



**Bournemouth  
University**

A graphic consisting of several overlapping, irregular polygonal shapes in various colors: yellow, red, magenta, teal, and cyan. The text 'FESTIVAL of LEARNING' is overlaid on the red and magenta shapes, and 'Europe' is overlaid on the teal shape.

**FESTIVAL of  
LEARNING**

**Europe**

**Festival of Learning –  
Europe 2018**

**Berlin, Germany  
16 and 17 April 2018**

**[www.bournemouth.ac.uk/global-fol](http://www.bournemouth.ac.uk/global-fol)**

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## Photography & filming

Photographs and video footage will be taken at the Festival of Learning - Europe for use in promotional material. If you do not want to be featured, please let us know at the registration desk.



WELCOME



## Introduction

**The global Festival of Learning Europe (FOL-E) is our way of celebrating learning and knowledge on a global scale, and we are delighted to be here in Germany with our international partners from across Europe.**

The FOL-Europe will focus on some of the pressing issues that are currently being faced in Europe. Our theme this year is Global Education 2050: Celebrating European Collaborations. We will explore change in the areas of policy, student mobility, Brexit, journalism, psychology, sport and food.

There is a fantastic programme of keynotes, lectures, and panel discussions, covering topics ranging from fake news, Brexit and trade, talent development, and psychology. We look forward to engaging and

sharing thoughts with partners and other collaborators during the Festival.

The global Festival of Learning is more than just an event—it is how BU works closely with valued partners to co-create impact with communities and regions across the globe. You will meet like-minded people, create new ideas, share common professional ground, inspire others and celebrate the joy of learning, while spending two days in one of Europe's most iconic cities, Berlin.

**Dr Sonal Minocha**  
**Pro Vice-Chancellor (Global Engagement),**  
**Bournemouth University**

**Professor John Fletcher**  
**Pro Vice-Chancellor (Research and**  
**Innovation), Bournemouth University**

# Berlin, 16-17 April 2018

## Venue: Harnack-Haus, Tagungstaette der Max-Planck-Gesellschaft

The global Festival of Learning Europe (FOL-E) is one of the exciting ways Bournemouth University fosters international public engagement to celebrate learning, share knowledge and expertise, and deliver impact across borders.

The theme in 2018 is Global Education 2050: Celebrating European Collaborations, and the festival will take place in Berlin, Germany, in collaboration with many of our valued stakeholders across Europe. The Festival provides a forum for researchers, educators, policymakers, businesses, students, and the wider European community to engage in a two-day programme of knowledge exchange and interaction.

FOL-E 2018 will be held in Berlin in Harnack-Haus, Tagungstaette der Max-Planck-Gesellschaft, on Monday 16 April and Tuesday 17 April. Working with representatives from German industry,

representatives from ASET (the UK Work Based and Placement Learning Association), Bournemouth Borough Council, British Embassy - UK Science & Innovation Network, Cariba Internet Technology GmbH, Cultural Vistas Europe, Deutsches Studentenwerk (German National Association for Student Affairs -DSW), EBC Hochschule, International Association of Student Affairs and Services (IASAS), Lifelong Learning Platform, SRH Hochschule Heidelberg, Universidad San Jorge and Quadriga Media Berlin GmbH. There will be a series of panels, workshops and public lectures on Monday 16 April and on Tuesday 17 April.

Bringing together representatives from higher education, policy, and industry, the global Festival of Learning Europe provides a unique platform to take education and learning in imaginative new directions.

We look forward to seeing you at the global Festival of Learning Europe!



# DAY 1 PROGRAMME

## Monday, 16 April, Berlin

- 10:00am **Coffee and registration**
- 
- 10:30am **Welcome remarks from Bournemouth University**
- 
- 10:45am **Principal guest speaker**  
Andy Tunnicliffe, Director of Internationalisation and Quality Assurance, Universidad San Jorge
- 
- 11:00am **Panel discussion**  
**HEIs and European Collaboration post-Brexit**
- 
- 12:00pm **Close of the morning session and networking lunch**
- 
- 1:00pm **Principal guest speaker**
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- 1:30pm **Europe's future from civilisation's past**  
Dr Derek Pitman – Faculty of Science and Technology, Bournemouth University
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- 2:00pm **Combating fake news through media literacy**  
Dr Darren Lilleker, Faculty of Media and Communication,  
Bournemouth University
- 
- 2:30pm **Panel session in parallel with SOCNET conference at  
Bournemouth University**  
**The future of university partnerships and  
mobility in Europe**
- 
- 4:00pm **Refreshments**
- 
- 4:30pm **Why democratic institutions are failing**  
Dr Darren Lilleker, Faculty of Media and Communication,  
Bournemouth University
- 
- 5:00pm **Networking dinner**
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# DAY 1 SESSION DESCRIPTIONS

