



How U-I Engagement in the Social Sciences Can Advance Research and Address Societal Needs

April 16, 2021 | 11 AM - 12 PM ET



Moderator:
Ted Knight
University of Maryland



Chris Taylor
Cardiff University



Leanne Trujillo
Twitter



Strengthening
University-Industry
Partnerships

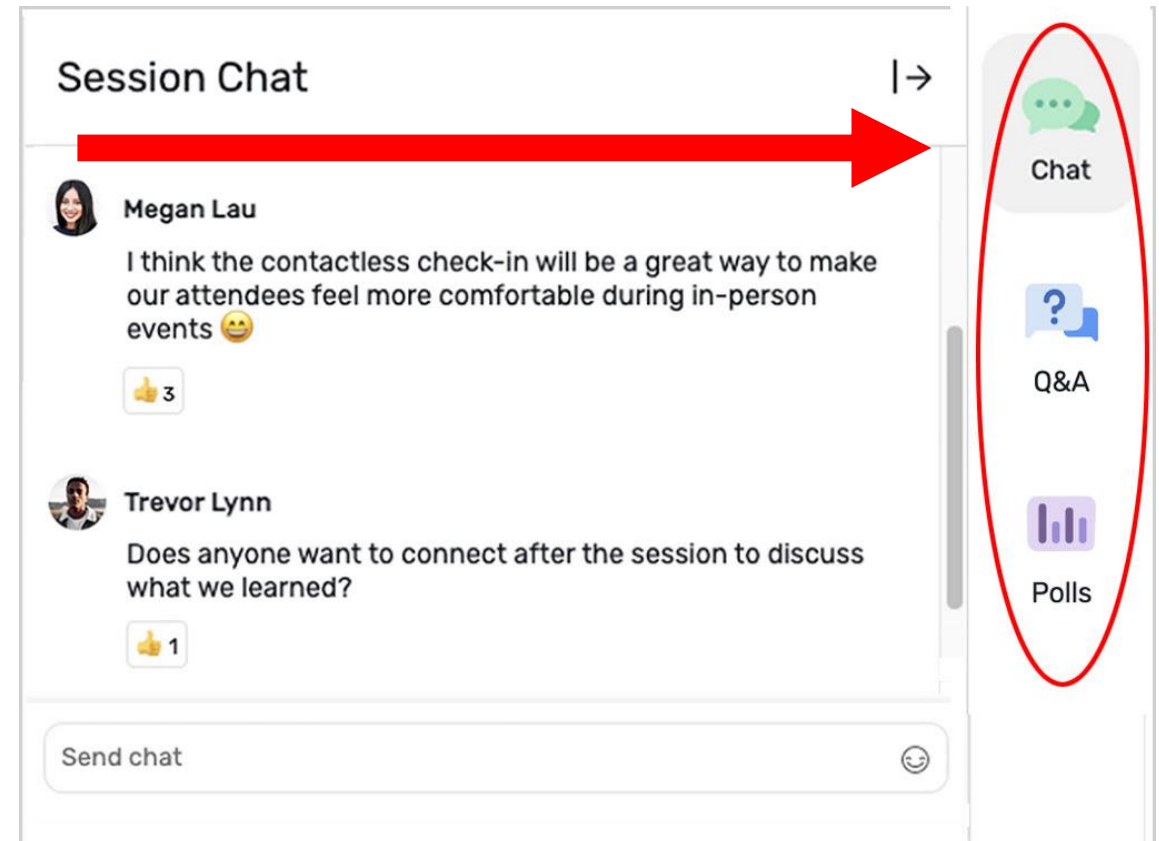
TECH SUPPORT

Having technical problems?

Look for the Tech Q&A doc in chat on the right side of your screen.

Or email info@uidp.net.

If the session shuts down due to connection issues, do NOT close the Attendee Hub window. The room will reopen just a couple of minutes.

