



checklist

- By immersing yourself in researching social life, you will find that the world and all of its complexities suddenly become apparent.
 - While it can be quite a numbing experience to initially realise how much there is to know about the world and how little we each know as individuals, social scientific knowledge and research tools can help you make positive contributions to wider understandings of social life. In short, realise the value of your social scientific training.
 - Try not to think of your social science degree as something you just do for a few years. It can, if you allow it, inform and benefit the rest of your life by developing virtues of character, such as empathy and effective communication.
 - Social scientific research does not exist in an academic 'bubble' only – it plays an instrumental role in informing and guiding the policies and actions of policy makers and the third sector, as well as educating the public and various public commentators.
 - Don't hold back in communicating the positive impacts that social research has on society, either in conversation or in your writing.
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project

For this project, you are tasked to pick one area of social scientific research that interests you and to think about the main target **population** involved in this area of research. For example, it could be something sociologically quite broad like 'sexism in the workplace' (which means the target audience will most likely be 'women who work') or something a bit more focused like 'the effects of environmental legislation on the poorest in society' (with 'the poorest', however defined, being the target population here). Think about your chosen area of study in terms of how we as social researchers can have an impact on the people we are studying and on wider society. Consider the following questions:

- How much can we know about the target population from currently available data?
 - Do we need to directly involve these people in the development of the research itself or is it best to keep them separate from the research itself?
 - What types of other non-academic audiences will be interested in the research?
 - How can we be sure that the research will have a positive impact on all of the people and audiences that could be affected by it?
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