## Panel discussion

### HEIs and European Collaboration post-Brexit

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 11:00am

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International collaboration is recognised as the key to achieving research excellence. Engaging in international collaborative work enables researchers to maximise their research impact, whilst enjoying the benefits of increased research capacity and capability by working across national borders.

Analysis of research collaboration data has shown that international collaborative research partnerships with other EU members make up a significant part of the UK research output. As the UK prepares for Brexit, it is important to consider how this output can be maintained, and where possible, grow.

## Public lecture

### Europe's future from civilisation's past

Dr Derek Pitman, Faculty of Science and Technology, Bournemouth University

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 1:30pm

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This session presents a case study drawn from international archaeological fieldwork in Thessaly, Greece. Archaeology is a unique discipline that can appeal to a huge cross section of individuals while incorporating aspects of applied science, history, sociology and anthropology. This session outlines a successful, ongoing partnership between universities in Sweden and Greece and local heritage bodies.



## Public lecture

### **Combating fake news through media literacy, why democratic institutions are failing**

Dr Darren Lilleker, Faculty of Media and Communication, Bournemouth University

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 **2:00pm**

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The session explains the nature of fake news and, drawing on the research of Dr Lilleker, explores the reasons why citizens can be manipulated, especially when browsing social media sites. The session is designed to aid greater understanding of social media environments and instil greater awareness about fake news, how it can be spotted and how to protect yourself from manipulation.

## Panel session

### **The future of university partnerships and mobility in Europe**

Chairs: Dr Jill Davey, Interim Associate Dean (Global Engagement) & MA Social Care Programme Leader, Principal Academic & Stefan Kleipoedszus, Lecturer in Social Work, Bournemouth University

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 **2:30pm**

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It has been widely reported that the UK's exit from the EU could have a profound impact on both the landscape of Higher Education in the UK and Europe. As a consequence, student mobility across the whole Europe may be impacted as well.

Understanding and planning for such change requires a well-coordinated approach involving partners from across Europe who share the same values and believe strongly in the importance of maintaining and developing further Europe-wide collaborations.

## Public lecture

### **Why democratic institutions are failing**

Dr Darren Lilleker, Faculty of Media and Communication, Bournemouth University

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 **4:30pm**

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The session explores the reasons for low democratic engagement with mainstream parties and political ideas and the attraction of populist leaders drawing on research in the fields of political, cognitive and behavioural science. The session then discusses factors that can enhance citizen engagement as well as improving the standards of our politics. The session draws on recent studies by Lilleker, who is editing a special edition of a journal on this topic.



## DAY 2 PROGRAMME

Tuesday, 17 April 2018, Berlin

- 
- 9:00am **Coffee and registration**
- 
- 9:15am **Welcome remarks**
- 
- 9:25am **Principal guest speaker**  
 Sven H. Engel, Director of International Relations,  
 Deutsches Studentenwerk (German National Association for  
 Student Affairs - DSW)
- 
- 9:45am **German: Wie man besser statt schneller lesen kann.**  
 Dr Bernhard Angele, Faculty of Science and Technology,  
 Bournemouth University
- 
- 10:15am **Refreshments**
- 
- 10:30pm **Translating psychology research into  
 learning experiences**  
 Dr Bernhard Angele, Faculty of Science and Technology,  
 Bournemouth University
- 
- 11:15pm **Teaching critical thinking to science students**  
 Professor Rick Stafford, Faculty of Science and Technology,  
 Bournemouth University
- 
- 12:00pm **Lunch**
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- 1:00pm **Panel discussion**  
**Securing the future of Europe by developing student  
 talent with a global profile**
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2:30pm **FoodSMART – Eat out smarter!**  
Dr Jeff Bray, Faculty of Management,  
Bournemouth University

