



**North East Medical Sociology Group Seminar
With Guest Speaker Professor Gareth Williams
DATE: Weds 3rd October 2012, 12pm-5pm
Venue: Room TBC, Northumbria University City Campus**

Following a very successful half day event in March to launch the study group, The North East Medical Sociology Group will hold its second half day event on 3rd October 2012, at Northumbria University, 12 noon to 5pm. The keynote speaker will be Professor Gareth Williams, Professor of Sociology at Cardiff University, who will speak on 'Social Inequalities in Health: Notes in the Margins'

A range of other papers will also be delivered by researchers from the different institutions across the North East. These papers will be varied in focus and have been selected to provide delegates with a broad flavour of the work currently being undertaken across the region. The finalised programme details and timings can be found on the following page:

The North East Medical Sociology group aims to provide a forum to foster collaborative working, mentoring, discussion, and to enhance the profile of medical sociology in the region. Our events offer a lively and friendly forum, through which we encourage debate, discussion and networking.

Who should attend?

The conference is aimed at academics, researchers, postgraduate students and others with an interest in the critical sociology of health.

Cost of attendance

Lunch and refreshments will be provided on arrival. To cover our costs and to enable us to hold future events the following charges will be applied:

Academic staff and salaried researchers

BSA members £10

Non BSA members £15

Postgraduate researchers

Student BSA members Free

Non BSA students £5

Booking your place:

Booking is essential. Please book your place here:

<http://portal.britisoc.co.uk/public/event/eventBooking.aspx?id=EVT10237>

Programme:

From 12.00	Buffet lunch and registration	
12.30	Introduction	
12.40	Keynote address 'Social Inequalities in Health: Notes in the Margin'	Professor Gareth Williams, Professor of Sociology, Cardiff University
1.20	Questions to speaker	
1.45-3.15	Paper Sessions <i>*see attached abstracts</i>	
1.45	'Exploring industry driven marketing influences on young people who drink alcohol'	Stephanie O'Neil Newcastle University
2.15	'Changing the subject: gender and the instrumental relationship to the body'	Susan Peake Teesside University
2:45	'Slowing down qualitative synthesis: comparing meta-ethnographies of informal caring for musculoskeletal conditions, young people's involvement in treatment decision-making and health service transitions'	Richard Lee & Rose Watson Newcastle University
3.15	Coffee/tea break	
3.45	How To Get Published: join with us to meet the editor and former editor of two sociology of health journals and explore how to target your paper; how to meet journal requirements in a way that enhances your chances of publication and, of course, how to survive reviewer criticisms and come out smiling!	Professor Gareth Williams (Cardiff University) editor of Sociology of Health and Illness Dr Paul Crawshaw (Teesside University) former editor of Critical Public Health
4.45	Closing remarks	
5.00	Close – informal networking	

Full joining instructions will be circulated to delegates prior to the event.

Paper Sessions: Abstracts:

Paper 1

Exploring Industry Driven Marketing Influences on Young People who Drink Alcohol

Stephanie O'Neil
Newcastle University

Background: An association between industry-driven alcohol marketing and young people's drinking behaviour has been demonstrated in a number of cross-sectional, longitudinal and qualitative studies. However, less is known about how young people are affected by alcohol marketing and how marketing processes knit with other widely studied influences on young people's drinking behaviour. This study investigated the influence of industry-driven alcohol marketing processes (price, promotion, product branding and placing) on young people's drinking choices and behaviour.

Methods: A mixed-methods approach underpinned by critical realism was adopted. A systematic review examined empirical studies (n=31) concerning the impact of industry-driven marketing techniques on young people's drinking behaviour. Qualitative interviews (n=31) explored accounts of when, why, where and how young people (aged 14-17) drink alcohol. Q methodology was used to derive 'factors' underlying alcohol choices, based on the results of a card sorting procedure undertaken with young people aged 14-17 (n=28).

