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THINGS WE HAVE HEARD TODAY

- Lots of interest in the data -
- Care homes, prisons etc public policy and value for money
- Children's online interactions
- Understanding life course networks (and change)
- Commercial aspects
- Epidemiological data with the economic flip side
- Biobank data - people can give up their data voluntarily
- What is the equivalent "social bank"?
- Modular approach - integrating into US or birth cohort
- Democratic legitimacy of data collected
- Using AI to generate the data?
- Linking admin data.

PROBLEMS COLLECTING CONNECTIONS DATA

- Diary, proximity, location, direct observation data
- All have their problems
- Lack of ethnicity data
- Aggregate mobility data (google)
- Held by large coorperations
- Representativeness
- Contacts across strata
- Non-respiratory transmission
- Calibration
- Drivers of change of contact behaviour.

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- Democratic legitimacy of data collected
 - Example of Facebook and Cambridge Analytica
 - What is the potential compromise?
 - Surveys, sensors/apps, secondary data?
 - Integration into Understanding Society?
 - Using AI to generate the data?
 - Linking admin data.

FROM INFECTION TO SOCIAL MEANING

Relationship

Time extended

➤ Infectious Diseases

Interaction

Synchronous or asynchronous

➤ Loneliness

➤ Mental Health/Wellbeing

Co-location

Synchronous spatial

➤ Social Capital

➤ Community Efficacy

Co-presence

online synchronous or asynchronous

➤ Social Cohesion



STUDY STRUCTURE

Existing Data

Data User Wants

Participant Needs

Methodological Constraints

Developing infrastructure for generating a nationally representative, characteristics sensitive, socially meaningful, non-intrusive, ethically sound, data user relevant, methodologically robust and adaptable dataset of social connections.



STUDY STRUCTURE

Existing Data

Data User Wants

Participant Needs

Methodological Constraints

- Stakeholder consultation 1
- Existing data review
- Participant workshops
- Stakeholder consultation 2
- Develop specification

- Application to UKRI Infrastructure Fund (if successful).

STUDY STRUCTURE

Existing Data

Data User Wants

Participant Needs

Methodological Constraints

Objective 1: Determine data user needs and gaps in social connectivity data

Deliverables:

Summary review of existing social connectivity data across disciplines

Map 1: mapping existing social connectivity data against stakeholder needs

Data collection specifications to fill existing gaps including methodological, ethical, and practical challenges

Objective 2: Understand public acceptability of social connectivity data collection

Deliverables:

Summary of findings on public acceptability including factors that positively or negatively influence people's decisions to participate/share their data

Map 2: Calibrating Map 1 with acceptable solutions.

Objective 3: Specify data collection infrastructure including scaling up and integration into existing surveys and studies.

Deliverables:

Final specification for data collection and outputs, including methods, definitions and data requirements, scalability (including ball-park costs), and suggested next steps.

Map 3: Integrated Map of connectivity data infrastructure.





Thank you so much for participating!



Social Ties, Relationships, Interactions, Knowledge Exchange

SOCIAL TIES . . .

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