Bemni. Unemployment (berozgaari in Hindi) is a constant complaint.

Until recently young people found employment by migrating to India's cities and working in hotels or other sectors of the urban informal economy. But a new trend has emerged in Bemni: young people collecting caterpillar fungus. Called 'kira jali' in north India – or 'yarsagumba' in Tibet – the

“ Instead of damaging the meadows we should be starting businesses in the village ”

fungus enters the larva of the caterpillar moth, mummifies its prey and eventually grows out of the head of the caterpillar, appearing in high meadows of the Himalayas in May or June.

Kira jali is a prized commodity. In China it is used as an aphrodisiac and all-round energy booster, and athletes have used it as a performance-enhancing drug which is believed not to show up in drug tests.

In 2007 some goatherds discovered kira jali in the mountains surrounding Bemni. Since that time, a growing number of young people have been making the two-day trek from Bemni to an altitude of about 5,000 metres, where they search for the fungi. They often stay in these snowfields for several weeks, carrying all their food for the trip on their backs, and living in improvised tents.

Young people sell their fungi to brokers in Bemni, who sell them on to other intermediaries further down the valley. In the village a single fungus fetches about Rs 150 (£1.80). People have been known to collect four hundred fungi in a two-week trip. As one young man put it: "What's the point in migrating to the city when I can make more in a month from the fungus than I would in two years in Delhi?"

The trade in kira jali transforms communities. Large concrete houses have replaced small stone cottages in one village near Bemni where people have access to mountainside rich in caterpillar fungi. But kira jali collection is risky and a good harvest is by no means guaranteed. Some people return





to Bemni with empty jars, cursing their bad luck. There are health risks, too. Gathering the fungus requires people to lie in the snow, elbows dug in, scouring the ground for something that resembles a black apple stalk. Snow blindness, altitude sickness and joint problems are common. Accidents also occur; in one famous case a man spent 13 days wedged in an ice glacier before being rescued by villagers. Another man died of cerebral oedema.

Kira jali collection also brings young people into conflict with the state. While it is legal to collect the fungus, it is illegal to sell it. The police confiscated the entire crop of ten villagers in 2011. In 2010, an unscrupulous broker cheated many villagers out of their earnings, exploiting the fact that people could not complain to the authorities. Villagers also fight among themselves. Open conflict has broken out between two nearby villages over access to meadows where the fungi are abundant. Some people have started carrying guns and employing bodyguards.

There are also pressing questions about the sustainability of kira jali collection. The campsites damage the fragile Himalayan ecosystem and the fungus is becoming scarcer as a result of intensive harvesting. A young man named Jaipal, who plays a leadership role in the village, said: "The trouble is that young people want to fund any method to get rich quick. Instead of damaging the meadows we

should be starting small businesses in the village."

But the prospects for small enterprises are bleak. Corruption, lack of cheap credit, and poor infrastructure make Bemni an unpropitious site for business. In addition, young people receive poor-quality schooling: there is no science teacher in the large local secondary school and the young people lack the problem-solving skills and knowledge required for many forms of enterprise.

Jaipal's cousin, Rajender, said that the best way to proceed is to mix occasional fungus collection with other temporary work in the village. "I can make some money doing part-time jobs on government development projects in the village – that is my safe work. And then I can go to collect kira jali: that is my 'risk'." For the time being, fungus collection remains an attractive option for most young people, who find their route to salaried employment blocked and scarce opportunities in the private sector.

The broader significance of these findings is twofold. First, it highlights the degree to which young people's responses to unemployment occur in informal, semi-legal arenas. Second, it points to the resourcefulness of unemployed youth who are finding ways to express agency and carve out futures even in some of the most unpromising circumstances. 'Uncertainty' – but also 'hope' – are abiding themes of conversations with Bemni youth. ■



Professor Jeffrey and Dr Dyson spent several months studying the social and political implications of rising educated unemployment in Bemni, Uttarakhand

i Craig Jeffrey is Professor of Development Geography at the School of Geography and the Environment, Oxford University. He is author of five books including *Timepass: Youth, Class and the Politics of Waiting* (Cambridge University Press 2011). Dr Jane Dyson is Research Associate at the School of Geography and the Environment, University of Oxford, and author of a forthcoming book on Bemni titled *Living Work*.
Web www.geog.ox.ac.uk

Freedom in action

Martin Rosenbaum, ESRC Council Member and BBC executive producer, explains how Freedom Of Information affects journalists, politicians and academics. By **Martin Ince**

MARTIN ROSENBAUM, who became a member of ESRC Council in August, has a smiling and unthreatening presence. But in his working life, he is not someone you want to hear from.

