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Abstract Book



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<b>Author</b>	Rachel Bellamy
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Development of a questionnaire to identify attitudes and beliefs relating to pain management in students on health profession programmes.
<b>Background</b> Pain management is a key public health problem costing over £10 billion per annum involving complex multi-professional perspectives in the provision of care. Pain sufferers often perceive management of pain as less holistic and more mechanistic. Understanding professional attitudes to pain management, starting at undergraduate level, may provide a basis to support education and promote a more holistic approach.	
<b>Aim</b> To show development and validation of a questionnaire to assess attitudes and beliefs of students studying to become one of a variety of health professionals.	
<b>Method</b> Literature was reviewed, identifying 7 existing questionnaires. Duplicate items were removed and the questionnaire screened by health professionals, leaving 30 items. Ethics were approved and the survey was applied to a sample of students (n=259). Overall, 217 responses were received.	
<b>Results</b> Items representing consistent knowledge were removed, leaving 22/30 items. Factor analysis was performed and items relating with a factor loading threshold of 0.4 and an Eigen value of > 1.0 were retained, leaving 10 items. Factor analysis identified 3 groupings relating to: Beliefs about Chronic Pain; Living and working with chronic pain; Sedation and pain relief; with Alpha's ranging from 0.719 to 0.610 indicating good internal consistency. The test-retest ICC for each item ranged from 0.542 to 0.962 and the Bland and Altman method revealed 95% of points lay within limits of agreement.	
<b>Conclusion</b> This project reports on the development and initial validation of a questionnaire which aims to capture the attitudes and beliefs of students studying to be health professionals.	

<b>Author</b>	Lauren Bradley
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	The effect of FES-cycling programmes on osteoporosis in patients with spinal cord injury
<p><b>Introduction:</b> Spinal cord injury (SCI) affects approximately 40,000 individuals in the U.K. Osteoporosis is a secondary complication that affects all SCI individuals. There are currently no standard guidelines for the prevention or rehabilitation of SCI-induced osteoporosis. Studies have investigated the effect of functional electrical stimulation (FES) cycling on bone mineral density (BMD), but there is no consensus on the efficacy and optimal programme parameters.</p> <p><b>Objective:</b> To explore the effect of FES-cycling interventions on bone mineral density loss in adults with spinal cord injury.</p> <p><b>Method:</b> A systematic search of MEDLINE Complete, CINAHL Complete, Academic Search Complete, ScienceDirect, Directory of Open Access Journals, British Library EThOS and Web of Science was conducted. Eight articles were identified following screening against inclusion and exclusion criteria. A critical appraisal tool was used to assess the quality of these studies.</p> <p><b>Results:</b> Of the eight studies identified, six were cohort studies, one was a randomised pre-post design pilot study and one was a case series. All 8 studies scored fair for quality. Sample demographics varied widely between each study. Study duration ranged between 3-months and 18-months; all featured varying programme intensities. Amongst studies BMD was assessed in different bone sites using varying image methods. All interventions showed some evidence of positive effects on BMD.</p> <p><b>Conclusion:</b> There is moderate evidence to support the efficacy of FES-cycling in the treatment of BMD loss following SCI; however, effects are site specific. Future research should look further into programmes to maintain initial effects and feature larger sample sizes for improved validity.</p>	

