Research / Evaluation 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 conference is 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. Indicate which of the 9 conference tracks your poster is submitted under (see below).

4. Complete all requested information about submitting authors.

5. 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.

6. Supporting assets may also be uploaded with your submission if desired such as video or poster content.

7. Further notes against the submission template are presented below.

Research / Evaluation submission: Template	
Name of person completing the template	Add lead organiser and any other facilitators, speakers, panel members etc.
Contact details	Pleas add full contact details including email, organisation telephone number and full postal address.
Title of the paper	Please include an explanatory title that will aid delegates in their selection of sessions to attend.
Conference track	Please indicate here which of the main conference tracks this submission best relates to. Please see the full list of conference tracks below.
Abstract	Include a brief abstract outlining the focus, methods and findings of the research / evaluation.
Introduction and background / rationale	State the social problem being focused on State any theoretical or knowledge gaps addressed Set out the research aims/objectives and questions State the theoretical framework or conceptual ideas being used to frame the study
Method / approach	State the data collection approach Include sample details State data collection process Indicate research instrument details (interview questions/measures/discussion guide) State analysis techniques used
Results / Findings	Show the results or findings. Provide excerpts from your data to illustrate your findings.
Figures and tables	Figures and tables should be integrated within the text (not at the end of the paper) Figure and table headings should be concise and informative
Discussion	State the learnings from the programme and its limitations State what would you would recommend should be done differently in terms of the research or evaluation the future State what recommendations do you have for anyone else wanting to do similar research
Conclusions	State the contribution and implications for theory, practice and future research.
References	Please follow the referencing conventions as used by the Journal of Social Marketing. Please refer to the notes below for further details.

Referencing guidance:

<u>Citations</u> **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. ivIQOsKs.dpuf

Conference Track	Description / Focus
1. Promoting Health – Global and Local	*Non-communicable and communicable disease research, implementation, and evaluation. Action at policy, strategy and operational programme delivery levels in Africa using Social Marketing, SBCC or other change tools.*
	Examples of work to submit to this track could include:
	Disease prevention and treatment - *including encouraging testing and treatment, reducing sigmatism (HIV/AIDS, Malaria, childhood vaccination, male and female health, breastfeeding, etc)*
	Obesity-related initiatives - *including healthy eating, nutritional literacy and physical activity initiatives*
	Pandemics – including COVID-19, but also potentially Ebola, Monkeypox etc - lessons learned and challenges ahead.
	Addiction - *including substance or alcohol misuse, tobacco and gambling; Prevention, treatment detection and harm reduction programmes. Research and evaluations across sectors, regions, cultures and level of economic development.*
	Mental health - *Research and interventions aimed at promoting positive mental health, dealing with mental illness, stigmatisation, community well-being promotion, social capital development and community resilience and tolerance.*
1. Promoting Health – Global and Local	

2.	Combating mis- and disinformation	*Interventions, research and strategies for dealing with growing mis- and disinformation and other influencing strategies designed to subvert positive social programmes. Information literacy, media regulation, reducing cyber bullying and online safeguarding.*
		Citizen insight and engagement in the deployment, implementation and evaluation of social marketing interventions. The use of design thinking, co-creation and prototyping in social marketing. Cross cultural issues. Individual, group, community, and/or organisational wellbeing from across Africa.
3.	Reducing crime, addressing Inter-personal violence (IPV), people trafficking, promoting safety, security and social cohesion	*Action on understanding and combating crime and other forms of anti-social behaviour. Safety promotion, fostering safer communities and social cohesion. National security, anti-radicalisation, people trafficking, migration and supporting refugees. Prevention, treatment detection and harm reduction programmes.*
4.	Promoting equity and equality	*Strategies to increase equity and equality in terms of gender, age, race, disability, sexual orientation, nationality and geography (such as rural vs urban and the global north vs south). Examples may include efforts to reduce poverty and encouraging rural development, working with LGBTQ+ communities on health, equality or other issues or combatting xenophobia and racism.*
5.	Global climate change, environment protection, over consumption and sustainability	*Prevention and problem-solving research and programme implementation, sustainable production and consumption (e.g. sustainable, farming and fishing). Environmental safeguarding, species protection and ecological campaigning. Resource conservation. Links between environment, consumption, consumer behaviour and health.*
6.	Digital and technological impact on social behaviour. New platforms and techniques, programme implementation and government policy	*Impact of new technology on human behaviour and influence. The use of technology, social media, and other forms of digital / online community action. Technology applied to problem solving and collective action to address social issues. Research and evaluations across sectors, regions cultures and level of economic development.*

7.	Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being	*Cross disciplinary, cross sector partnerships and coalitions to reduce social problems and promote sustainable intervention programmes. Action on promoting community empowerment and development. Partnership management, stakeholder engagement and evaluation. Skills integration.*
8.	Learning from Africa on advancing theory, research and practice in social marketing and behavioural influence	*Examples of work to submit to this track could include:* ***Innovation and New Theories*** *Advancing theory through innovative practice and application including citizen focused design thinking, participative design, actor engagement and co-creation.* ***Systems Thinking*** *Systems approaches to theory and research focused on systems analysis and developing systemic critical response to complex social challenges. Policy integration and upstream social marketing. Transformative services delivery, midstream social marketing social marketing management and planning.* ***Critical Social Marketing*** *Critical social marketing examines the impact of commercial marketing and business on society and/or critically analyzes social marketing theories, concepts, discourses, and practice, to generate critique, conflict, and change that facilitates social good. This track encourages submissions that engage with critical theory and critical approaches to examining the impact of commercial marketing and institutions on society (e.g.alcohol/tobacco/food/neoliberalism); and encourages work advancing critical debate and reflexivity in social marketing such as critiques of current social marketing principles and practice.*

9. General / Other	*If you have a case study, research project or other initiative you would like to submit for review which doesn't fit into any of the tracks above we still want to hear from you. The conference is keen to showcase any project using social change techniques in Africa on any positive social issue. This could include work on;*
	Education *and improving desire to learn, access, retention and quality of education and lifelong learning*
	Financial literacy and well-being *and the promotion of financial independence*
	Social Enterprise and Social Entrepreneurship *which creatives a positive social impact on communities or creates meaningful social change*
	Social Marketing *which informs of social issues from a marketing perspective.*