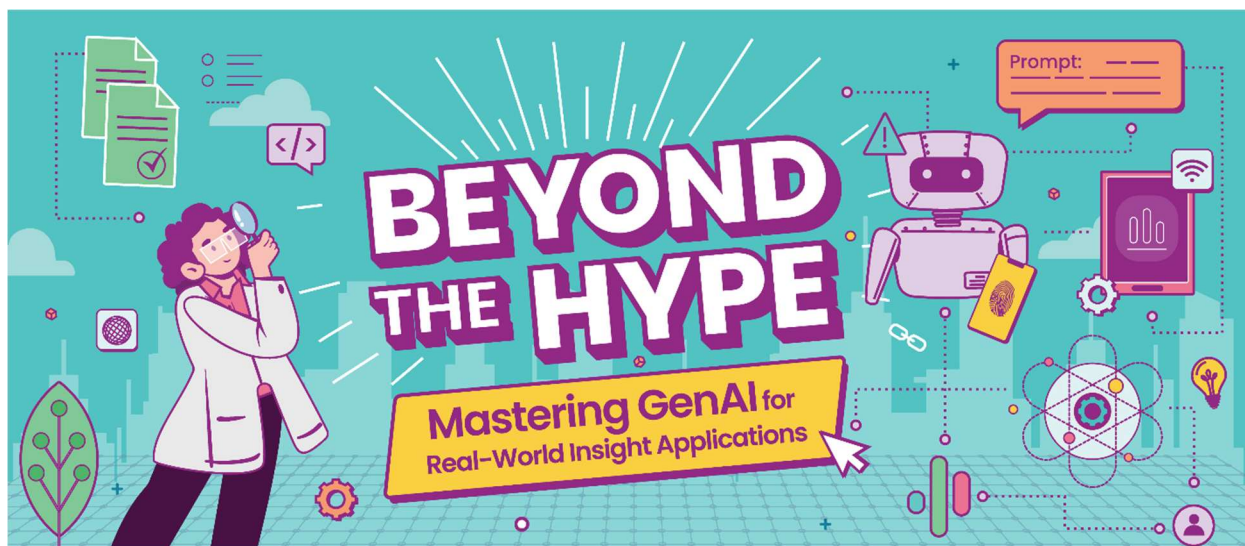




ASC One-Day Conference Series

20th November 2025, The Oval, London

Conference Programme

08:30	Registration and refreshments
09:15	Welcome and Introduction from the Conference Chair
09:30	Surveys are dead – Long live Surveys – Andrew Jeavons, Signoi
10:00	AI interviewing: Risks, rewards & ramifications – Maria Colarusso, STRAT7 Jigsaw
10:30	The Future of Creative AI and Vibecoding: From Fast Prototypes to Responsible Practice – Chris Chowen, Royal Holloway University of London
11:00	Refreshments
11:30	Mind the Gap: Where AI Analytics Platforms Help (and Where They Don't) – Cameron McAnsh, Purify Intelligence and Andrew Le Breully, Arrowstream / Purify Intelligence
12:00	How Effective are LLMs at Evaluating Draft Survey Questions Using Rule-Based Question Appraisal Frameworks? – Caroline Roberts, University of Lausanne
12:30	The Expertise Paradox: Why AI Tools Need Better Researchers, Not Fewer – Ramona Daniel, Independent Research Consultant
13:00	Lunch
14:00	Our Agentic Future – Steve Phillips, Zappi
14:45	Finding Flaws Before Fieldwork: Survey Testing with AI Personas – Dan-Martin Hellgren, Research Automators
15:15	Refreshments
15:45	Can Generative AI Be Trusted With Numbers? Ensuring Rigour and Reproducibility in Quantitative Research – Guillaume Aimetti, Inspirient
16:15	Conversational Chat meets Agentic Workflows – Hasdeep Sethi, STRAT7
16:45	Reflections from the Conference Chair