<b>Author</b>	Daisy de Meester
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Perceptions of physiotherapists towards evidence based practice and its application in clinical practice
<p>Background: Evidence based practice (EBP) is the ability to use the best quality evidence in clinical decisions whilst adapting to individual characteristics, situations and abilities. However, despite its importance, uptake in clinical practice has been inconsistent. A greater understanding of how evidence based practice is perceived within the profession is important to improve consistency and application.</p> <p>Objective: To examine physiotherapists' perceptions of EBP and how it impacts their clinical practice.</p> <p>Method: A search was conducted across four databases (PsycINFO, SPORTDiscus, CINAHL, SwePub) in October 2017. This identified five studies relevant for inclusion and were therefore assessed for quality. Modified thematic synthesis identified five key themes.</p> <p>Results: Participants perceive EBP to be important in clinical practice. However, there are differing perceptions as to what constitutes as EBP. Participants identified a variety of factors motivating them to use EBP, often linked to their confidence in using evidence. Consideration was also given to factors that encouraged and limited EBP, and how these impacted on their perceptions.</p> <p>Conclusion: Physiotherapists' need to improve their ability to apply practice and reflection in combination with research to improve the quality of EBP. By considering other elements, EBP should become less daunting. Teamwork has the potential to improve the application of EBP, and future research should focus on how education programs could influence perceptions.</p>	

<b>Author</b>	Leigh-Anne Dixon
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Undergraduate NHS service improvement project: improving community acquired sepsis treatment
<p><b>Aim:</b> To develop a service improvement within the NHS to enhance quality of care for vulnerable patients</p> <p><b>Background:</b> Up to 70% of infections (sepsis) are acquired in the community (Estaban et al 2007), however much of the available research relates to sepsis in the hospital setting. Evidence identifies that the use of prehospital (community) sepsis screening tools improve outcomes for patients (Smyth et al 2016). However, it is evident from the literature that the education and training of community staff is currently lacking (Culligan, 2016; NHS, 2016; NICE, 2016).</p> <p><b>Project:</b> Working with stakeholders experienced in sepsis prevention and clinical effectiveness, a group of six multidisciplinary health care students developed a video demonstrating the application of evidence based clinical guidelines and sepsis screening tools (Dixon et al 2017) to the community setting. The video was designed to inform community staff the signs of sepsis, how to assess an unwell person then escalate and communicate concerns effectively. Techniques employed in the video aimed to role model skills and demonstrate how the tools could be used effectively within the community, with the impact of improving staff knowledge and skills in this area.</p> <p><b>Ethics:</b> As this was a service improvement project and did not involve research, ethics approval was not required but the principles; integrity, honesty and safety were integral to the project development.</p> <p><b>Conclusion:</b> The video has been evaluated well by the group's lecturer and stakeholders, who are now looking to incorporate the video into their sepsis training. It is recommended that further evaluation is needed to determine the clinical effectiveness of the video.</p>	

<b>Author</b>	Matthew Hayward
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Ergonomic alterations: the solution to upper body work-related musculoskeletal disorders within dentistry?
<p><b>Introduction:</b> There is a high prevalence of upper body work-related musculoskeletal disorders (WMSD) amongst dentists. This results in time off work due to pain, affecting health and well-being, service delivery which impacts on patient care. A possible solution to reduce WMSDs is ergonomics, a method that has been successfully employed in other professions.</p> <p><b>Objective:</b> The aim of this literature review is to determine whether ergonomic alterations are able to reduce the prevalence of upper body WMSDs within dentistry.</p> <p><b>Method:</b> A systematic search was conducted using 12 databases searching from date of origin until October 2017. The search identified seven articles after application of inclusion and exclusion criteria; all studies were assessed using a quality appraisal checklist.</p> <p><b>Results:</b> One study was a high-quality randomised controlled trial, two studies were self-reporting questionnaires, another two were pre-test post-test studies; there was also a longitudinal study design and a cross-sectional study. All studies looked at the effect of ergonomic interventions on the prevalence of WMSDs within the dental profession. The results showed that not all ergonomic interventions have a statistically significant effect on WMSDs; however, some interventions were found to decrease the prevalence of WMSDs within this profession.</p> <p><b>Conclusion:</b> There is moderate evidence to show that specific ergonomic alterations have an influence on the development of WMSD within the dental profession. Future research should aim to address the barriers to implementing ergonomics within all dental environments. Those within the profession should aim to incorporate ergonomic principles that reduce the force-endurance activity of their musculature.</p>	

