PhD project title
Modelling and predicting social change in urban communities

Supervisors
Dermot Breslin

Research centre
WOERRC

Project description
There is increasing pressure on local government authorities to deliver excellent services in the face of decreasing resources. Overcoming this challenge involves the 'smart' use of big data to better understand and predict the changing needs of interconnected service users. This PhD project will develop predictive modelling techniques to simulate changing behaviours of individuals and groups within urban communities. The research will build on the recent 'Premonition' model, funded by the South Yorkshire Fire & Rescue Service, which predicts changing fire risk behaviours in the Sheffield City Region (http://www.thestar.co.uk/news/sheffield-academics-help-firefighters-identify-areas-most-at-risk-1-6778943)

PhD candidate profile
The PhD candidate should meet the following requirements:
● Be enthusiastic, well-organised and have good inter-personal skills.
● High motivation and a keen interest in xxxxxxx.
● A first degree that is equivalent to a UK classification of upper second class honours or above. In addition, a good masters level qualification of merit or above, with a minimum of 60 per cent in the dissertation, research project element or equivalent experience. We also accept an MBA from an accredited school where the candidate can demonstrate that a significant research element has been undertaken. For further information on entry requirements, please see: http://www.sheffield.ac.uk/management/study/researchdegrees/howtoapply

Duration and start dates
Full or part time study for 3 or 6 years is available, and remote location study is also possible. We have two start dates a year for PhD students. Our preferred start date is 1 October, however we do recognise that not everyone will be able to commence studies at that time, so we also offer a second start date of 1 February. If you are unable to start in October or February, it may be also possible to start your PhD at a different time of the year.

Closing date for applications
Applications will be considered until a suitable candidate has been identified. For the 1 October start date, a full application must have been received by 15 July. For 1 February start date, a full application must have been received by 15 November.

How to apply
See http://www.sheffield.ac.uk/management/study/researchdegrees/howtoapply for full details of how to apply.
For an informal discussion about this opportunity, please contact Dermot Breslin, at d.breslin@sheffield.ac.uk.