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3:00pm **Sport fandom as a tool to reduce social isolation for older adults**  
Dr Daniel Lock, Faculty of Management,  
Bournemouth University

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3:30pm **Refreshments**

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4:00pm **Happy mate or deadly fate: The undeclared death associated with novel psychoactive substances**  
Dr Sulaf Assi, Faculty of Science and Technology,  
Bournemouth University

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4:30pm **Confidence in AI: Technological and other solutions for “safer” and “wider” adoption**  
Dr Sofia Meacham, Faculty of Science and Technology,  
Bournemouth University

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5:00pm **Closing remarks and networking dinner**

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## DAY 2 SESSION DESCRIPTIONS

### Public lecture

#### **Wie man besser statt schneller lesen kann.**

Dr Bernhard Angele, Faculty of Science and Technology, Bournemouth University

 9:45am

How does one read well? How can you get the most out of what you are reading? In this session, I will explain what current psychological research and ongoing research at BU can tell us about the optimal environment for focused reading, and why speed reading courses and apps generally don't work.

### Public lecture

#### **Translating psychology research into learning experiences**

Dr Bernhard Angele, Faculty of Science and Technology, Bournemouth University

 10:30am

A review of the ways that cutting edge inter-disciplinary international Psychology research informs quality research-led teaching and learning in the areas of m-health, neuroscience, wayfinding and dementia, healthy eating, cyberpsychology and cybersecurity.

### Public lecture

#### **Teaching critical thinking to science students**

Professor Rick Stafford, Faculty of Science and Technology, Bournemouth University

 11:15am

With constant scientific discoveries, as well as 'fake news' through social media, how are you supposed to know what is true, and what to think? How will students you teach learn to know? This session will explore critical thinking in science. It is suitable for anyone with a scientific interest, or those teaching college or university students.

### Panel discussion

#### **Securing the future of Europe by developing student talent with a global profile**

 1:00pm

Organisations are constantly adjusting their strategies to ensure they can attract and retain the best qualified graduates, who in time, will become business leaders and captains of industry. Developing such strategies for local or national markets presents significant challenges. But designing a unified strategy which spans the entire continent of Europe and is aligned with its multitude of cultural marketplaces, can be even more challenging!

Public lecture

**FoodSMART – Eat out smarter!**

Dr Jeff Bray, Faculty of Management, Bournemouth University

 2:30pm

We would like to introduce FoodSMART, which allows consumers to assess their food intake efficiently and in a timely manner, and provides optimal recommendations to improve their health and wellbeing. The technical solution is a portable prototype which uses QR codes and smartphones to provide information and deliver personalised advice when eating out (<https://microsites.bournemouth.ac.uk/foodsmart/>).

Public lecture

**Sport fandom as a tool to reduce social isolation for older adults**

Dr Daniel Lock, Faculty of Management, Bournemouth University

 3:00pm

Sports fans are the lifeblood of clubs and teams across Europe. Sharing identification with other fans can also facilitate a feeling of belonging for individuals. In this session, I will explore how attending sport and identifying with a sport team influences perceptions of social support and, in turn, how these perceptions lead to reduced experiences of social isolation for older adults.

Public lecture

**Happy mate or deadly fate: The undeclared death associated with novel psychoactive substances**

Dr Sulaf Assi, Faculty of Science and Technology, Bournemouth University

 4:00pm

The number of Novel psychoactive substances (NPS) has been continuously increasing and flooding the drug market over the last decade. According to the European Monitoring Centre for Drug and Drug Addiction (EMCDDA), 620 derivatives of NPS were advertised in 2016. These substances are often advertised as ‘legal’, ‘new’ and at cheap prices, which confuses users as safe. They are targeted for younger users (teenagers or young adults) and mainly purchased via the Internet (including dark web). With internet availability NPS can be targeted to a wider population. Issues associated with NPS go beyond their effects/adverse effects. In most cases NPS contain a mixture of substances (impurities) or potent derivatives which do not match their label claims and interfere with their effects/ adverse effects.

Therefore, this workshop aims at promoting the public awareness for NPS products. Interactive case studies of NPS will be presented and discussed with the public. This will involve:

- Highlighting the social harm and economic impact associated with NPS
- Investigating NPS data of impure substances and techniques used for analysis (already generated and analysed in the laboratory)
- Exploring toxicity cases from the users’ perspective (analysis on online discussion fora) to include both psychoactive and clinical effects.