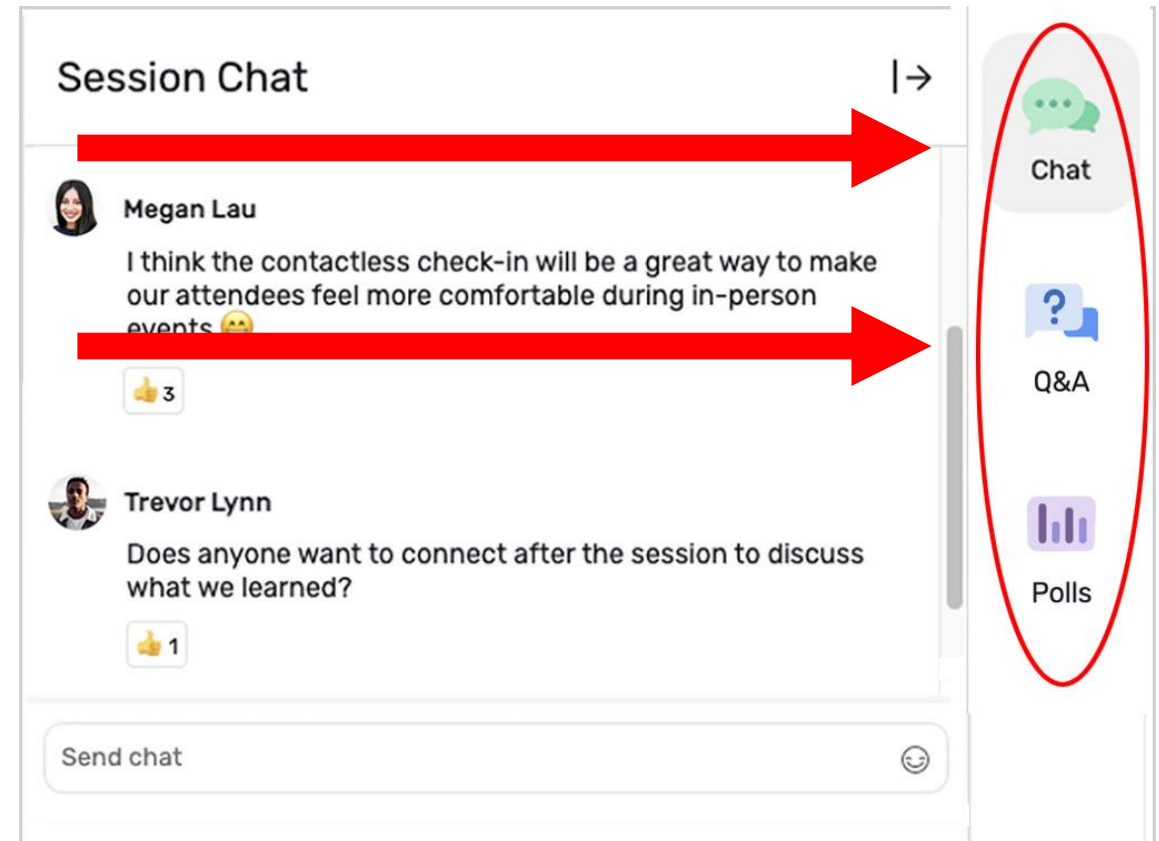


how to PARTICIPATE

Live Chat and Q&A

At the right of your screen

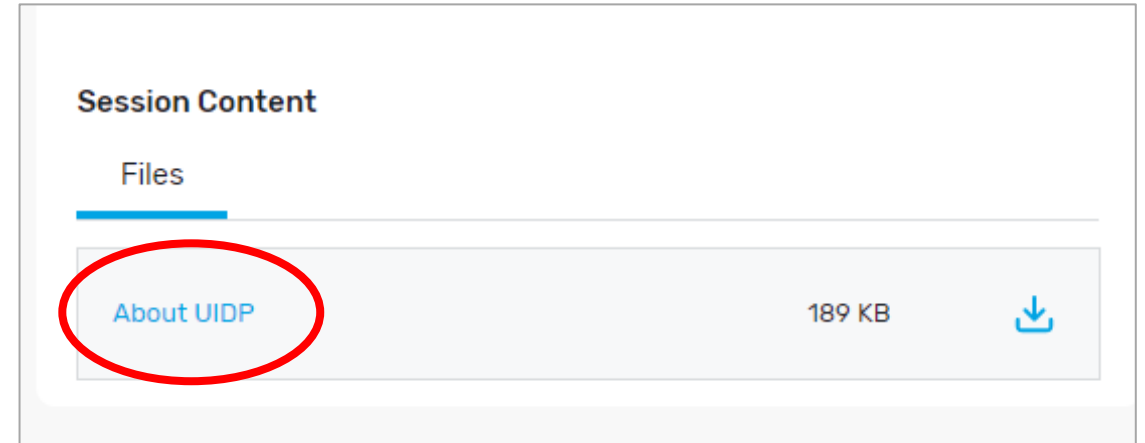
- Chat with one another
- Submit questions using the Q&A



