

Surveying 2.0

Digital Technologies, Market Intelligence and Social Media



Programme

09.30 Arrival: registration & refreshments

10.00 Introduction:

Abigail Gilmore, Director, Northwest Culture Observatory and **Andrew Miles, Senior Research Fellow, ESRC Centre for Research on Socio- Cultural Change (CRESC)**

10.15 Keynote Presentations:

Roger Burrows, Professor of Sociology, University of York - new cartographies of knowing capitalism and the changing jurisdictions of empirical sociology

Bill Thompson, Digital Critic - from surveys to shared understanding

11.30 Refreshment Break

11.45 Think Pieces:

Steve Coast, Director, ZXV, Founder of OpenStreetMap - OpenStreetMap

Yuwei Lin, Research Associate, National Centre for E-Social Science (NCESS) - ethnographic studies of virtual environments as media for social research

Mike Rowe, Managing Director, 1000 Heads - new industry ethics for brand watching and marketing

13.00 Lunch

14.00 Parallel Breakouts:

1. State of 2008: Digital Marketing Intelligence - raises questions about privacy, security and behavioural targeting and look at industry responses

Lead: David Bird, Lecturer in Digital Marketing, MMU Business School
Discussant: Mike Ryan, Director, Idaho Technology & Futurologist

2. New infrastructures for Social Media: developing the culture for Web 2.0 - introduces the idea of an Institute for Social Media, and considers existing models for strategic development and collaboration in the context of the cultural sector

Lead: Martin Cahill, Research Associate, Manchester Business School
Discussant: Katie Lips, Social Media Strategist, Kisky Netmedia

15.00 Refreshment Break

15.15 Plenary/Discussion Panel

16.00 Close

This forum is convened by the Centre for Research on Socio-cultural Change (CRESC), University of Manchester in collaboration with the Northwest Culture Observatory.