Public lecture

**Confidence in AI: Technological and other solutions for “safer” and “wider” adoption**

Dr Sofia Meacham, Faculty of Science and Technology, Bournemouth University

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 4:30pm

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It is widely known that all systems of the future will have to be not only automatic but autonomic. Autonomic systems go beyond the common automating of tasks towards “self-learning” and therefore “really intelligent” systems. However, big questions arise from this: “Do we trust to use these systems to make decisions for us? Would you drive an autonomous car?” Technological and not only solutions will be debated to inspire “Confidence in AI”.





## SPEAKER PROFILES

### Dr Bernhard Angele

After completing my undergraduate Diploma degree in Psychology in Potsdam, Germany, in 2008, I spent several years at the University of California San Diego, USA, as a doctoral student investigating how skilled readers process upcoming words. I received my PhD degree in 2013. I have been at Bournemouth University since 2013 and am currently a Senior Lecturer in Psychology, where I teach on the Cognition and Language and the Advanced Statistics units.

My research primarily focuses on eye movements during skilled adult reading and language processing. Specifically, I have been studying the effect of parafoveal preview, that is, the ability to pre-process an upcoming word before fixating it with one's gaze, on processing and reading performance. Currently, I focus on how visual attention and language processing combine in order to make efficient reading possible. Specifically, how do readers allocate their attention to follow lines of text and shift their gaze at the proper rate for language processing? Has the attentional system adapted to hold back information until the language processing system is ready to receive it? Or has the language processing system developed the ability to process multiple words at the same time? Eye-tracking methods offer a way to investigate this question. Recently, I have studied how both the sentence context and the general environment in which someone reads can affect word identification. This includes factors such as syntactic restrictions, visual noise, and auditory background input. I am also involved in several collaborations with researchers in China, Spain, and Germany.

### Dr Sulaf Assi

Dr Sulaf Assi is a Senior Lecturer in Forensic Sciences and Programme Leader for MSc by Research in Forensic Toxicology at the Faculty of Science and Technology, Bournemouth University. She obtained a Bachelor in Pharmacy from the Faculty of Pharmacy, Beirut Arab

University, Beirut, Lebanon. Then she took on a job as a hospital pharmacist and pursued her MSc in Pharmaceutical Analysis at Beirut Arab University, Beirut, Lebanon. After this time, Sulaf then completed her PhD in pharmaceutical analysis at the School of Pharmacy, University of London, UK under the supervision of Prof Tony Moffat and Dr Robert Watt. Her PhD work involved the identification of counterfeit medicines using near-infrared and Raman spectroscopy with chemometrics. Once Sulaf finished her PhD, she undertook a postdoctoral fellowship in drug misuse and abuse at University of Hertfordshire. She was working on monitoring and on the identification of novel psychoactive substances from the Internet. After that, Sulaf joined the academic staff at Bournemouth University, Bournemouth, UK. Since then, she has been involved in the teaching and research of different aspects of forensic sciences.

Sulaf has a broad range of research interests including: pharmacology; pharmaceutical analysis; analytical toxicology; counterfeit medicines, alcohol and tobacco; drug abuse and misuse; novel psychoactive substances; analytical techniques; near-infrared, infrared and Raman spectroscopy; hand-held instruments and multivariate data analysis. In particular, her main area of research interest is in the rapid and non-destructive identification of counterfeit medicines using hand-held spectroscopic techniques and chemometrics. Her second area of research interest involves the rapid and accurate identification of drugs of abuse using multiple analytical techniques and multivariate data analysis. Sulaf's research in particular aims at promoting patient safety and decrease drug related harm.

### Dr Jeff Bray

Having an undergraduate degree in Retailing, an MBA in Retail and several years managerial experience within the industry, Jeff joined Bournemouth University in 2004 as a Lecturer in Marketing, Retail Consumer Behaviour and International Retailing. During this time he has really enjoyed working with the 'next breed' of retail professionals. Jeff has received the Vice Chancellor's Excellence in Learning and Teaching Award in recognition of his innovative teaching practice. He has acted as the Programme Director for both the undergraduate degree in Retail Management, and as the Pathway Leader for the MSc programme in Retail Management. Currently he leads the Faculty of Management's practice with regard to Academic Offences and serves as mentor to early career researchers.