Findings: Although marketing appeared to influence drinking behaviour, studies included in the review reported on a variety of populations, study designs, exposure and outcome measures. The review highlighted a paucity of UK studies and longitudinal work establishing the effect of marketing over time; and a lack of research examining the impact of digital marketing and the influence of price for underage drinkers *only*. Young people interviewed appeared to make micro-level choices about alcohol (between products and brands), positioning themselves as autonomous agents and unaffected by overt forms of marketing. However, the majority of participants were able to recount brands and slogans, did not recognise less visible aspects of promotion (e.g. sponsorship, viral and digital marketing) and did not associate the pricing of alcohol as a form of marketing. Q factor analysis revealed three accounts: (1) illustrated a sense of individuality, autonomy, and maturity in alcohol choices; (2) was price-led, choosing to drink whatever was most accessible, cheapest or on special offer; (3) was an account of bounded adventure, pleasure and hedonism.

Conclusions: Bourdieu's concept of 'habitus' is drawn on to illustrate that young people's alcohol choices are influenced by structural predispositions (including industry processes and marketing) but that 'taste', social norms and interpersonal relationships also play a role in reinforcing, normalising and driving behaviour. Voluntary regulation may be inadequate to counter this and tighter sanctions on alcohol marketing may be required. Further work should explore the fast-changing nature of marketing processes and the combined contribution that marketing, long-standing social norms and interpersonal relationships ('the alcohol habitus') make towards a ubiquitous culture of alcohol consumption.

Paper 2

Changing the Subject: gender and the instrumental relationship to the body.

Susan Peake
School of Social Science and Law
Teesside University

Abstract

This research reflects the views of forty participants in Melbourne, Australia, who endured significant changes to their body morphology after episodes of accident or illness. Included in the research sample were individuals who had lost limbs or body parts through motor-vehicle accidents, sporting injuries, cancer or diabetes. Most had visibly altered body morphology. Drawing on this research I focus on how gender affects the response to changes in corporeality. Impairment to men's bodies is often not as problematic as expected. Men in this study who have identified as heterosexual illustrate an *instrumental* relationship to the body, a relationship that places bodies as the means of mastery of worlds. Men's superior relationship to the symbolic order is often sustained because of a lesser reliance on corporeality as a determination of status.

Conversely, women's lives are saturated with the stuff of their bodies. Alterations to women's bodies in this research seem to increase their inferior relationship to sociality, and self-worth is questioned more readily. On the other hand, women's immanence offers a more immediate engagement to their social worlds, and a greater possibility for self-extension. A similar gendered relationship is played out with prosthetics. Used instrumentally, prosthetic appliances enable individual men to find ways to overcome perceived diminishment to embodied status. However, women seemed to have a much more personal relationship with their prosthetics. Women spoke – as did the men in this study - of the ways in which artificial aids enabled their lifestyles. Yet there were recurrent themes in women's narratives that suggested a qualitatively different relationship to these aids.

Paper 3:

'Slowing Down Qualitative Synthesis: Comparing Meta-Ethnographies of Informal Caring for Musculoskeletal Conditions, Young People's Involvement in Treatment Decision-making and Health Service Transitions'

*Richard Lee, Ruth Hart, Rose Watson and Tim Rapley
Institute of Health & Society, Newcastle University*

Over the last decade the diversity of approaches to synthesising qualitative research has grown steadily and has itself become a topic for review. Those championed include, inter alia: meta-ethnography; qualitative meta-synthesis; realist review; thematic analysis; critical interpretive synthesis; and framework analysis/synthesis. It is evident that many (though not all) of these approaches to interpretive synthesis share a common history, methodologically rooted in the application and development of meta-ethnography (Noblit and Hare, 1988) and politically located in efforts to establish the value of qualitative research. In this paper we re-examine the defining features of meta-ethnography and reflect of the centrality of reading to the conduct of meta-ethnography. We do this through a discussion of the practical conduct of meta-ethnography in three areas: carers, decision-making and transition.

First, we situate the developments in interpretive synthesis through a concise reading of the history of qualitative research in the medical sciences. We then examine how meta-ethnography has been used and adapted. Though reciprocal translation is a core feature of meta-ethnography, it receives limited attention in final accounts of syntheses. We note here our own concerns over the number of studies incorporated into recent meta-ethnographies, Noblit's call to "slow" the synthesis process and preserve difference (Thorne et al, 2004), and our own experiences of conducting reciprocal translations. Drawing on our worked examples we reflect on the procedural, methodological and philosophical implications of this approach to conducting meta-ethnography and consider its continued relevance. We analyse the potency of recent critiques and revisions to meta-ethnography and we make a number of practical observations regarding the conduct of interpretive syntheses.