<b>Author</b>	Sian Hughes
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Adolescent's experiences of physical activity technology platforms a qualitative literature review
<p><b>Background:</b> Inactivity is one of the largest health problems of the 21st Century. Physical activity (PA) declines are greatest during adolescences and increase the risk of long-term conditions leading to a reliance on the National Health Service (NHS). Challenging inactivity is a modifiable aspect of medicine and can save costs to the NHS. The surge in technology usage amongst adolescents could be to blame for their increase in sedentary behaviour, however it may also provide a solution. Understanding adolescent's experiences of PA technology platforms may provide insight to requirements for encouragement and maintenance of health into adulthood.</p> <p><b>Objective:</b> To explore experiences of adolescents use of PA technology platforms.</p> <p><b>Method:</b> A search was carried out in September 2017 across five databases; CINAHL Complete, PsycINFO, SocINDEX, SPORTDiscus, SwePub. Five papers met the inclusion criteria and were assessed for quality. Thematic analysis identified key themes across the papers.</p> <p><b>Results:</b> A total of 52 papers were identified and screened against the inclusion and exclusion criteria, identifying five studies appropriate for this review (three qualitative and two mixed-methods). No papers were excluded based on their quality. Four themes were identified from the five papers including; recognition and reward, social acceptance, lack of belonging and competing priorities.</p> <p><b>Conclusion:</b> Exploiting technology usage allows a promising future for health promotion. This study has identified new knowledge including four themes and their interactions. This new knowledge assists empowering adolescents to take ownership of their health and can have a positive impact on the current pressures faced by the NHS.</p>	

<b>Author</b>	Peter Jackson
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Improving nutritional intake and knowledge in adults with disabilities
<p>In the summer following the completion of level 5, I undertook a short placement at a local charity called Diverse Abilities who support service users with various physical, mental and learning disabilities. The aim of this project was to improve the service user's awareness on what constitutes a healthy balanced diet as previous meetings had highlighted their diet quality was poor and that food being sold in the tuck shop possessed high levels of fat, salt and sugar.</p> <p>A series of nutrition-related activities were designed and implemented with the service users. These activities were based on the philosophy of the Eatwell Guide combined with insights from journals on how to interact with disabled adults. The activities were well received. Reflecting upon this experience I found the majority of the service users were more likely to partake in the idea of consuming a healthier-balanced diet if the activity sessions were more visually interactive rather than being lecture based. Although, consistency in dietary intake proved challenging as several of the service users were not able to make their own decisions. In addition, I found running interactive cooking sessions and developing a recipe folder not only improved the quality of food sold in the tuck shop but also the service user's attitude towards participation in other activities.</p> <p>Looking back, this placement helped me appreciate the importance of public health nutrition. This has benefitted me greatly as it has enabled my understanding of how I could work successfully with different people/vulnerable groups in the future.</p>	

<b>Author</b>	Viktorija Kalinina
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Does altering footwear influence vertical ground reaction force (vGRF) during heel strike running?
<p><b>Background:</b> Running is a popular mode of exercise to maintain health and fitness. With increasing running volume and high impact forces involved during contact with the ground, running injuries may become more prevalent. Shoe cushioning has been thought to attenuate vertical ground reaction forces (vGRFs) during heel- toe running. However, it is unclear if different cushioning properties are effective in reducing the impact forces, and consequently running injuries.</p> <p><b>Objectives:</b> To determine if altering midsole cushioning properties in the footwear has an influence on vGRFs in heel – toe running.</p> <p><b>Methods:</b> A systematic literature search has been carried out using myBU advanced search strategy. Seven relevant studies were identified using exclusion and inclusion criteria. Critical appraisal was completed using Downs and Black’s Checklist.</p> <p><b>Results:</b> Four studies reported no significant effect of different cushioning properties such as thickness or hardness of midsole on vGRFs. Three studies reported significant differences (<math>p &lt; 0.01</math>, <math>p &lt; 0.001</math>, <math>p = 0.01</math>). Therefore, there are conflicting findings amongst studies to support use of highly cushioned or soft shoes with different midsole materials or thicknesses. Overall, there is conflicting evidence to support the effectiveness of different cushioning properties in running shoes to reduce vGRFs.</p> <p><b>Conclusions:</b> From the studies with significant results, it could be suggested that stiffer midsole shoes had a lower peak impact forces compared to softer shoes due to possible neuromotor and mechanical bodily adaptations. However, findings are limited to too few studies with similar findings. Further research needs to be carried out to confirm such theory.</p>	