how to **PARTICIPATE**

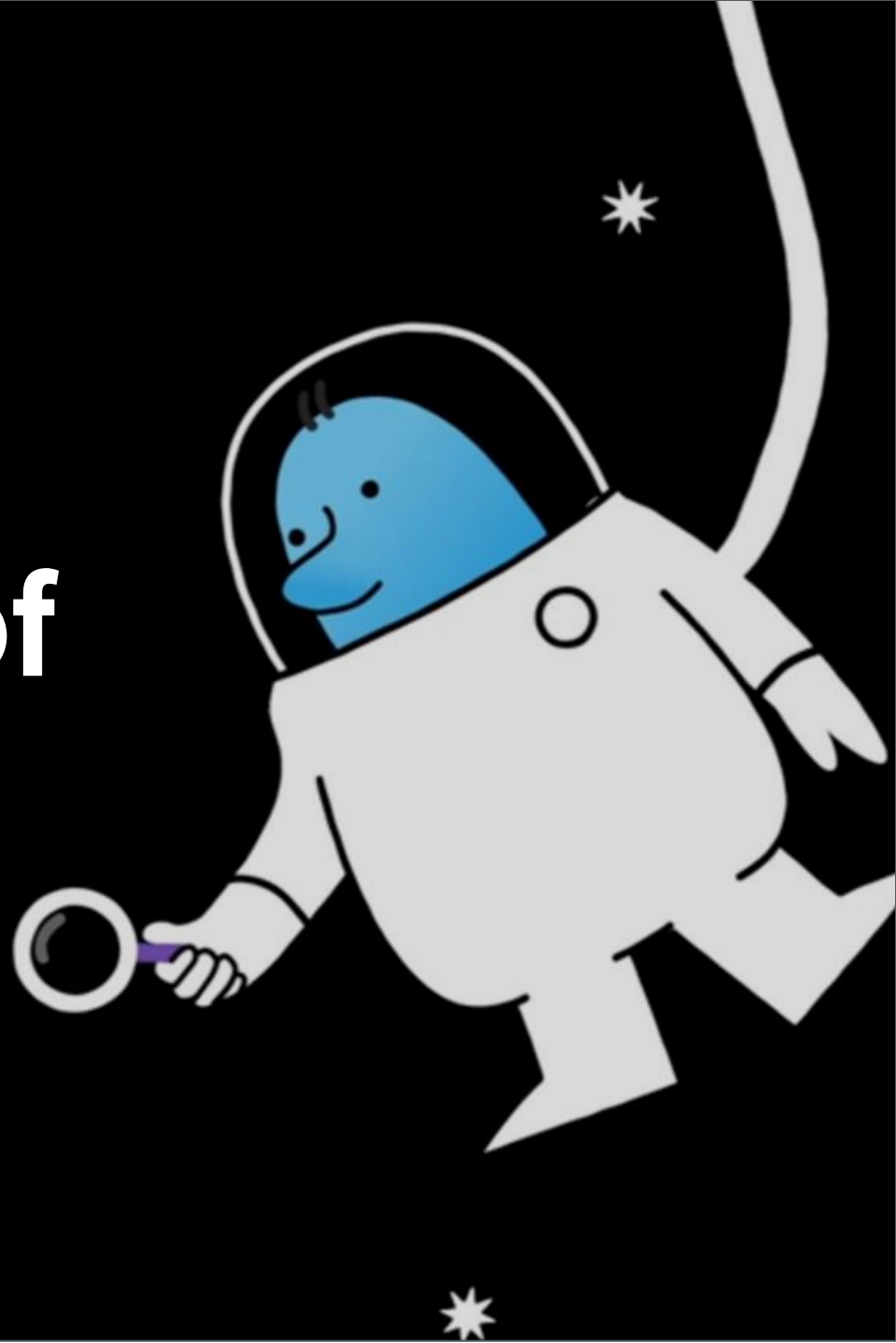
Handouts and Recordings

- Download available handouts from the Session Content tab on the bottom of your screen.
- Session recordings will be posted in the Attendee Hub. You will be notified via email when they are available at uidp.org.





