



Loughborough
University

Institute of
Advanced Studies

The UK General Election of 2017:

Campaigns, Media and Polls

Loughborough University London, Olympic Park

9.30-18.00 on 19th July 2017

There have been post-mortems on every UK General Election held since 1979 involving both practitioners as well as academics. The first conference was organised and convened at the University of Newcastle by Bob Worcester and Martin Harrop. They subsequently co-edited the first ever *Political Communications* book, an invaluable collection documenting what happened in that momentous campaign from the perspectives of those who contributed to the event. Since then the conferences have been held at various venues, including the University of Essex where Ivor Crewe (as both organiser and co-editor of the follow-up volumes) was based. The events led to the eventual establishing of the UK Political Studies Association's Elections Parties and Public Opinion Group (EPOP) in the early 1990s.

Most recently Simon Atkinson (Ipsos MORI) and Dominic Wring (Loughborough University, D.J.Wring@lboro.ac.uk) have taken on responsibility for organising the election conference and (together with Roger Mortimore of King's College London/Ipsos MORI) editing the book series. See [here](#) for details of how to order the latest volume. This year Loughborough University's newly launched [Institute of Advanced Studies](#) is kindly sponsoring and making this event possible. NB due to the World Para-Athletic Championships taking place the loop bus to our venue is presently only available (at still frequent intervals) from Stop E outside Stratford International (and not Stratford City). For more details see [here](#).

PTO for conference schedule

Welcome by David Deacon (Director, Institute of Advanced Studies)

9.30-10.15 **Coverage** (chair: David Deacon)

David Smith & James Stanyer (Loughborough Univ.)

Emily Harmer (Univ. of Liverpool)

10.30-11.30 **Broadcasting** (chair: Paul Brand, ITV)

Ric Bailey (BBC)

Michael Jermev (ITV)

Jay Blumler (Univ. of Leeds)

11.45-12.45 **Newspapers** (chair: Ivor Gaber, Univ. of Sussex)

Gaby Hinsliff (The Guardian)

Angela Phillips (Goldsmiths, Univ. of London)

12.45-13.30 **Lunch**

13.30-14.30 **Parties** (chair: Tony Mughan, Ohio State Univ.)

Dennis Kavanagh (Univ. of Liverpool)

Dominic Wring (Loughborough Univ.)

Adam Langleben (Labour)

14.45-16.15 **Pollsters** (chair: Simon Atkinson, Ipsos MORI)

Paul Carroll & Gideon Skinner (Ipsos MORI)

Dan Holden (ComRes)

Damian Lyons Lowe (Survation)

Keiran Pedley (GfK)

Mike Smithson (Political Betting)

16.30-18.00 **Social Media/Campaigns** (chair: Emily Harmer, Univ. of Liverpool)

Andrew Chadwick, (Loughborough Univ.) & Declan McDowell-Naylor (Royal Holloway, Univ. of London)

Abi Rhodes (Univ. of Nottingham)

Kerry-Anne Mendoza (The Canary)

Michael Walker (Novara Media)