<b>Author</b>	Sophie Peters
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Is the judgement of right and left reduced in individuals with musculoskeletal pain?
<p><b>Background:</b> Musculoskeletal conditions are the most common cause of disability for adults in the United Kingdom. The left/right judgement task requires someone to use motor imagery to determine whether a picture of a body part (e.g. hand) is from the left or right. This task identifies cortical re-organisation in complex pain conditions. A synthesis of the literature into left/right judgements in musculoskeletal disorders has yet to be published.</p> <p><b>Aims:</b> To synthesise the literature comparing the performance in the left/right judgement task in individuals experiencing pain from MSK disorders with pain-free controls.</p> <p><b>Methods:</b> A systematic search of the literature was conducted against inclusion and exclusion criteria. Appropriate articles were critically appraised using a modified version of the Down's and Black's checklist.</p> <p><b>Results:</b> Eight articles were identified from the search. All studies assessed accuracy in the task and seven assessed reaction time. Six studies found those in pain were significantly less accurate than controls. One found that those in pain were slower compared to controls. Overall, there is moderate evidence to suggest that in people with musculoskeletal conditions, left/right judgements are less accurate compared to controls. Furthermore, higher average duration of pain may indicate greater reduction in accuracy compared to pain-free controls.</p> <p><b>Conclusion:</b> Due to limited evidence investigating a wider range of MSK disorders, results from this study should be generalised with caution to conditions other than neck, back and osteoarthritic pain. Future research should aim to establish the effectiveness of motor imagery training in pain reduction and a range of musculoskeletal conditions.</p>	

<b>Author</b>	Georgina Polius
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Exploring the foodbank industry: the red voucher “leave no man hungry”
<p>There are four hundred and twenty-nine Trussell trust foodbanks in the entire country (Trusselltrust.org, 2017). This does not include foodbanks run by other agencies. Between April 2016 and March 2017 Trussell trust distributed ‘1,182,954 three-day emergency’ food parcels, 73,645 more than the same period the previous year. These figures shine the spotlight on the alarming rate at which the need for foodbanks is raising. It also suggests there is an underlying problem of food poverty within this modern British society (Bulman, 2017). The underlying problem is also argued by my research participants. According to the volunteers many people are living on the breadline, and because of ever changing economic conditions it is difficult to determine or predict a positive outcome for one’s future after using the services of a foodbank.</p> <p>Ethnographic research was carried out within the confines of a foodbank within the vicinity of Bournemouth. This included participant observation, surveys, open conversations, interviews. I became a volunteer and worked among them. This was done in an effort to find out why people volunteer, what volunteering entails and to gain some insights into the volunteers themselves. My findings over a six-week period highlighted the importance of religion to the specific group of individual’s data was gathered from. Emphasis was placed on the volunteer’s thoughts on universal credit, food poverty, relationships developed over the years with each other, and their communication levels with clients.</p>	