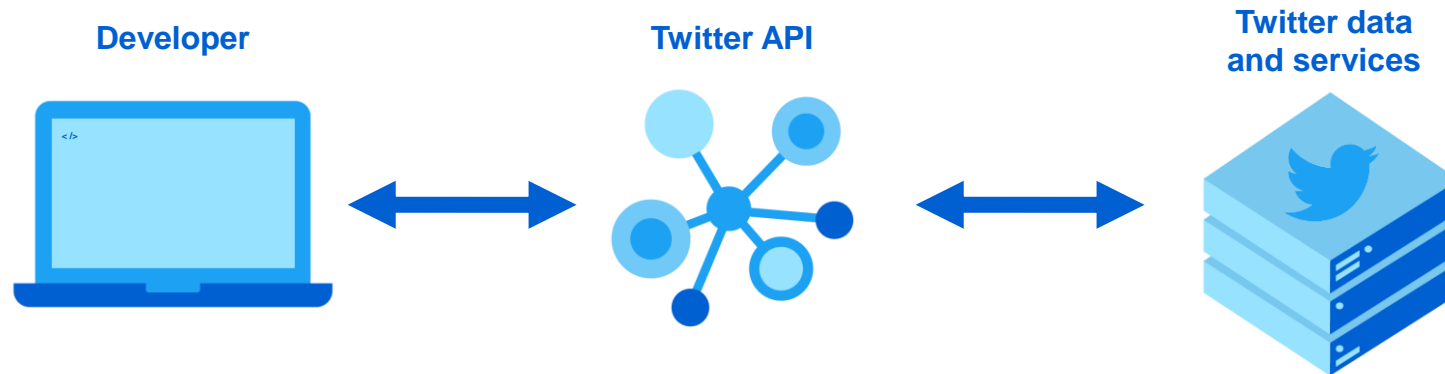
Enabling the future of academic research with the Twitter API





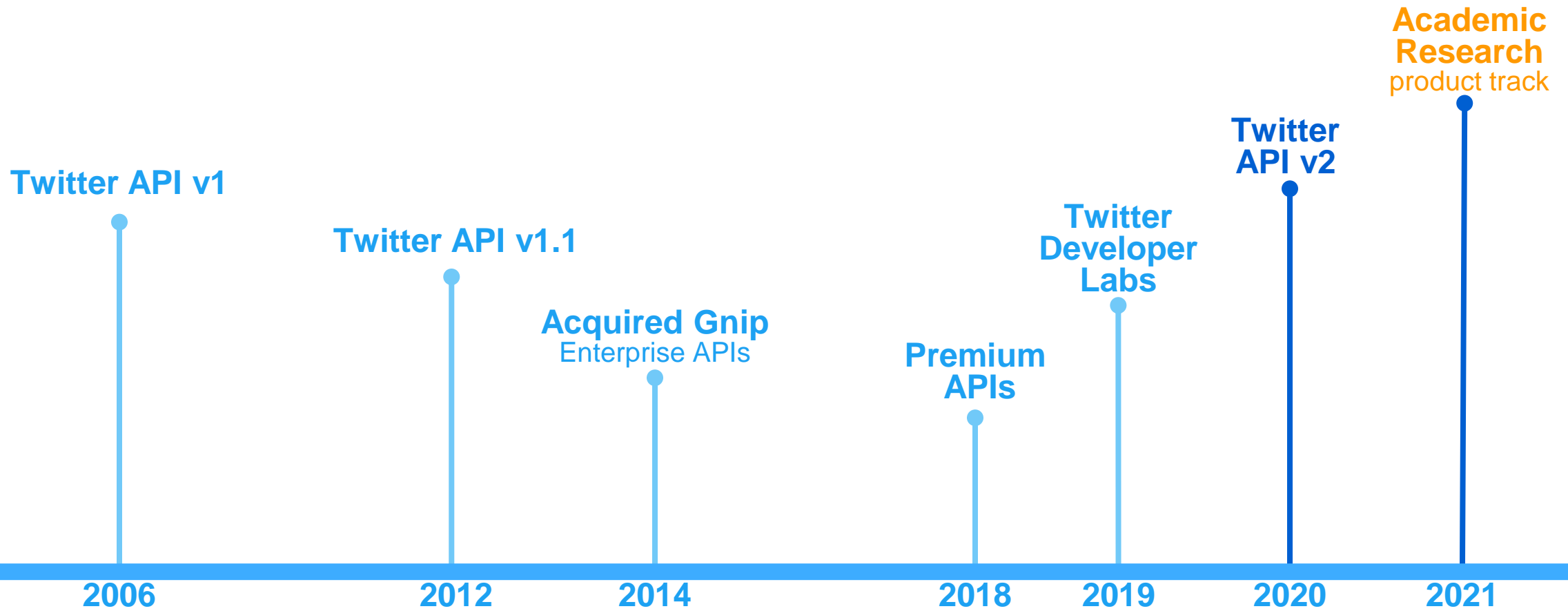
What's the Twitter API?

