



# THE TECH SECTOR AND SOCIAL SCIENCE: AN INTRODUCTION TO COLLABORATION

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# MY BACKGROUND

Lecturer in Social Work and  
incoming BSW (UG) Programme  
Director at QUB

Qualified Cognitive Behavioural  
Therapist

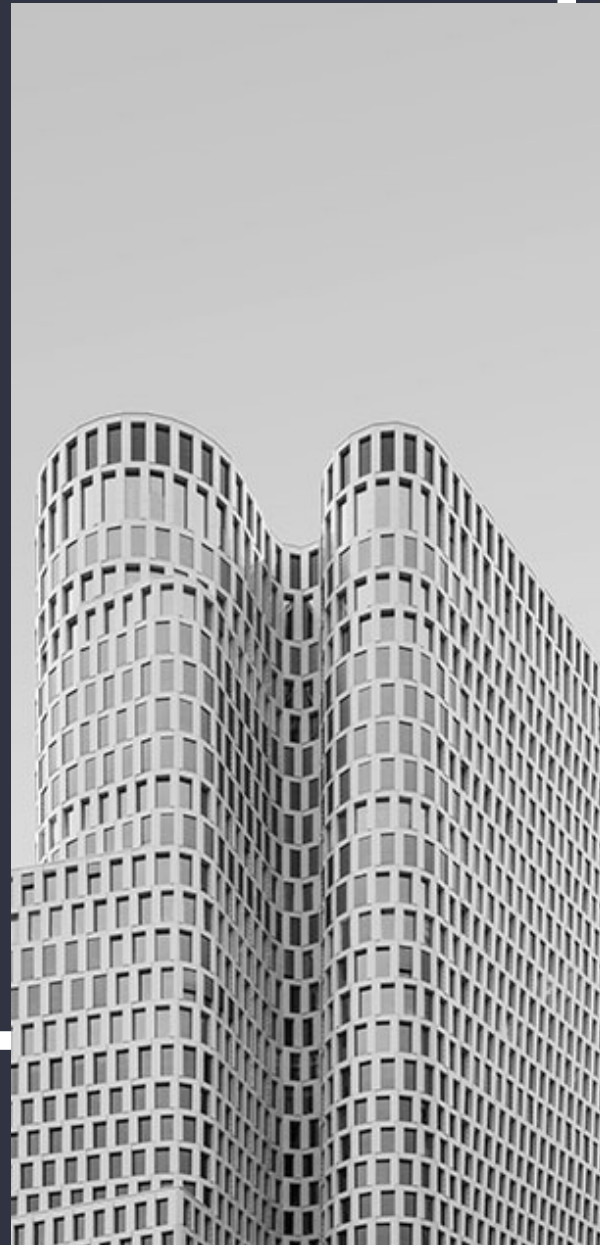
Lead of the Immersive Technologies  
and Digital Mental Health Network  
within SSESW



## Branching Narratives Project

## Benefits for Academics

- Access to expertise and advice outside of your discipline
- Complex problems sometimes require one to look outside disciplinary and professional silos to solve them
- Can reduce overall costs
- Keep up to date with latest technological advances



## Benefits for tech sector

- Access to expertise and advice outside of your discipline
- Access to equipment and facilities within SSESU to test and refine potential ideas for clinical practice and training
- For local technology companies we want to increase access to end users, give opportunities to tailor content and provide advice on robust approaches to evaluation etc.
- Opportunities to be involved in research funding applications as revenue generation
- Increased credibility and visibility of your work



**THANK YOU**

SUBTITLE GOES HERE



# Collaboration with Social Science

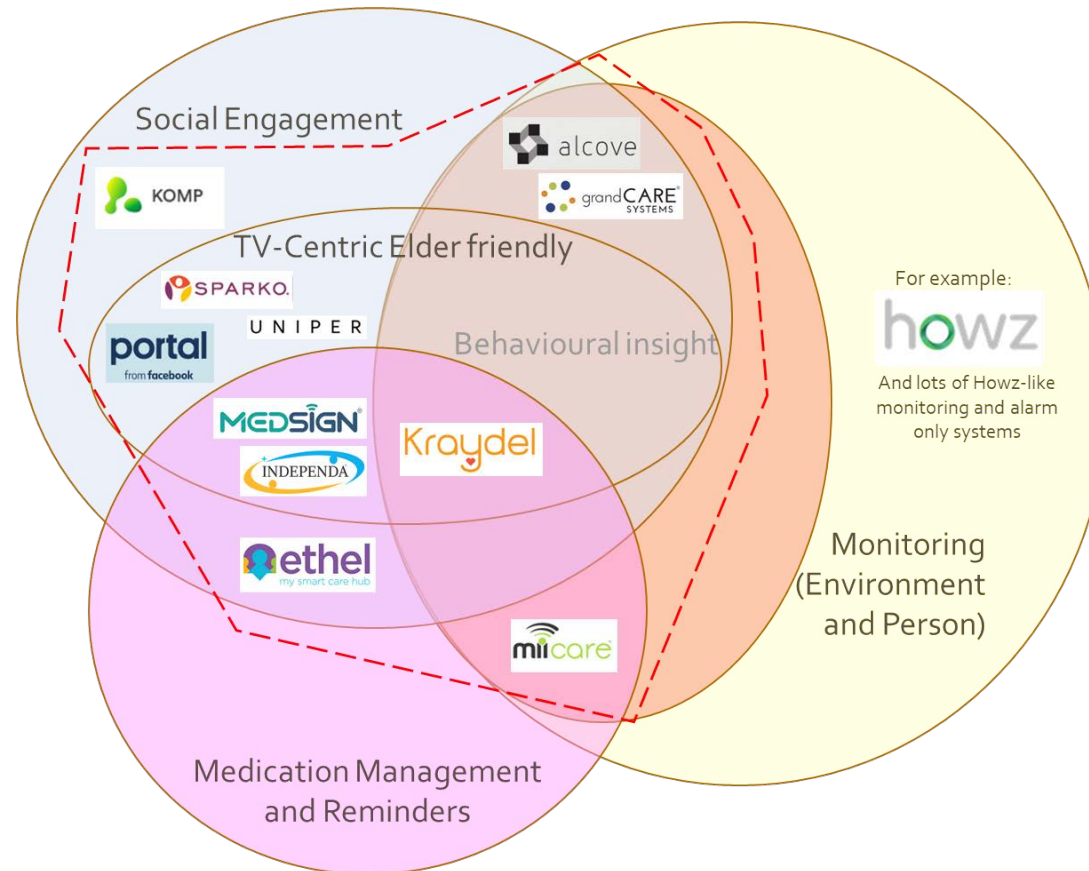
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# Who are Kraydel?