<b>Author</b>	Sophie Price
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	
<p>During the summer holiday in 2017, I undertook a 3-month placement at Christchurch and East Dorset council in the Environmental Health Food and Safety team. During my time at the council, I was asked to contribute to the Nutrition Friendly Environment Project, which aimed to encourage care and nursing homes to create dining spaces that would encourage eating, to try and prevent malnutrition in care homes. My work would build upon research undertaken by the previous placement student the year before, as well as research by Bournemouth University (see references below).</p> <p>Over the course of the three months that I was at the council, we decided that the project would be in the form of a supplement that the council would include in the SFBB pack for care homes. Therefore, there would not have to be extra inspections (and associated expense and staff strain) to accommodate the award, but would be part of the routine inspections carried out by Food Safety Officers every year.</p> <p>In the final stages of the project I was responsible for changing the layout of the document, making sure that it would be compatible with the style of the SFBB for care homes. I was to include tips, an explanation of the theory behind the tip, and a space for care homes to fill in information about their practices.</p> <p>The project has been approved by Bournemouth University and will display the university logo, and the council hope to have the questionnaire active by March 2018.</p> <p>References:</p> <p>Murphy, J., Holmes, J. &amp; Brooks, C. 2017. Nutrition and dementia care: developing an evidence-based model for nutritional care in nursing homes. <i>BMC Geriatrics</i> 17:55 <a href="http://eprints.bournemouth.ac.uk/27406/7/murphy_bmcgeriatrics.pdf">http://eprints.bournemouth.ac.uk/27406/7/murphy_bmcgeriatrics.pdf</a></p> <p>Murphy, J., Holmes, J. &amp; Brooks, C. 2017. Measurements of daily energy intake and total energy expenditure in people with dementia in care homes: the use of wearable technology. <i>Journal of Nutrition Health and Ageing</i> 21(8) 927-932 <a href="http://eprints.bournemouth.ac.uk/24359/9/10.1007%252Fs12603-017-0870-y.pdf">http://eprints.bournemouth.ac.uk/24359/9/10.1007%252Fs12603-017-0870-y.pdf</a></p> <p>Holmes, J. &amp; Murphy, J. 2016. <i>Eating and drinking well: supporting people living with dementia</i>. 2nd ed. Bournemouth: Bournemouth University</p>	

<b>Author</b>	Jessica Rajska
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	What motivates the choices parents make, when purchasing their children's snack foods?
<p>Background: Parents have a good understanding of what makes up a healthy diet for children. However, there is high prevalence of childhood obesity in the United Kingdom; predicted to rise in coming years. Children are increasingly influencing the food purchased by their parents, and snack consumption is increasing. However, little research has investigated the motivations behind parent's snack food purchasing.</p> <p>Aim: To investigate the snack food purchasing motivations and habits of the parents of children aged 5-11 years.</p> <p>Method: A quantitative survey was developed and piloted, which included a snack frequency question, and 5 point likert scales to determine snack purchasing behaviour. Data was collected from 80 parents at Avonbourne Gym Club in Bournemouth.</p> <p>Results: 78 valid responses were received. There were significant relationships between annual household income and agreement with "If healthier snacks are on 'special offer' I am more likely to purchase them" (<math>p=0.05</math>), and between frequency of taking the child shopping and agreement with the statement "Shopping with my child in accompaniment is more stressful than shopping alone" (<math>p&lt;0.05</math>). Other influences on shopping habits were: cost, convenience, and children's influence. Parents commonly guess portion sizes, and infrequently purchase satiety promoting, high fibre snacks.</p> <p>Conclusion: Parents' shopping habits are influenced by their children, yet demands are commonly balanced with cost and nutritional profile. Parents intend to purchase healthy snacks, however cost and convenience mean they often purchase unhealthy snacks for their children.</p>	

