



THE TECH SECTOR AND SOCIAL SCIENCE: AN INTRODUCTION TO COLLABORATION

Dr Paul Best

MY BACKGROUND

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

Qualified Cognitive Behavioural
Therapist

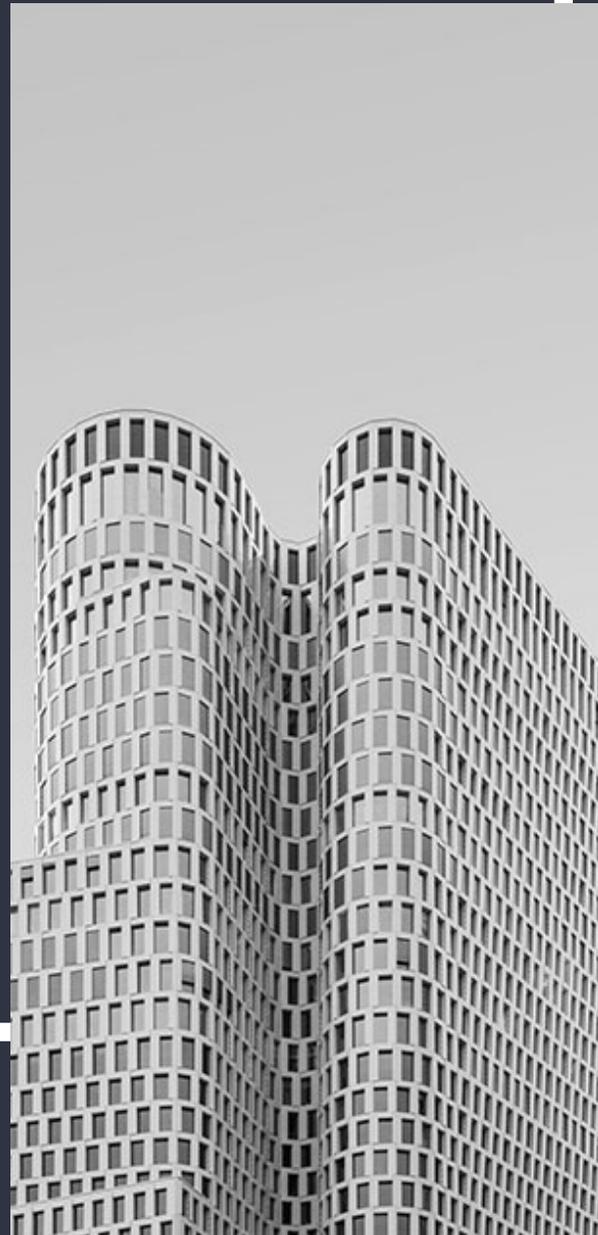
Lead of the Immersive Technologies
and Digital Mental Health Network
within SSESW



