

# Exploring and Consolidating New Research Strategies in the Post-COVID-19 Era

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The Covid-19 pandemic has been posing a series of practical limitations to social research from a methodological point of view (Smith et al., 2020; Johnson, 2022). The pandemic has highlighted the need for agility, resilience, and creative problem-solving in the face of unexpected disruptions (Jones & Brown, 2021). In the realm of research, it has become clear that the traditional methodologies and strategies may no longer be sufficient to address the complex issues arising from this global crisis. The post-pandemic should become an opportunity, therefore, to develop a form of social investigation suited to the times we are living in, by focusing on different types of interaction between researcher and study participants (Garcia et al., 2023). What appears to be a limit, when we consider social research most canonical tools, such as ethnography, face-to-face interviews and focus groups (Silverman, 2015), could also represent an opportunity for an epistemological re-examination of our toolbox, allowing us to reshape and reformulate research techniques in the light of current concerns (Decataldo & Russo, 2022; Brown & Martinez, 2023).

The goal of this panel is to invite researchers to share their experiences, insights, and novel approaches that have emerged during these challenging times. We would like to discuss the solutions identified to overcome the pandemic challenges, the renewal of investigation practices, their limits and opportunities, and the very meaning of scientific action for researchers engaged in sociology (Thompson & Wilson, 2021).

We invite contributions in the form of research papers, case studies, and project presentations that address, but are not limited to, rethinking research methodologies by adapting traditional research methods to the new normal, exploring alternative data collection and analysis techniques, and leveraging technology and digital platforms for research purposes (Anderson et al., 2023).

This session encourages works approaching interdisciplinary approaches, promoting collaboration and knowledge exchange across disciplines, harnessing the power of interdisciplinary research to tackle complex issues, and identifying emerging research areas as a result of the pandemic (Jackson & Lee, 2022).

Special attention is given to the role of transformative technologies, such as investigating the emerging technologies in research post-pandemic, exploring the potential of artificial intelligence and machine learning in data analysis, and harnessing virtual and augmented reality for remote research activities (Taylor & Garcia, 2023).

Lastly, ethical considerations in research are encouraged, particularly addressing the ethical challenges posed by conducting research by emerging technologies, ensuring participant safety and privacy in data collection processes, and establishing guidelines for responsible and ethical research practices, including those related to virtual and augmented reality for remote research activities (Adams & Smith, 2021).

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