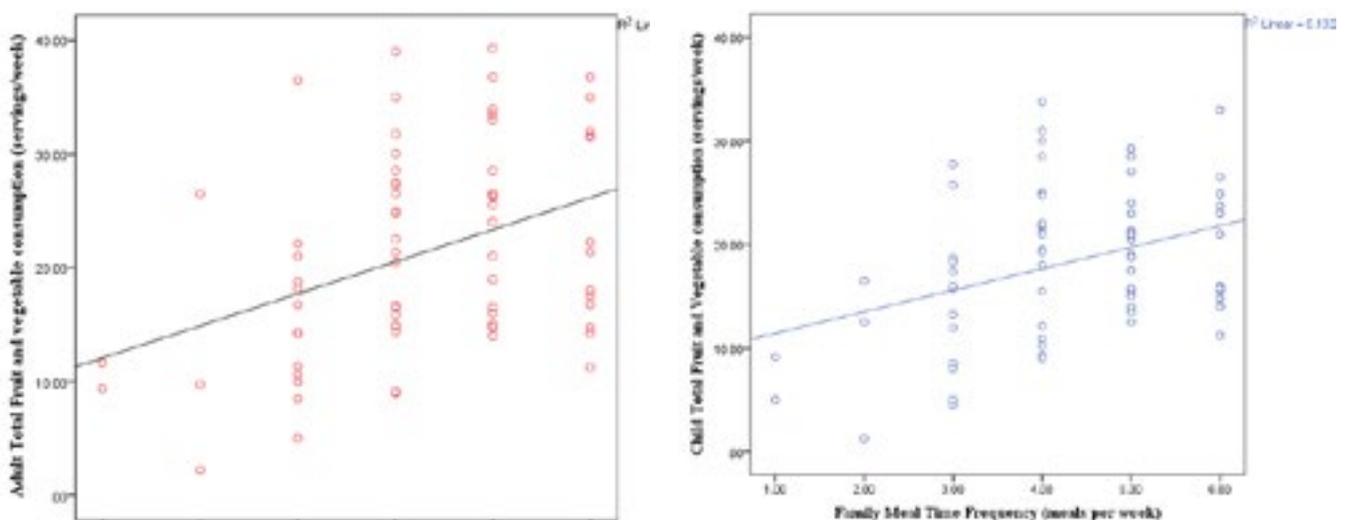
<b>Author</b>	Louise Rich
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	How can end of life care be improved based on feedback from end of life patients?: A qualitative literature review
<p><b>Background:</b> Evidence suggests that care experiences of terminally ill patients approaching the end of their lives is variable. Insight into patient perspective has the potential to make conversations easier and allow patients to continue and complete their lives, condition permitting, as they wish. However, there is limited existing literature concerning feedback from end of life (EOL) patients.</p> <p><b>Objective:</b> To synthesise the views of EOL patients and identify factors which could be implemented into practice to improve the quality of EOL care.</p> <p><b>Methods:</b> A systematic search was conducted across four databases: Academic Search Complete, CINAHL Complete, MEDLINE Complete and PsychINFO. Studies were assessed for quality and data extracted. Findings were analysed using thematic synthesis.</p> <p><b>Results:</b> A total of 101 studies were identified and screened against the inclusion/exclusion criteria. Five studies met the inclusion criteria and were included in the meta-synthesis. Five themes were established as the most important factors to patients: receiving the terminal diagnosis, fear factors, the here and now, a meaningful existence and professional qualities. Aside from receiving the terminal diagnosis not all factors may necessarily be experienced by everyone and care management of each factor is underpinned by the professional qualities of healthcare providers.</p> <p><b>Conclusion:</b> The results identify the importance of healthcare professionals' professional qualities in the facilitation of excellent care. Without these qualities the delivery of EOL care is compromised. Careful recruitment of staff and education of healthcare professionals working in the sector is therefore critical if EOL care is to be improved.</p>	