Jeff's early research studied the impact of 9 ending prices on retail sales, leading to publications in the Journal of Marketing Management and Journal of Product and Brand Management. In 2011 Jeff successfully defended his PhD research examining the role of ethical considerations in consumers purchase decisions. This is a highly relevant topic in today's changing consumption environment, and has thus far attracted publication in the Journal of Business Ethics. In recent years Jeff's research has retained its consumer focus, but been applied to the context of food, with several funded research grants directing activity. Currently Jeff is working on funded projects from the EU and the British Council examining the sustainability of food supply and consumption from both an environmental and personal perspective.

Along with this academic research Jeff has always been keen to engage with industry partners to ensure that teaching and research is relevant and up-to-date, and to nurture industry impact of academic research. Most notably Jeff held the post of 'Waitrose Fellow of Retailing' for six years, working together with Waitrose retail development team on future store innovations. Jeff provides regular media comment and analysis on retail and marketing issues and has appeared on BBC television and radio news programmes.

## Stefan Kleipoedszus

Stefan Kleipoedszus is a Programme Leader for the Qualifying Social Work Programme at Bournemouth University who lectures on Law and Social Policy, Models and Methods, Child Development and Managing Risk and Complexity. His previous research covers the reintegration of women prisoners into employment, prevent juvenile delinquency, Children's Homes and Social Pedagogy. Currently Stefan who is also a PhD Candidate at the Centre for Seldom Heard Voices: Marginalisation and Societal Integration at Bournemouth University. He is also involved in research on Decision Making in Social Work, experiences of children in out-of-home-care and the early identification of Adverse Childhood Experiences using arts-based methods.

Stefan qualified as a Social Pedagogue from the Leuphana University in Lüneburg (Germany) and has since then worked as a researcher for the Thomas Coram Research Unit at the University of London, a Social Worker in Child Protection Teams in the Southwest of England, a manager of statutory social work teams and a Principal Social Worker before joining Bournemouth University in 2012.

## Dr Darren Lilleker

Dr Darren G. Lilleker is Associate Professor in Political Communication in The Faculty of Media & Communication, Bournemouth University and is Head of the Corporate and Marketing Communication Academic Department. He is Convenor of the Centre for Politics & Media Research and teaches across the BA Politics, MA International Political Communication and MA Political Psychology programmes; he is also visiting professor at the University of Zagreb, Croatia. Dr Lilleker's expertise is in the intersecting areas of political campaigning and public engagement in politics, and in particular how public engagement can be potentiated and facilitated using innovations facilitated by digital technological developments. He has worked with the UK House of Lords as well as a number of local communication agencies, political parties and pressure groups. Dr Lilleker has published widely on the professionalisation and marketisation of political communication and its societal impacts including *Political Communication and Cognition* (Palgrave, 2014), and recently has co-edited a number of special editions on this and related topics in *New Media and Society*, *Political Communication* and *Medijske Studije*. His current work is inspired by debates on post-truth and the concerns about fake news. He is currently editing a special edition of the *International Journal of Media and Cultural Politics* and leading two doctoral projects exploring the extent citizens are taken in by and become mobilised through exposure to news that is exaggerated, incomplete, decontextualised or simply just false. The work in this area is part of a broader project exploring what media literacy education is required in the age of information abundance.

## Dr Daniel Lock

Dr Daniel Lock is a Principal Academic at Bournemouth University and the Head of Research and Professional Practice in the Department of Sport and Physical Activity. He also holds the position of Adjunct Associate Professor in Sport Management at Griffith University in Queensland, Australia. Daniel spent 12 years living in Australia, during which time he completed his PhD at the University of Technology, Sydney.

Daniel's research has featured in a variety of sport and marketing-based journals including, for example, the *Journal of Consumer Behaviour*, *Journal of Sport Management*, *European*

Sport Management Quarterly, Leisure Sciences, and Sport Management Review. He is an Associate Editor of Sport Management Review and also sits on the Editorial Boards of the Journal of Sport Management, European Sport Management Quarterly, and Sport and Entertainment Review.

Daniel's primary research interests focus on social perception and identity dynamics as they apply to sport consumption and participation. Specifically, his research addresses: (1) the influence of social identity processes on consumer and participant behaviour. In particular, the complex array of group memberships that shape fan behaviour and attitudes. (2) social perceptions of organisational legitimacy with a specific emphasis on scrutiny of practices that inhibit or deter audiences from consuming or participating in sport.