Branching Narratives Project

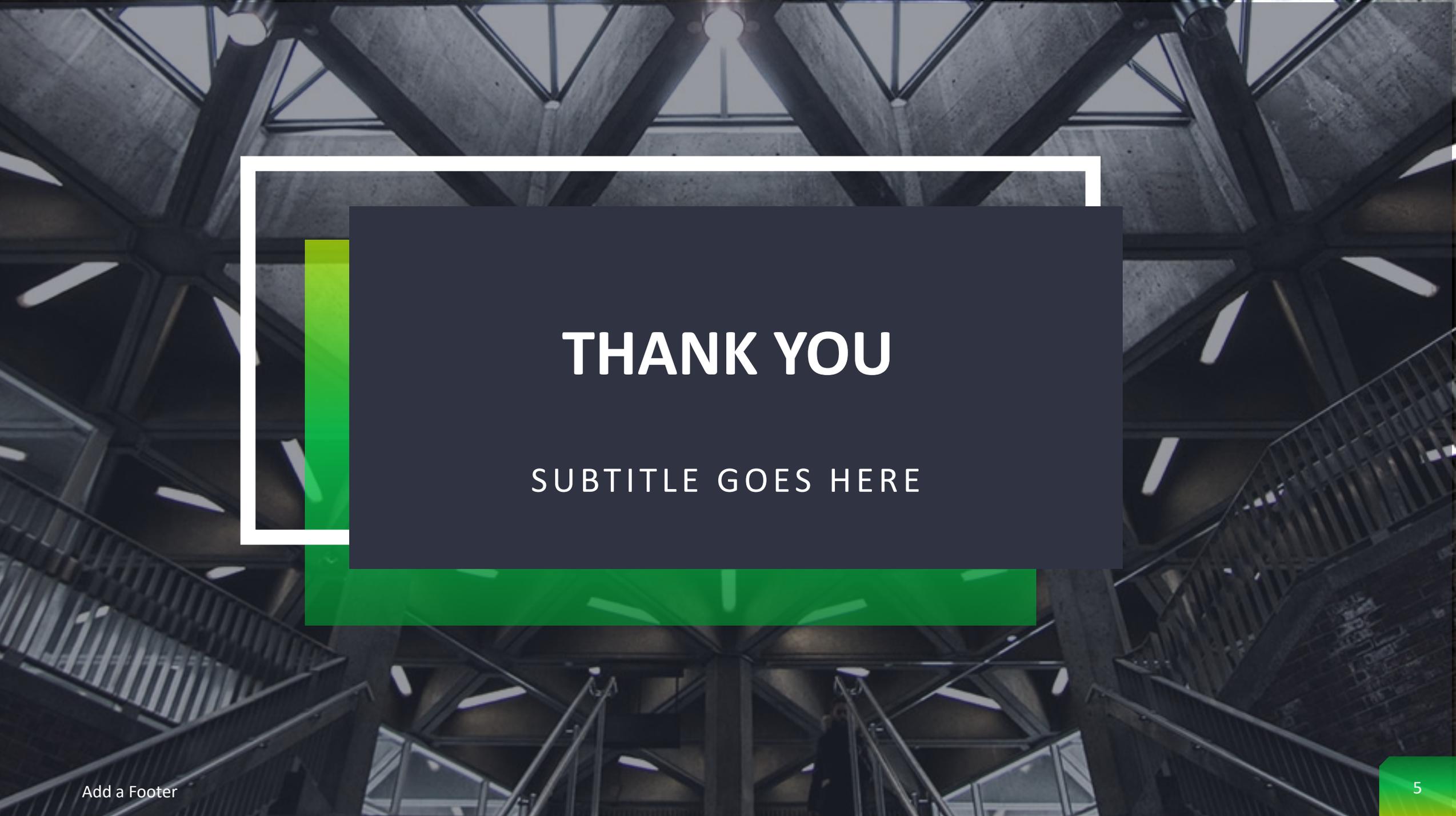
Benefits for Academics

- 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 SSESW 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

Paul Moorhead

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Who are Kraydel?

Independence
 Help-Full, Sensory Aids, Mobility, Transportation, Finance, ADL

Wellness
 Smart Home, Wearables, Fall Prevention & Detection, Fitness

Health
 Rehabilitation, PERS, Medication Management

For Senior Living Communities
 everysound, caremerge, It's Never 2 Late, COCONNECT, roobrik, LifeLoop, oneday, RetroBrain, LUNA LIGHTS, Storii, touchtown

Social & Communication
 Kraydel, greatcall, Kraydel, silvernest, teleCalm, UNIPER, Cutii, Nesterly, Stitch, intuition robotics

End of Life Planning
 Farewill, CAKE, VYNCA, everplans, iris2Plan

For Healthcare Providers
 Catala Health, Tembo Health, OWAL, TeiaCare, CU, sensara, EarlySense, somatix

Cognitive Care
 brainHQ, Cognifit, SingFit, Together, MyndYou, mentio, SAVONIX

Retirement 2.0
 WisR, seniors@work

For Home Care Providers
 CareAcademy, birdie, AyoCare, Clever.Care, OSCAR, ISCARE, ClearCare, SWIFT SHIFT, CareSwitch, Vesta, Clanz

Tech-Enabled Home Care
 lifted, Cera, HOMAGE, SuperCarers, The Helper Bees, careship, honor