<b>Author</b>	Thilo Reich
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Using electronic patient records collected by ambulance personnel to detect disease outbreaks
<p>The introduction of electronic patient records in the ambulance service allows to use these to monitor the population. Most patients are discharged at scene therefore this data represents a new source for syndromic disease surveillance. The accessibility and extent of the records allows to apply early event detection (EED) systems to monitor the prehospital population. Here such a system is applied to tympanic temperature readings to detect seasonal influenza.</p> <p>Tympanic temperature readings are recorded for all patients and were used to determine daily and weekly numbers of pyretic patients. A method adapted from Singh et al. (2016) based on case ratios (CR) was used to detect the start of the seasonal influenza outbreak. This method does not rely on thresholds, and was applied in a sliding manor as EED system.</p> <p>The data represented annually 15.96% of the population, focused on the elderly. It matched the progress of seasonal influenza cases from sentinel surveillance programs. The 2016/17 outbreak was detected with a specificity and sensitivity of respectively 99.7% and 100% daily CR and 98.2% and 100% weekly CR, up to 9 weeks before sentinel surveillance programs.</p> <p>It was shown that disease outbreaks can be monitored using prehospital tympanic temperature data. Thus making the ambulance service an ideal source for syndromic surveillance. The method used was effective and can be easily deployed to monitor specific syndromes to distinguish between infectious agents. The method is easily and adaptable to sample rates and noisiness of the data to prevent false alarms.</p>	

<b>Author</b>	Emily Rogers
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Family meal time frequency can boost fruit and vegetable consumption in school-aged children and their parents

A low consumption of fruit and vegetables is associated with poor health and an increased risk of non-communicable diseases (1) (2). Fruit and vegetable (F&V) consumption is especially low amongst primary school children and this is considered a contributing factor to the rising prevalence of obesity in year six students (3). Evidence shows that families who eat meals together develop healthy dietary habits (4). This study aimed to assess the relationship between family meal time frequency (FMTF) and F&V consumption in children aged 9 to 11 years and their parents. Seventy children (33 boys, 37 girls), with a mean age of 10 (SD 2.36), and their parents (63 females, 7 males) were recruited from a Dorset primary school. Adult participants recorded FMTF (family meals per week), F&V servings (weekly), and overall dietary intake for themselves and their child through a food frequency questionnaire and a 24-hour recall (5). Anthropometric measurements of adiposity (Body mass index (kgm<sup>2</sup>) and waist circumference (cm) were also self-reported. Adult F&V servings and child F&V servings had a significant positive association with FMTF,  $r(70) = 0.37$ ,  $p < .001$ ,  $r(70) = 0.29$ ,  $p < .016$ , respectively. Additionally, adult F&V servings were significantly associated with child fruit and vegetable servings  $r(70) = 0.63$ ,  $p < .000$ . Family meal time frequency was not associated with adult and child body mass index or waist circumference risk.

The present findings suggest that family meals can be an effective solution to boost F&V consumption. More research is required to explore behavioural factors that moderate the enhancing effects of family mealtimes on the consumption of fruit and vegetables.



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<b>Author</b>	Matthew Sait
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	What is the magnitude of impairment associated with kinematic deficit of the cervical spine in patients with chronic neck pain compared with healthy controls?
<b>Background</b> Chronic neck pain (CNP) is a frequently observed musculoskeletal condition and a common cause of disability which continues to burden worldwide populations. Specific causation of CNP is widely unknown. Therefore, assessment of function is paramount to manage and treat the condition. CNP sufferers have clearly altered kinematics and it can be reasoned that these deficits lead to a reduced ability to function normally in daily life. The magnitude of impairment associated with kinematic deficits is not well understood. Consequently, the purpose of this study was to investigate magnitude of impairment associated with kinematic deficits in CNP sufferers compared to healthy counterparts.	
<b>Methods</b> A comprehensive search of multiple databases was completed in October 2017. Articles that met inclusion criteria had their quality assessed via the Downs and Black tool.	
<b>Findings</b> There is strong evidence suggesting CNP sufferers have significant reductions in the peak velocities of all cardinal movements. Low evidence suggests that CNP originating from traumatic circumstance may be related to increased kinematic deficit in CNP sufferers. There is conflicting evidence as to whether CNP sufferers employ fear avoidance, pain adaptation or muscle guarding strategies to compensate for these deficits.	
<b>Conclusion</b> CNP sufferers present with clearly altered neck kinematics across all cardinal movements in all planes of movement which has a consequential functional impairment on arguably all activities of daily life requiring neck motion. Further research is required to provide a cost-effective piece of equipment useable in a clinical environment to assess and manage these kinematic deficits.	