The Twitter API is a programmatic way to interact with Twitter. It provides developers (and the end-users of their solutions) with the ability to learn from and engage with the conversation on Twitter.





A brief history of the Twitter API

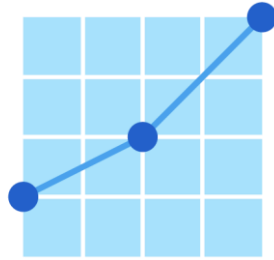




Academic Research product track



Access to the full archive of public Twitter data, for free



Higher level of initial access



More precise filtering capabilities

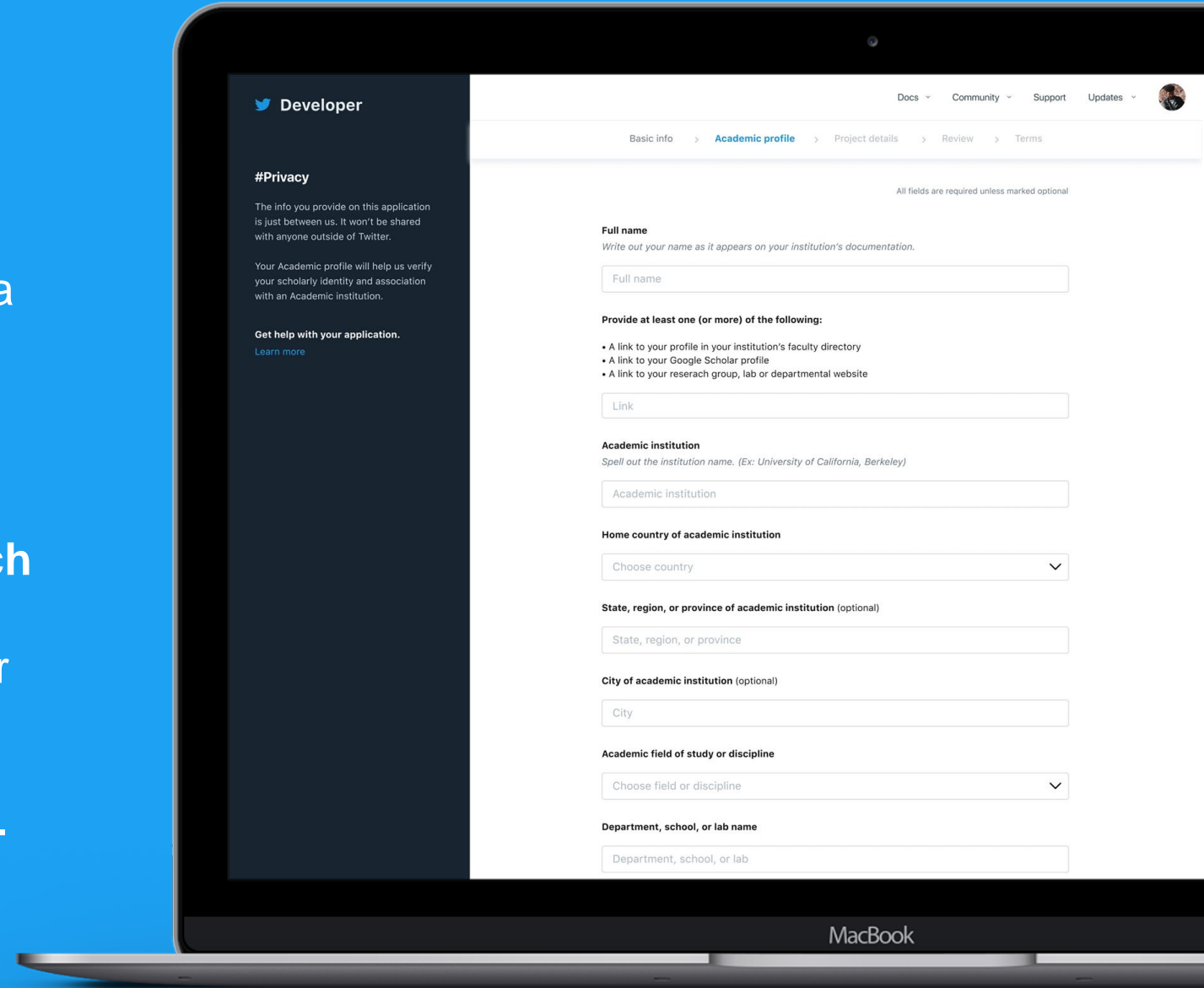


New technical guides



Who can apply?

1. Researchers affiliated with an academic institution or university as a master's student, doctoral candidate, post-doc, faculty, or research-focused employee.
2. Those with a clearly defined research objective, specific plans for how they intend to use, analyze, and share Twitter data from their research.
3. Those using this product track for non-commercial purposes.





What researchers have to say

“With a new challenge like COVID, a systematic study of social media can help to uncover risk factors, shed light on public sentiment and even inform how to frame public health messaging or combat misinformation.”

**Dr. Raina M. Merchant, MD
MSHP, Director at Penn
Med Center for Digital
Health**

“There are multiple social media platforms where hate speech can be traced, though we draw on Twitter data due to ease of access, nuance and speed of conversation, and the volume of data.”

**Dr. Matthew Williams,
Professor of Criminology,
Cardiff University**

“We’re trying to get at some of the negative effects of climate change that are widespread but not necessarily disastrous... Twitter can give us this aggregated measure of what those social consequences are.”

