



## Research / Evaluation submission: Template Submission Guidance Notes

These notes are to help you complete the Research / Evaluation session template that is available from the conference website. The aim of the Research / Evaluation sessions at the conference are to share research or evaluation findings related to social marketing policy projects interventions or approaches, including preliminary results. Papers should also aim to share implications of research for social marketing practice and further research or evaluations. Submissions should be focused on Social Marketing strategy, projects, campaigns, interventions, policy, systems, design and or products; however, they may also be focused on the development of new concepts, ideas or theories related to Social Marketing. The area of study or analysis may concern large scale issues, national or international interventions or smaller local, pilot or developmental projects concerning smaller or more targeted groups. All applications will be peer reviewed and applicants may be asked to provide additional information about the proposed session if the original application is not clear.

1. First please create an EasyChair account for your submission. Note that all author names and contact details will be gathered in EasyChair and should not be included in your submission document to allow for blind reviewing.
2. Please select the 'Research / Evaluation' submission type within the first stage of your EasyChair Submission.
3. Please complete the provided template and upload it as the 'paper' part of your submission within the EasyChair Submission portal. The page limit is five (5) A4 sides (inclusive to the abstract, figures, tables, etc.). PLUS two pages of references.
4. Supporting assets may also be uploaded with your submission if desired such as video or poster content.
5. Further notes against the submission template are presented below.

<b>Research / Evaluation: Template Guidance</b>	
Title of the submission	<i>Please include an explanatory title that will aid delegates in their selection of sessions to attend.</i>
Conference theme	<i>Please indicate here which of the four conference themes your submission relates to. Please see the list of conference themes below.</i>

Conference track	<i>Please indicate here which of the main conference tracks this submission best relates to. Please see the full list of conference tracks below.</i>
Abstract	<i>Include a brief abstract outlining the focus, methods and findings of the research / evaluation.</i>
Introduction and background / rationale	<i>State the social problem being focused on</i> <i>State any theoretical or knowledge gaps addressed</i> <i>Set out the research aims/objectives and questions</i> <i>State the theoretical framework or conceptual ideas being used to frame the study</i>
Method / approach	<i>State the data collection approach</i> <i>Include sample details</i> <i>State data collection process</i> <i>Indicate research instrument details (interview questions/measures/discussion guide)</i> <i>State analysis techniques used</i>
Results / Findings	<i>Show the results or findings.</i> <i>Provide excerpts from your data to illustrate your findings.</i>
Figures and tables	<i>Figures and tables should be integrated within the text (not at the end of the paper)</i> <i>Figure and table headings should be concise and informative</i>
Discussion	<i>State the learnings from the programme and its limitations</i> <i>State what would you would recommend should be done differently in terms of the research or evaluation the future</i> <i>State what recommendations do you have for anyone else wanting to do similar research</i>
Conclusions	<i>State the contribution and implications for theory, practice and future research.</i>
References	<i>Please follow the referencing conventions as used by the Journal of Social Marketing. Please refer to the notes below for further details.</i>

### **Referencing guidance:**

#### **Citations and References**

Please follow the referencing conventions as used by the Journal of Social Marketing.

**Citations within the text** All citations should include author names and year of publication; where possible they should be followed by a punctuation mark. [for example, "Mary had a little lamb (Fox and Brown, 2012); its fleece was white as snow (French and Wise, 2014).]

- For three or more authors, use the first author's name followed by "et al." (in italics).
- A series of citations should be listed in alphabetical order and separated by semicolons. [for example (Fox and Brown, 2012; French and Wise, 2014).]

#### **Reference list**

Please follow the referencing conventions as used by the Journal of Social Marketing.

**For books**

Surname, Initials (year), *Title of Book*, Publisher, Place of publication. e.g. Harrow, R. (2005), *No Place to Hide*, Simon & Schuster, New York, NY.

**For book chapters** Surname, Initials (year), "Chapter title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages. e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20

Surname, Initials (year), "Chapter title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages. e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20.

**For journals**

Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages. e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.

**For published conference proceedings**

Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceeding which may include place and date(s) held*, Publisher, Place of publication, Page numbers. e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", in *Information and communication technologies in tourism 2007 proceedings of the international conference in Ljubljana, Slovenia, 2007*, Springer-Verlag, Vienna, pp. 12-32.

**For unpublished conference proceedings**

Surname, Initials (year), "Title of paper", paper presented at Name of Conference, date of conference, place of conference, available at: URL if freely available on the internet (accessed date). e.g. Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), 29 May-1 June, Heraklion, Crete, available at: <http://dbs.uni-leipzig.de/file/aumueller05wiksar.pdf> (accessed 20 February 2007).

**For working papers**

Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date. e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March. - See more at: [http://www.emeraldgrouppublishing.com/products/journals/author\\_guidelines.htm?id=jsocm#sthash.ivlIQOsKs.dpuf](http://www.emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=jsocm#sthash.ivlIQOsKs.dpuf)

## Descriptions of Tracks and Themes

Conference Theme	Description
1. People & wellbeing	<i>Submissions that focus on behaviours related to improving the wellbeing of individuals, including submissions related to personal and public physical and mental health; financial literacy; equality and social cohesion etc.</i>
2. Systems and policy	<i>Submissions that look upstream and take a systems approach to research the issues and develop solutions.</i>
3. Environment & sustainability	<i>Submissions that look at human behaviour in relation to sustainability, and the impacts on the environment. This includes submissions related to climate change and conservation.</i>
4. Future direction	<i>Submissions that look at the future direction of the discipline of social marketing, including theory and critical social marketing. This includes submissions that examine new theoretical approaches, ethics and unintended consequences of social marketing campaigns.</i>

<b>Conference Track</b>	<b>Description</b>
1. Health and wellbeing of people	<i>Research and programmes focused on the health and wellbeing of people and communities.</i>
2. Planetary health: Environment and sustainability	<i>Research and programmes focused on environmental issues and environmental sustainability</i>
3. Implementation challenges	<i>Challenges in implementation and suggestions to overcome them.</i>
4. Migration, integration and community cohesion	<i>Sessions/presentations focused on the global refugee crisis and migration including integration, resilience, and cohesion among communities. Policy papers also welcome.</i>
5. Theories and methods	<i>New theories, approaches, fields of application and techniques being tested and applied in social marketing including ethical considerations.</i>
6. Upstream social marketing, policy and stakeholder engagement	<i>Systems analysis, research and solutions including upstream action, critical marketing and developing cross-sector solutions to social policy planning and delivery.</i>
7. Promoting the uptake, mandate and application of social marketing	<i>How social marketing is and can be promoted to policy makers, planners, professionals and individuals.</i>
8. Critical marketing	<i>Research and programmes focused on the negative impacts of commercial marketing and action to reduce its influence.</i>
9. Equity	<i>Research, programmes and interventions focused on addressing equity, poverty, vulnerability, and cultural issues.</i>
10. Food & the environment	<i>The intersection of food and the environment, with emphasis on research and programmes related to health, community, culture, environment, sustainability and food security.</i>
11. COVID-19	<i>Sessions focused on sharing learning from the experience of dealing with the pandemic; new approaches, new theory and evaluation studies.</i>