That is because Rosenbaum, an executive producer at the BBC's political programme's department, has a sideline as the BBC's expert on the Freedom of Information Act. He and colleagues issue hundreds of Freedom of Information (FOI) requests every year. Many give rise to programmes and stories that might never have seen the light of day otherwise.

Rosenbaum points to strong links between his FOI activity and his involvement with the ESRC. He explains: "Most of my work involves producing radio programmes on politics and other subjects, including *Week in Westminster* and *Decision*

“There are more journalists now who can handle big datasets with academic rigour to produce new insights”

Time. But in 2004 I spent three months on the Reuters Journalism Fellowship programme at Oxford. I used this time to study how Freedom of Information laws had worked in Ireland and Sweden, in the knowledge that the Act was about to be implemented in the UK. That experience led me to become the BBC's in-house expert on FOI."

Rosenbaum took the Oxford fellowship partly because he has always had an interest in the academic world. He says: "I have always reflected academic work in my own programmes, and I think that more links are needed between academic life and journalism. They are both about finding things out and telling people about them, even if academic research is meant to be deeper and more original than journalism."

He also believes that changing technology will force these apparently diverse approaches to knowledge to converge. "The boundaries between the two are undoubtedly being whittled away." There are more journalists now who can handle big datasets with academic rigour to produce new insights, or who work with universities to do so. One example is the data-rich coverage of the 2011 London riots in the *Guardian* newspaper, produced in collaboration with the London School of Economics.

In Rosenbaum's opinion, the increased availability of massive amounts of information is one of the main effects of the FOI Act. There is far more raw statistical data out there, so that it is easier to see how public money is spent and how well public bodies are performing. This is good for openness and transparency. But he sees much slower change in the ways in which policy is made. "The discussions that take place now are not much more open than they were ten years ago," he says.

Partly for this reason, he rejects former Prime Minister Tony Blair's belief that the FOI Act was a mistake. "It may make life a little harder for some people on the inside," he says, "but the benefits for the public outweigh this inconvenience." He adds that both Blair and his former chief of staff Jonathan Powell sometimes confuse the FOI Act with the Data Protection Act (DPA). Passed in 1998, the DPA is also a valuable tool for academics and journalists, but attracts far less public attention.

Asked for his own favourite story derived from an FOI request, Rosenbaum points to an 18-month struggle with the vehicle licensing agency VOSA over MOT failure rates for various types of car. "VOSA collects this information," he says, "but refused to release it on the grounds that it was commercially sensitive. The Information Commissioner ruled that they had to release it, so they came back with an unwieldy 1200-page document." After lengthy analysis, the BBC was able to show big variations in MOT pass rates. Perhaps most notably, it found that a third of Renault Meganas failed their first test, taken when the car was just three years old.

Rosenbaum says: "This is important information for car buyers, but also affects the

Martin Rosenbaum spent three months on the Reuters Journalism Fellowship programme at Oxford studying how Freedom of Information laws had worked in Ireland and Sweden





"I regard FOI as a tool which the law gives me to use"

manufacturers by giving them an incentive to improve." But he adds: "I am a journalist, not a campaigner. I regard FOI as a tool which the law gives me to use." He claims to be careful about using it responsibly. For example, he has received FOI responses containing names of individuals which should have been edited out, but would never broadcast them in a damaging way.

He also points to academic evidence that those inside the political machine may overstate the damaging effects of FOI on the business of government.

"There have been various claims that FOI has a 'chilling' effect on policy discussions," he says. "But Gus O'Donnell (former Cabinet Secretary Lord O'Donnell) gave evidence on this to the Information Tribunal that it did not find convincing. And the Constitution Unit at University College London has found that the evidence for the chilling effect is pretty ambiguous."

Rosenbaum is convinced that the Act will survive in something like its present form. But he is sensitive to complaints from researchers in universities that it can be used to get at data and findings long before they are ready for release. The case of Queen's University Belfast, which had to hand over 40 years of tree-ring climate data to a climate change sceptic in 2010, has alarmed researchers in subjects far beyond climatology.

Rosenbaum has some sympathy for their fears and looks forward to discussions of the subject at the ESRC. But he warns that some university fears

about FOI may miss the point. He says: "There has been some alarm that FOI might be used to get hold of an academic's teaching material and reuse it. But teaching material is widely available anyway, because it is handed out to students. The issue is about copyright and plagiarism, not freedom of information."