**Dr. Frances Moore,
Assistant Professor of
Environmental Science and
Policy, UC Davis**

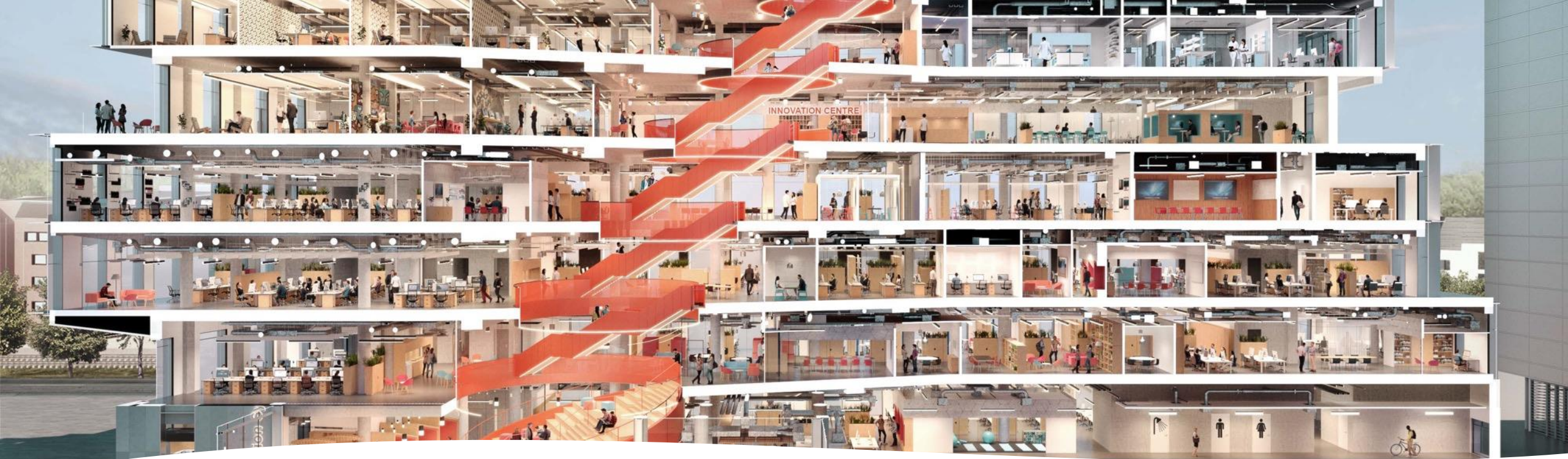


Priorities for 2021 and beyond

**More
resources and
education for
academics**

**New products
and elevated
levels of
access**

**Help
researchers
share their
expertise with
us, and the
world**



sbarc | spark

12,000m² purpose-built facility on the Cardiff University Innovation Campus, co-locating 800 people, half of whom will be from the private, public and third sectors

Aims

to create a unique culture and environment for creativity, entrepreneurship and innovation