Kraydel is an “agetech” company.



We're operating in the overlap of Elder-friendly Social Engagement, Self-Care, Monitoring, Behavioural Insight and Peace-of-mind. Our ambition is to be the world's leading enabler for “resilience” on older adults

# The Kraydel system has multi-platform access for Users & Supporters, and a remote monitoring dashboard



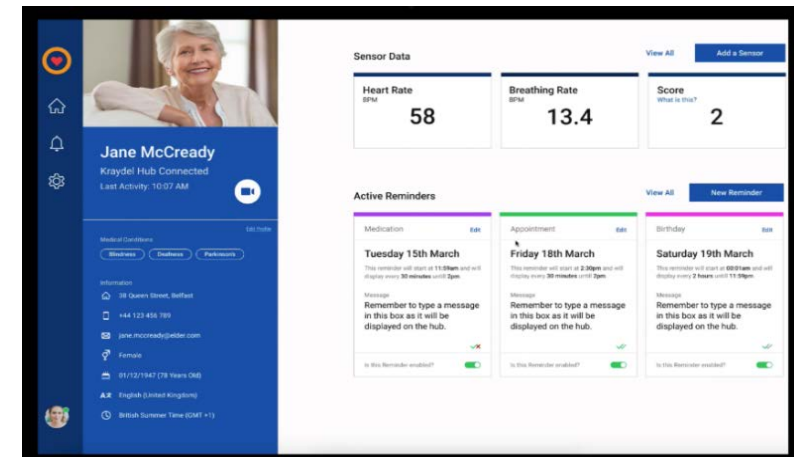
## Konnnect System

- TV-top Hub has camera and sensors
- The TV interface works with a Yes / No response, no training needed.
- Konnect has TV-takeover to avoid the User having to switch sources



## Konnnect App

- Supporters make and receive video calls using the smartphone app.
- The Admin Supporter uses the App to set-up, and manage the network
- Available for iOS, Android and iPads



## Konnnect Dashboard

- Displays data from the User's Konnect system (sensors, connected IoT devices).
- Carers set thresholds for metrics and receive alerts.
- Users can be called through the dashboard

# Why collaborate?

My personal opinion:

## Tech companies:

- Usually have very little (often zero) knowledge of social science
- Are often established and populated by people with, ahem, weaker social skills and awareness
- Overlook the human aspects that are obstacles to success
- Talking to people doing research gets us excited
- Research is a short step from creating IP, and that's commercial capital \$\$\$

## Social Scientists:

- Tend not to be very tech-savvy
- May be unaware of the potential of technology to address the problems & opportunities they study
- May over, or under, estimate the current and future power of technology
- Can be accused of “ivory tower” mentalities – exposure to the commercial realities gives context
- I don't know what else – you tell me 😊

# What tech companies want:

- Validation
- Validation
- Validation

There is almost nothing more valuable to tech company, particularly a start-up, than credible academic validation of the efficacy of their product/service.

But tech companies don't have the skills, experience and resources to things such as:

- Conduct Cochrane Systematic Reviews
- Design studies
- Secure ethical approval
- Establish and run trials

And we can't publish anything which looks independent and trustworthy.

Oh, and we prefer not to waste time and money doing things that don't work.

# What works (in my experience):

## 1. KTPs

- Positives: depth and duration of engagement. A strong academic lead(s) can make a big contribution to the business.
- Negatives: KTP Associates tend to have an academic career in mind not migration into the business. Projects can move slowly... (academic versus start-up velocity)

## 2. Innovation Vouchers

- Positives: Great for short sharp projects
- Negatives: May run out of time/money before delivering solid output

## 3. Fusion

- Positives: hmmm, hasn't worked for me
- Negatives: Bureaucratic and clunky

## 4. Projects e.g. InnovateUK or other fund

- Positives: depth and duration of engagement. A strong academic lead(s) can make a big contribution to the business.
- Negatives: Can have a large overhead, move slowly, and diverge if company has to pivot