In the same way, he points out that the biggest and most damaging leak of research information, the so-called Climategate case at the University of East Anglia, was caused by someone breaching the university's IT security and copying many thousands of emails. It did not involve an FOI request. One lesson from Climategate, he says, is that people need to think more than in the past about how some phrase used in email would look to someone for whom it was never intended. "Once you hit 'send' on an email, you have no control over where it will be forwarded."

It is also possible, he accepts, that some of the ESRC's own business will become subject to an FOI request from a dissatisfied applicant for funding. As he sees it: "A discussion of a specific research award might not be subject to FOI because there would be less public interest in its release. But a general discussion on what area of research to fund might well be subject to a successful application." ■



Martin Rosenbaum's FOI blog is at www.bbc.co.uk/news/correspondents/martinrosenbaum

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News briefs

SCOTLAND AND THE QUESTION OF INDEPENDENCE

The ESRC is taking forward a major programme of work addressing issues around the future of Scotland. The work will provide robust independent research-based evidence. A new ESRC Scotland Senior Fellowships scheme has been launched to support leading social scientists working in the UK, by providing them with the freedom

to provide evidence and analysis across the broad range of issues and policy areas affected by the Scotland independence debate and the longer term future of Scotland. Fellows will have an outstanding track record of research and will be acknowledged scholarly leaders in their field at the international level: www.esrc.ac.uk/about-esrc/what-we-do/our-research/scotland/index.aspx



ESRC IN PARLIAMENT

Delivering growth

Professor Nicholas Crafts, Director for the Research Centre on Competitive Advantage in the Global Economy published a paper on Delivering growth while reducing the deficit. Vince Cable, Secretary of State has drawn out some lessons from this paper during a CentreForum think tank meeting in June 2012.

National Curriculum

Professor Jeremy Hodgen and his team who are part of the Increasing Competence and Confidence in Algebra and Multiplicative Structures (ICCAMS) project, have contributed evidence to the National Curriculum review by DfE as well as the Advisory Committee on Mathematics Education and to Ofqual.

UK mortgage arrears

Professor Muellbauerr and Dr Janine Aron's work on aggregate UK mortgage arrears, repossessions and on regional mortgage possessions influenced the present government's decision to extend policy measures to assist mortgage-holders in arrears. They were asked by the Department for Communities and Local Government to update their forecasts of repossessions and arrears and produced a report that was published in August 2012.

Retaining the best teachers

CEP researchers have been working with the Resolution Foundation, giving advice on the recently launched 'Commission on Living Standards' investigation with the Sutton Trust to help the Centre reach other audiences, including the government. Richard

Murphy and Stephen Machin have produced a report for the Sutton Trust's submission to the House of Commons Education Committee inquiry into attracting, training and retaining the best teachers for the White Paper on Teaching.

SHAPING DESIGN RESEARCH

In August the Arts and Humanities Research Council and the Design Council published a study commissioned from Madano Partnership on current research on the value and impact of design. A second phase of research with the ESRC as a partner will explore the emerging field of service design.

Service design is the branch of design that addresses the need to make services as usable, efficient and desirable as possible. With three-quarters of the UK economy service-related and only one in ten service businesses thinking that design can set them apart from their competitors, service design has been identified as one area in which there is considerable opportunity for engagement between the business and academic spheres.

AFFORDABLE LOANS FOR LOWER INCOME GROUPS

People on low incomes who find it impossible to secure affordable loans can now access finance more readily following a successful Knowledge Transfer Partnership project with East Lancashire Moneyline (IPS) Ltd. To help tackle the financial exclusion experienced by low income groups as well as reduce the risk of bad debts, Professor Sunil Vadera and his team

from the University of Salford worked with IPS to develop a consistent and objective framework of risk assessment for use in the loan approval process. A video on the project can be seen at: www.esrc.ac.uk/publications/videos/creating-impact.aspx

HEALTH RECORDS AT THE HEART OF UK MEDICAL RESEARCH

A consortium of ten UK government and charity funders, led by the Medical Research Council, has made a historic £19-million investment to establish four e-health research Centres of Excellence in London, Manchester, Dundee and Swansea. The Centres will open in late 2012 and will harness the wealth of UK electronic health records to improve patient care and public health. The members of the E-Health Research Initiative have been jointly-funded by various partners including the ESRC, MRC, and EPSRC.