to provide new resources for developing our analytical and creative capacities
to showcase and develop the intellectual and professional talent amongst staff and students
to undertake cutting-edge solution-oriented research

Cardiff Innovations@sbarc

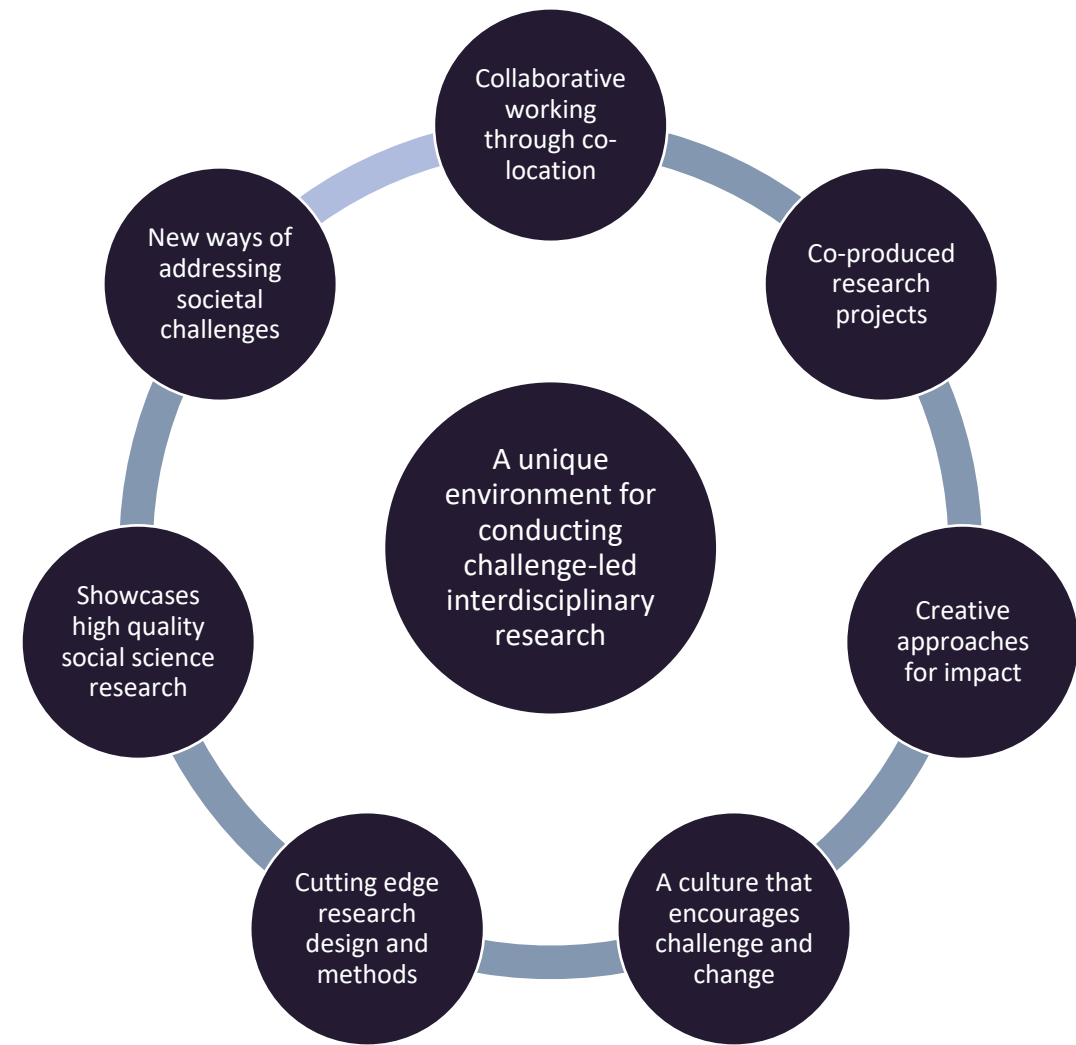
2,800m² of lettable units, including 500m² of lettable wet labs and 300m² of co-working area designed to increase the successful translation of research and innovation processes into new and improved commercial products, processes and services

