



# **The Business of People: The significance of social science over the next decade**

*Campaign for Social Science*

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Tackling infectious disease, understanding radicalisation, improving productivity, siting new airport capacity, getting people to save for retirement – nearly all the issues facing the UK now and in the near future demand the urgent attention of those trained to study human processes. In short, we need sharp social science now more than ever.

**The Business of People** looks at the backdrop to the UK elections taking place in May 2015 to argue that we need to invest in science and innovation – not just for the sake of ‘UK plc’ and prospects for growth and economic recovery, but to inform debate and policymaking on migration, housing, devolution of power within the UK, and the UK’s position in Europe.

The report sets out the need for new economic and social knowledge and illustrates the many ways in which social scientists are contributing to changing practice and deepening knowledge. It outlines the size and structure of UK social science, its contribution to GDP, how social science graduates are essential to the work of firms, government and the third sector.

The report ends with a set of recommendations for the next few years – urgent reading for the next government – on research funding, social science capacity and the use of expert advice by government.

**An open access electronic version of the report is downloadable from**  
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