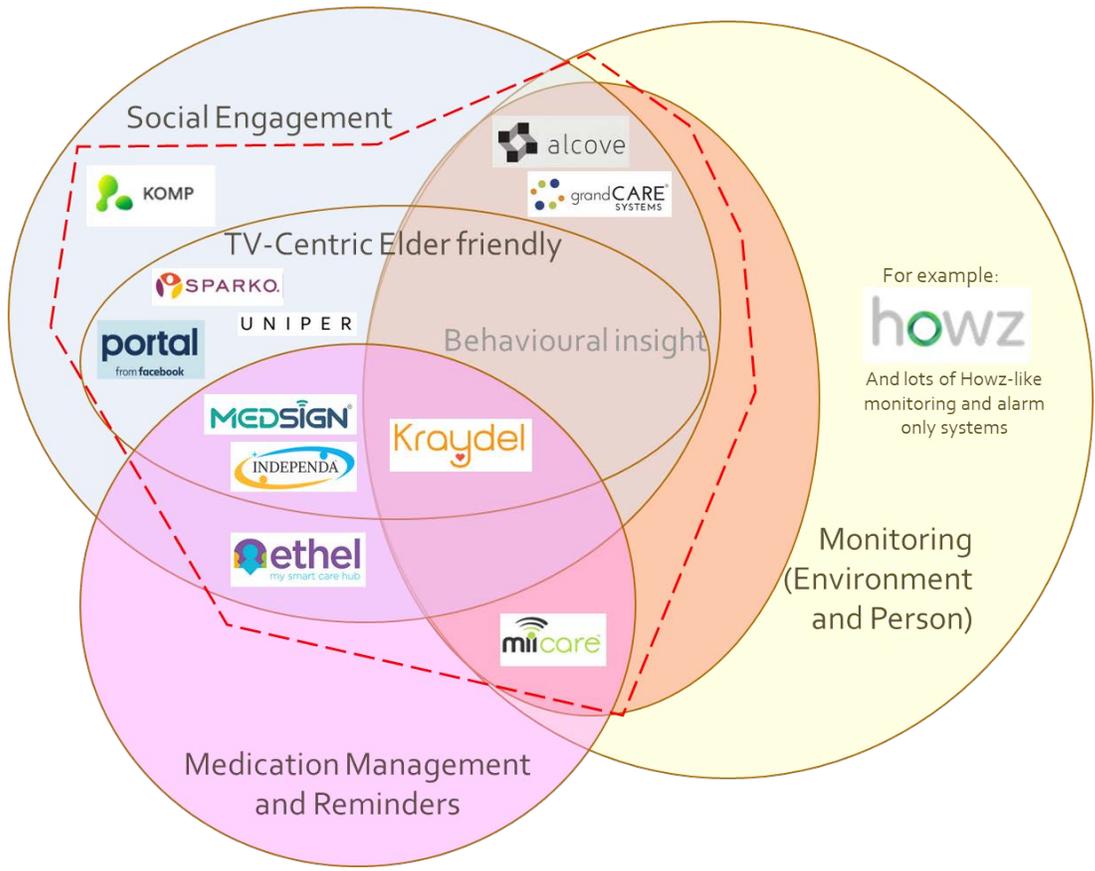
InsureTech
 assuredallies, Devoted+health

For Caregivers
 Carely, We Care, torchlight, Tcare

Legacy
 KINECHO, megilla, LifeBio

2020
 Age Tech
 Market Landscape
 TheGerontechnologist.com

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



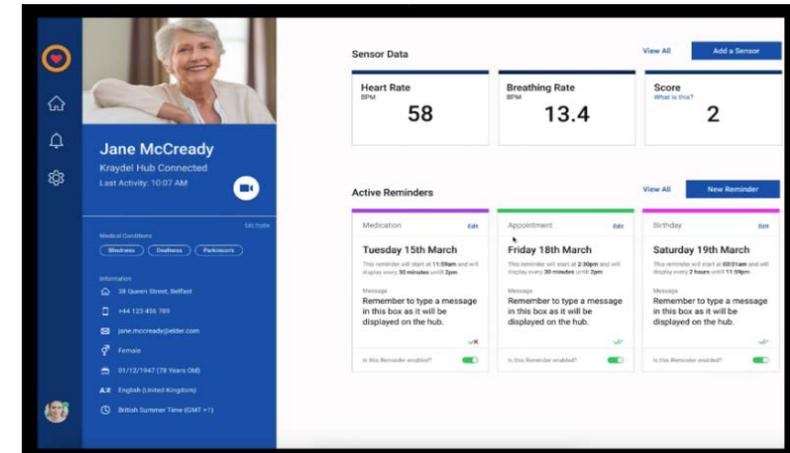
Konnect System

- 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



Konnect 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



Konnect 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