DECISION-MAKING BY PEOPLE LIVING WITH DEMENTIA

The Centre of Applied Social Research hosted a conference in June bringing its research work to a wider audience and shared knowledge with practitioners in the field of health and social care. It is also launched the 'Decide for yourself!' resources which brought the benefits of this work to the public, and to the people who live with dementia. 'Decide for yourself!' is a short film aimed at raising awareness among the public about living with dementia. The film demonstrated how supporting those living with dementia can make it easier for them to make decisions and manage everyday tasks.

People

PROFESSOR JUDITH REES



Professor Judith Rees, Director of the Centre for Climate Change Economics and Policy, has been voted in as the first female president

of the Royal Geographical Society. Professor Rees has been involved in advising international organisations, government departments and NGOs, including the World Bank, UNDP and the EC/Rio Group, CPRE and Friends of the Earth, on a range of water- and environment-related topics.

PROFESSOR HENRY OVERMAN



Professor Henry Overman, Director of the Spatial Economic Research Centre, has been appointed as one of the commissioners of the newly-formed

West End Commission (WEC), set up to establish a blueprint for the future success of London's busiest area. Created earlier this year by Westminster City Council's cabinet, the WEC aims to guide the future success of the West End and consider the challenges it faces. It will look into issues including transport, infrastructure, city management, safety and the promotion of business and visitor needs.

PAUL JOHNSON



The Department of Energy and Climate Change has announced the appointment of Paul Johnson in August 2012 to the Committee on Climate Change.

Paul, who replaces Michael Grubb, is currently the Director of the Institute for Fiscal Studies and has worked in the field of economics and public policy throughout his career. Paul Johnson's track record also includes leading a review of the policy of auto-enrolment into pensions for the new government; acting as deputy head of the Government Economic Service; and serving on the council of the Economic and Social Research Council.

PROFESSOR CAROL PROPPER



Professor Carol Propper has been awarded an ESRC Professorial Fellowship. This is a highly prestigious award, designed to support leading social

scientists working in the UK. Carol's Fellowship will enable her to build on her research programme on the impact of market mechanisms on the delivery of health care through a series of linked projects over three years. The over-arching question the Fellowship research will address is: 'under what conditions will the greater use of market mechanisms be beneficial for the users and payers of health care services?'

PROFESSOR ALISSA GOODMAN



Professor Alissa Goodman has been appointed Professor of Economics and Deputy Director of the UK Birth Cohort Study at University College

London, a post which has been created jointly by the ESRC and UCL. Professor Goodman will be based at the UCL Institute of Child Health. Professor Goodman's appointment signals UCL's strong strategic commitment to life course and longitudinal studies within the UCL Faculty of Population Health Sciences.

PROFESSOR DAVID DENYER



Professor David Denyer, Cranfield School of Management, has been awarded the 'most influential UK thinker' prize. He received this prize due to his

outstanding work on high-reliability and safety leadership, and pioneering, evidence-based management worldwide. As well as his role at Cranfield, Denyer is management practices fellow at The Advanced Institute of Management Research (funded by the ESRC), a member of the International Evidence-based Management Collaborative and associate editor of the *International Journal of Management Reviews*.

NEW UNDERSTANDING SOCIETY DATA AVAILABLE

Data from waves 3 and 4 of the *Understanding Society* Innovation Panel are now available to download. The panel is principally used to test questions, procedures and methods in a context similar to the main *Understanding Society* survey and other household panel surveys, but with adults and young people from 1,500 households it also has a sample size sufficiently large to enable quantitative evaluation.

Four waves of data have been collected so far, and all are now available from the Economic and Social Data Service.

The first four waves of the panel included innovative studies aiming at improving survey processes, at reducing non-response, non-response bias and attrition, and examining statistical issues for data analysis. The panel survey is developed in part through an annual competition in which academics and other interested groups can propose questions and experiments.

The data from waves 3 and 4 include results on:

- how participants' responses were affected by seeing questions on cards compared to just being asked verbally
 - how advance materials and encouraging people to contact their interviewer to book an appointment affected response rates
 - participants' preference between paper- and computer-based surveys.
- Wave 5 is currently in the field and includes the world's first testing of online vs face-to-face interviewing on an established face-to-face sample and questions to test whether participants' responses are affected by the very fact of being a survey participant.



Publications

The everyday lives of recovering heroin users

This fascinating and in places touching book includes seldom heard personal accounts from 40 recovering heroin users that reveal their psychological, physiological and emotional journeys as they overcome their addiction. Ultimately they are human stories that reveal simple and modest aspirations: recovering heroin users want to participate and feel valued as productive members of society. In the words of several interviewees, they just want to feel 'normal'.

