

EDITORIAL

This is a short post-Trump inauguration (although Editorial written before), pre-Edinburgh Conference issue. Having just returned from Mexico where Trump has made Ford withdraw a 2 billion investment programme and where many are scared of hordes of white coned jack-boots trampling all over them, the former seems more important!

We are including the last of the 2016 Conference papers we are likely to obtain from Pip Tyler on migration and the refugee 'crisis'; and it is a very interesting analysis. Yet we hardly hear anything about Syrian refugees now – yesterday's news.

The other two papers are a thought-provoking piece on Big Data by Norman, Marshall and Lomax and a 'space-filler' from one of the Editors querying the current levels set for 'risky' alcohol consumption.

In this editorial, written only a few days before Trump's inauguration, we are still waiting for an answer to the question previously posed: why have data and information had so little impact on political debates (and obviously that lack of impact is multiplied several times in terms of the impact of *our* information) and how that can be changed. It is very disconcerting to believe that information has NO effect at all. Why Not? Our problem is that 'we' have not understood the ways in which 'information' is adsorbed or understood by different socio-economic groups. Perhaps there should be real - rather than virtual - answers this time.

Finally, we repeat our urgent appeal for contributors / papers; we are seriously running out of material!

The Editor