



## The Archive of Market and Social Research: AMSR Update, November 2022

The Archive of Market and Social Research is now a well-established source of information on the social and commercial life of the nation across the last 50+ years. As such, it is increasingly being used by researchers, writers and, more especially, academics and students in colleges and schools.

### Freely Accessible Archive Content

- 798 books, held in our paper archive with titles and content pages accessible digitally
- 8,004 reports, papers, and other documents, all digitally scanned, covering the full range of markets, social issues and research techniques, -- with a fully indexed catalogue
- 61 stories drawing on Archive content, most recently on topical issues such as Hypothermia and Winter Mortality, Financing the BBC, and the Royal Platinum Jubilee
- 37 Specialist Collections highlighting research on Covid 19, Diversity and Inclusion, the BBC World Service, Brexit and many other subjects; plus the AMSR Modern Collections, retrieving current research which will be vital to future generations
- Industry tracking studies including the BMRB/Kantar Target Group Index, the TNS Digital Media Usage Surveys, and many qualitative studies including 1,473 items from the Peter Cooper/CRAM collection
- More than 40 Oral Histories providing the recollections of distinguished leaders of the research industry
- And the launch of the AMSR Hub, providing links to 50+ research sources around the world

### Sources of Support

- The Archive must secure an income of at least £35,000 a year to sustain itself, and more is needed if it is to realise its plans for the future. It is supported by 19 corporate and 76 individual donors so far, and by the efforts of 48 volunteers led by our President Denise Lievesley CBE and Trustee Board Chairman Professor Patrick Barwise
- Continuing logistical support is provided by the MRS, ESOMAR, SRA, AQR, and ICG.

### Publicity and Usage

- A quarterly Newsletter, presentations to the MRS and other industry gatherings, several invitational gatherings (the most recent of which was rated positively by 95% of those attending); and increasing use of social media: in the last two years our followers on Twitter have increased from 342 to 557 and on LinkedIn from 136 to 312.
- With sponsorship from Opinium Research, two books have been successfully published, on Social Trends Post-war to the Present Day, and on Technical Developments across the years
- St Mary's University, Twickenham has led the way in persuading students to use the Archive and their survey of academic institutions nationwide has indicated there are 50,000 students who are potential users of the Archive
- So far, nine schools have expressed interest in using the Archive as an excellent educational resource for sixth formers, in learning how to find information and create their dissertations
- Also in planning for 2023 and beyond: a third AMSR book, on 'Policy, Politics and Polling', a joint seminar with Mass Observation, and a video for academics

### Recent Testimonials

- *"I find the Archive incredibly useful for understanding major societal changes in attitudes, beliefs and attitudes... (it) has allowed us to update our answers to some very old questions... this would not be possible without an Archive that conserves these valuable studies"* (Professor Bobby Duffy, Director of the Policy Institute at King's College, London)