■ *The everyday lives of recovering heroin users* by Joanne Neale, Sarah Nettleton, Lucy Pickering. Download the book at www.thersa.org/action-research-centre/public-services-arts-social-change/recovery/everyday-lives

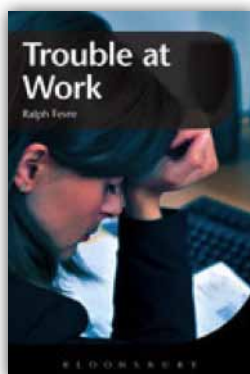


Trouble at work

Trouble in the workplace – whether it is bullying, harassment or stress – is always in the headlines. Yet in many discussions, the research and statistics that are cited prove unreliable.

This book summarises the largest specialist research programme on ill-treatment in the workplace so far undertaken. It provides a powerful antidote to half-truths and misinformation and offers a new way of conceptualising trouble at work.

■ *Trouble at work* by Professor Ralph Fevre, Professor Duncan Lewis, Amanda Robinson and Trevor Jones. ISBN 9781408137031, (hardback), 272 pp. For more information visit www.bloomsburyacademic.com/view/Trouble-At-Work/book-ba-9781849664677.xml

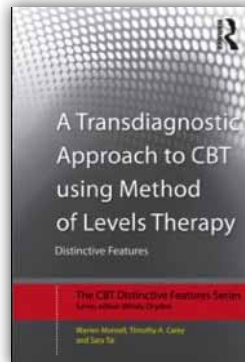


A Transdiagnostic Approach to CBT using Method of Levels Therapy

Cognitive Behavioural Therapy (CBT) is the treatment of choice for most mental health problems. Each problem is usually treated by a different model of CBT. Yet evidence tells us that the same processes are responsible for long-term distress in us all.

This handy manual draws on evidence and theory to provide the key principles to aid change and recovery.

■ *A Transdiagnostic Approach to CBT using Method of Levels Therapy* by Warren Mansell, Timothy A. Carey, Sara Tai. ISBN 9780415507639 (hardback), 192 pp @ £60.00. For more information visit www.routledge.com/mentalhealth.com/books/details/9780415507646/



Changing Fortunes

Most information about the incomes of people in Britain today, such as provided by official statistics, tells us how much inequality there is or how many poor people there are in a given year and compares those numbers with the corresponding statistics from the previous year. But snapshot pictures like these miss information about whether the people who were poor one year are the same people who are poor the following year; and the circumstances of those with middle-income or top-income origins are not tracked over time. This book fills in the missing information.

■ *Changing Fortunes: Income Mobility and Poverty Dynamics in Britain* by Stephen P. Jenkins. ISBN 978019922643-6, (hardback), 432pp, @£30.00. For more information see ukcatalogue.oup.com/product/9780199226436.do#UF CFR7JlQr1



EVENTS

2 NOVEMBER

Scotland's Third Sector Research Conference 2012

Austerity, public service reform and constitutional change: is it time for the third sector to step up? From politicians to media pundits, everyone is talking about the third sector. But do they know what they are talking about? Can the sector really deliver? A major theme for this year is comparing and contrasting recent research on Scotland's third sector with other parts of the UK. www.tsrc.ac.uk

7-9 NOVEMBER

Tackling Smoking in 21st-Century Britain

The UK Centre for Tobacco Control Studies is hosting an international conference that will outline the results of the research, knowledge transfer and public engagement activities of the Centre, as well as draw on the expertise of a range of collaborators from the UK and overseas. The conference will showcase recent and innovative work aiming to tackle all aspects of the tobacco epidemic. maverick.sym-online.com/tacklingsmoking/home.htm

8-9 NOVEMBER

How to set up and run a data service: the challenges of social science data

This is a once-a-year opportunity to learn first hand from specialists at the UK Data Archive. Participants will learn about the strategies and practices used in the Archive's daily work, with a focus on storing and sharing social science data, including microdata, aggregate, qualitative and historical data. www.data-archive.ac.uk/news-events

20 NOVEMBER

The value and use of cohort studies for social investigation and policymaking

This conference aims to showcase research on cohort data which examines various aspects of the lifecourse. It will feature a presentation showcasing longitudinal research as well as a round table discussion with policymakers, social commentators, academics and practitioners about the value and impact of cohort studies. Parallel sessions will include presentations based on cohort studies including cross-cohort comparison. www.cls.ioe.ac.uk

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