He has previously completed research projects with the Australian Sports Commission, New South Wales Department of Sport and Recreation, Australian Football League, Football Federation Australia, and National Rugby League.

### Dr Sonal Minocha

Sonal has over 15 years of senior management experience across the public and private sectors in global HE. Sonal started her career as a business graduate from the University of Delhi before moving into an academic career which started at University of Northumbria, UK. Since then Sonal has worked in both public and private sectors of Higher Education globally. In recent years, she held the position of Executive Dean at the University of Bedfordshire Business School before joining Bournemouth University in the summer of 2014. Her appointment as Pro Vice-Chancellor (Global Engagement) brought with it a re-energised institutional approach towards internationalisation and the creation of a long-term vision for a Global BU that is anchored to, and complimentary of, the University's wider strategic vision. The key areas of work that Sonal has led at Bournemouth University have included the fusing of employability with internationalisation through the pioneering Global Talent Programme. Her main academic interests lie in exploring global higher education, graduate employability, management education and practice, strategic creativity and organisational learning.

### Dr Derek Pitman

Dr Derek Pitman is a Lecturer in Archaeology at Bournemouth University. He joined BU in 2014 after previously studying at The University of Sheffield where he researched the social organisation of Bronze Age communities in central Eurasia. His research currently focuses on an exploration of how communities throughout time perceived exploited resources and the impact this has on their organisation and character. This has led to his involvement on a range of field projects in Greece, Spain, Serbia and the UK. These projects include the survey of early Islamic palaces, Hellenistic Greek towns and ancient industrial communities. Dr Pitman's research draws on a combination of social anthropology and archaeological science. This blend of approaches allows for a full exploration of predictive/cultural landscapes. The international reach of his work allows frequent cross-cultural research and each project includes a range of international collaborators. These partners include academics from Sweden, Spain, Greece, Serbia and the USA. In investigating our mutual cultural heritage within multi-national framework this project transcend international boundaries and this type of work facilitates long standing, intentional relationships.

## Vianna Renaud

Vianna Renaud is a Placement Development Advisor within the Faculty of Media and Communication. Supporting third year students during their sandwich placement out in industry, located both in the UK and internationally, she serves as an independent coach for students and employers to ensure a quality placement experience. She is pursuing her doctoral studies at the Centre of Excellence in Media Practice at BU exploring the impact of peer mentoring and coaching on managing the expectations and experiences of placement students.

Originally from Northern California, she has previously worked at Queen's University Belfast, the Universities of Southampton and Portsmouth, and ACCENT International Consortium for Academic Programs Abroad in London. She is a trustee for ASET, the Work Based and Placement Learning Association in the UK, and the UK Regional Coordinator for the International Association of Student Affairs and Services.

She has participated in the Global Festival of Learning in China for 2016 and 2017, and in 2017 was appointed as Entrepreneurial Mentor at the Academy for Innovation and Sustainable Development in Beijing Normal University Zhuhai. She was on the judging panel for the 2018 National Undergraduate Employability Awards and has presented at the Higher Education Academy 'What Works' Conference, RAISE Student Engagement Conference, ASET Annual Conferences and the BU Centre of Excellence in Learning CELebrate Conferences. She has also published articles in the Association of Graduate and Careers Advisory Services (AGCAS) and Diversity Abroad publications and has co-authored a chapter with Dr. Sue Eccles which will be coming out later this year in the book *Enhancing Employability in Higher Education through Work Based Learning* from Palgrave Macmillan.

## Professor Rick Stafford

Professor Rick Stafford is a marine conservation scientist, working across disciplines to try to achieve conservation goals. A large part of this work involves understanding and integrating different viewpoints to achieve these goals. As there are very few clear cut answers in conservation, his teaching involves developing concepts of critical thinking in students, and exploring how their beliefs may alter the decisions and opinions they hold, even if given the same evidence or data.

In this session he will explore how beliefs are formed and become polarised in different groups in society, he will also demonstrate how understanding facts and evidence from different sides of a debate can lead to better integrated decisions. While having a conservation focus, the session will also cover aspects of biochemistry, medicine and sustainability.



# ENQUIRIES

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