

BID FOR ESRC CROSS-INVESTMENT WORKING

Title	Poverty in the UK: advancing paradata analysis and open access	
<i>Applicants and ESRC investment</i>	Professor Rosalind Edwards, Southampton	Co-director, National Centre for Research Methods (NCRM)
	Professor Dave Gordon, Bristol	Director, Poverty and Social Exclusion large grant (PSE)
	Professor Ann Phoenix, Institute of Education	Director, Novella node (NCRM)
<i>Start date:</i>	1 March 2013	<i>Duration:</i> 12 months

The proposed project seeks to bring about a methodological and substantive step-change by contributing to ESRC's aim of delivering high impact policy, practitioner-relevant research and improving data analysis skills, through innovative exploitation of a major data resource. It aims to provide open access to data from a landmark UK study and capacity to use it through innovative analysis of micro paradata and comparative analysis of macro paradata. Townsend's 1967-9 *Poverty in the UK* (PiUK) survey laid the groundwork for contemporary understandings of poverty. Lessons from its research process have not been fully exploited, but are particularly salient in light of current interest in micro paradata interviewer observations, and in inequalities for practitioners and academics. There is increasing user demand for longitudinal analyses based on repeated cross sectional survey data, but to date little methodological work on how to make use of paradata in such analyses. Key aims and concerns of the project are to:

- Conduct innovative and illuminating secondary and comparative narrative and statistical analysis of micro and macro paradata, including on contextual materials, using the PiUK material with the Poverty and Social Exclusion (PSE2012) study as a contemporary comparison.** Specifically, it will add value to, and draw expertise from, synergies in three current large ESRC investments (NCRM, NOVELLA and PSE) by:
 - Narrative analysis of micro paradata in PiUK survey booklets to explore (i) the methodological potential of the data and its analysis, (ii) contextual issues in the process and (iii) illuminate the potential through the substantive outcomes of the process.
 - Identification and analysis of macro paradata from the PiUK survey and comparison with equivalent paradata from the PSE2012 study (including interviewer details, keystroke timings and 25 fully recorded interview transcripts) to explore shifts and continuities in the social process of gathering household survey data about poverty.
 - Tracing and video interviewing some of the original PiUK field interviewers and researchers working on the project (e.g. Land, Sinfield, Walker, Veit-Wilson) to provide unique insights into the process of the survey. Land will act as consultant to the project. We will publish from these analyses in academic outlets to contribute to scientific and methodological knowledge, and:
- Proactively promote open access to the data and contextual material for the wider national and international social science community; build understanding of its substantive and methodological potential, and stimulate capacity for its use.** Specifically, we will promote open access and use through:
 - The acclaimed, user-friendly www.poverty.ac.uk website. Video interview, digitized PiUK materials (original format and searchable) and illustrative paradata analysis will be posted for open access and use by the social science community and interested public (digitised Qualidata archived material will be made available for reuse as part of the UKDA).
 - A day seminar on the open access material. This will build understanding of its potential and stimulate capacity for its use, using analysis to illuminate the process. Student travel bursaries will be provided. Contributions will also be made at the 2013 Social Policy Association annual conference and 2014 Research Methods Festival.

In focusing on the substantive area of social inequalities and building methodological capacity, the project will make original contributions to two ESRC priorities: 'A vibrant and fair society' and 'Influencing behaviour and informing interventions'. It will advance understanding and expertise in qualitative and quantitative paradata analysis, and methodologies in research on behaviour, poverty and inequalities. It will fit with ESRC agenda by encouraging the use of existing data and placing it in historical context, and so facilitate the use of secondary data, advance data open access, build researcher capacity, and enhance public understanding of social science.

The project capitalizes on NCRM responsibility for enhancing methodological understanding and promoting capacity, PSE's focus on conceptualization and measurement of poverty and social exclusion, and NOVELLA's concern with secondary and narrative analysis of everyday life. It draws together expertise in historical comparative qualitative analysis (Edwards), Townsend's study and researching poverty (Gordon), and narrative analysis of fragments (Phoenix), to produce new analyses, methodological innovation and implications for policy and practice. The project builds on collaborative small scale feasibility work on narrative analysis of classic micro paradata (Phoenix and Edwards) and sorting of Townsend's Bristol papers and digitization of *Poverty in the UK* monograph (Gordon). These small initiatives demonstrate that the project is feasible and has a user audience. However, no resources are available within the investments to achieve the proposed step-change in open access along with paradata analytic methodology and historical comparison.

<i>Staffing (incurred and allocated) + indirects</i>	(£166,768 fEC) £131,346	Edwards 25% (lead management, archival, analysis, dissemination); Gordon 5% (management, analysis, dissemination); Phoenix 5% (management, analysis, dissemination); Bristol RFs 50% + 0.5% (archival, interview, digitization, analysis, dissemination); IoE RF 50% (archival, interview, analysis, dissemination) + admin 10% (tracing, meetings, event); Consultant: Land.
<i>Travel/subsistence</i>	£2,508	Bi-monthly team meetings (alternating with bimonthly Skypes); Visit Qualidata; Travel to interview PiUK team; Conference dissemination
<i>Digitisation + production</i>	£16,000	Relevant archived papers and up to a third of survey books (Bristol + Qualidata)
<i>Web + video</i>	£8,000	Website development, video editing, uploading materials
<i>Event</i>	£3,250	Room hire, subsistence x 100, student bursaries x 10
Total Cost	(£196,526 fEC) £161,104	