

Project Title:

Lifestyles and geodemographic behaviours in inter-generational context

Principal Supervisor:

Profess Paul Longley

Secondary Supervisor:

Dr Justin van Dijk

Department & Institution:

Department of Geography, University College London

Collaborative Organisation:

PDV Ltd.

Project Description:

“A +3 studentship is available in the UCL Department of Geography and Consumer Data Research Centre (www.cdrc.ac.uk) on the topic “Lifestyles and geodemographic behaviours in inter-generational context”. The research will be carried out in association with PDV Ltd. (<https://www.dlg-pdv.com/>). The research will develop frequently-updateable geodemographic classifications of neighbourhoods that are grounded, on the one hand, in the inter-generational processes that create unique places and, on the other, in the integration of lifestyles and in-pp data that characterise day-to-day activities. The student will develop important skills in linking new data sources to more conventional geodemographic classifications and develop methods for characterising the historical context in which today’s neighbourhoods have developed. This is an exciting opportunity to research and evaluate the deployment of multiple data sources to a range of issues in quantitative urban geography.

Candidate Requirements:

The successful applicant will hold a First or Upper Second Class honours degree in a quantitative social science or computer science discipline and/or similar Masters qualification.

Key References:

Longley, P. A., Van Dijk, J. T., Lan, T. 2021. The geography of inter-generational social mobility in Britain. *Nature Communications* 12: 6050.

<https://doi.org/10.1038/s41467-021-26185-z>

Van Dijk, J. T., Lansley, G., Longley, P. A. 2021. Using linked consumer registers to estimate residential moves in the United Kingdom. *Journal of the Royal Statistical Society Series A (Statistics in Society)* 184(4): 1452-1474.

<https://doi.org/10.1111/rssa.12713>

Further details about the project may be obtained from:

The work will be supervised by Professor Paul Longley (p.longley@ucl.ac.uk) and Dr Justin van Dijk (j.t.vandijk@ucl.ac.uk), to whom enquiries may be directed.

Deadlines and how to apply:

Applications for your award should be made via the Survey Monkey Apply portal by **Tuesday 28th February 2023** and applicants may be invited for a interview. Interviews are provisionally scheduled for the first half of March 2023.