Social Science Research Park

co-location of all the University's major social science research centres and institutes alongside research collaborators from the private, public and third sectors working together with the aim of addressing major societal challenges

SPARK Vision

A community driven by expertise, creativity, curiosity and entrepreneurship focused on tackling the complex challenges facing societies around the world



Societal Challenges: mental health, public service delivery, security, data, inequalities, artificial intelligence, sustainability, futures

Associated Research Centres



University Strategic Partnerships



Memorandums of Understanding



SPARK Membership



SPARK Delivery Plan

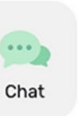
Collaboration	Research	Occupation	Facilities	Students	Events
<p>Strategic partnerships (e.g. ONS, Future Generations Commissioner)</p> <p>Third sector research hub</p> <p>Collaboration between social and economic research and business</p> <p>Value contribution of SPARK membership</p> <p>Secondments</p>	<p>Consolidate and sustain existing research strengths</p> <p>Infrastructure, environment and approach</p> <p>Undertake new programmatic research</p> <p>Social research consultancy</p> <p>International fellowship scheme (academic and non-academic)</p>	<p>Dedicated desk spaces in SPARK and Cardiff Innovations @sbarc</p> <p>Hot desk spaces in SPARK and Cardiff Innovations @sbarc</p> <p>Lab space in Cardiff Innovations @sbarc</p> <p>Individual office suites in Cardiff Innovations @sbarc</p> <p>SPARK Membership Model</p>	<p>Reception</p> <p>sbarc spark café</p> <p>Variety of meeting and seminar rooms</p> <p>Event space (for up to 190 people)</p> <p>Visualisation lab</p> <p>Behavioural lab</p> <p>Activity room</p> <p>Policy library</p> <p>Secure data hub</p> <p>Broadband and wifi</p>	<p>sbarc spark student co-working space</p> <p>Internships and placements</p> <p>Cardiff Institute of Interdisciplinary Studies</p> <p>Social Research Consultancy</p> <p>Doctoral research studentships</p> <p>Collaborative education and curriculum-making</p>	<p>Policy hackathons</p> <p>Challenge workshops</p> <p>Annual lecture</p> <p>Seminar series</p> <p>Training and capacity building programme</p> <p>Regular communications</p> <p>Weekly social events calendar</p> <p>Joint events</p>

If you have any questions about the Cardiff University
Social Science Research Park (SPARK) please visit

www.cardiff.ac.uk/spark

Please submit your questions using the questions tab.

Session Chat



Chat



Q&A

M Monique Brown

What's the benefit of changing the check-in process?

 Megan Lau

I think the contactless check-in will be a great way to make our attendees feel more comfortable during in-person events 😊

 3

 Doug Brashear

I can't wait to use these new features for my next event!

 Katrina Tanner

I've noticed the same trends as an event attendee. It's wonderful to learn how event planners are staying current.

 7

C Chris McAndrews

Same!

 Trevor Lynn

Does anyone want to connect after the session to discuss what we learned?

 1

C Casey Hartnett

I'm interested



Reflections on 30 Years at the Nexus of R&D Collaboration

April 16, 2021 | 12:30 - 1:30 PM ET



Moderator:
Cristine Cooper
Facebook



Holden Thorp
American Association for the
Advancement of Science



Strengthening
University-Industry
Partnerships

THANK YOU!



- Did you enjoy the session? Rate it in the Attendee Hub!
- You'll receive a survey via email about UIDPVirtual at the end of the week. Please give us your feedback.



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