<b>Author</b>	Shannon Saunders
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	What are the perceived barriers to participation in physical activity in university students in high-economic status countries? A review of the literature

**Background:** Physical inactivity is a high risk factor for numerous chronic conditions and post-operative complications. Despite this knowledge, evidence has shown that over 50% of university students are currently not meeting the World Health Organisation's recommended guidelines. Insight into the perceived barriers to participation will enable healthcare professionals to facilitate the implementation of effective interventions; thus enhancing adherence levels and the adoption of a healthy lifestyle.

**Aims:** A literature synthesis regarding the perceived barriers to participation in physical activity in university students studying in high-economic status countries.

**Methods:** Web of Science, MEDLINE, CINAHL, PsycINFO, SPORTDiscus, Academic Search Complete and Complementary Index were searched systematically in October 2017. The studies were evaluated using the Effective Public Health Practice Project Quality Assessment Tool to assess for quality.

**Results:** 692 studies were identified and screened for eligibility; seven studies met the inclusion criteria. Heterogeneity in outcome measures impacted on the ability to synthesise the results. 'Lack of time' was the only barrier to be identified in all seven studies. Other common barriers included: social influence, lack of energy and lack of resources. This review has five new contributions to make to the field of physical activity in university students.

**Conclusion:** The included studies have shown strong evidence that a variety of barriers impact on students' physical activity levels. However, there is conflicting evidence regarding the highest perceived barrier. Future research should explore the barriers in a qualitative manner and focus on how to overcome the barriers in order to maintain adherence to exercise.

<b>Author</b>	Ben Treadgold
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	The effects of a virtual rehabilitation programme on balance: A literature review of chronic stroke patients.
<p><b>Background:</b> There is a low compliance rate for common therapeutic interventions used for the management of chronic medical conditions. As balance is one of the most common impairments of stroke survivors, numerous undesirable complications such as falls and sedentary lifestyles can occur if not treated effectively. Although there have been positive results for the effectiveness of a virtual rehabilitation programme to improve balance amongst other medical conditions, there had been a gap in the literature regarding the efficacy of chronic stroke patients.</p> <p><b>Aims:</b> To synthesise the literature regarding different virtual reality interventions and their effects on balance in chronic stroke patients.</p> <p><b>Methods:</b> A systematic search of seventeen databases was conducted in October 2017. Five articles published between 2012 and 2017 were identified using the inclusion and exclusion criteria. Quality of studies was assessed using a critical appraisal tool.</p> <p><b>Results:</b> Three of the reviewed articles were randomised controlled trials; the other two were cohort trials. Outcome measures included the Berg balance scale, timed up and go, postural sway and many others. Interventions and conventional therapy varied between each study. The duration of intervention also varied, ranging from eight, sixty minute sessions, to forty-two, sixty minute sessions. Significant improvements were present in the majority of outcomes assessing balance.</p> <p><b>Conclusions:</b> There is moderate evidence to support the efficacy of virtual rehabilitation to improve balance in chronic stroke patients. Future research should aim to include larger sample sizes and explore whether confounding factors have an effect on the efficacy of improving balance.</p>	

<b>Author</b>	Andrew Watt
<b>Faculty</b>	Faculty of Health and Social Sciences
<b>Title</b>	Differences in sit-to-stand, standing balance and stairs in elderly community dwelling fallers and non-fallers

**Background:** Falls are extremely common and have a significant impact on an individual's wellbeing. Individuals who fall often display altered function however to date no synthesis pertaining to the nature of these alterations is available. Such information is important to guide assessment and management strategies. **Objectives:** To appraise and synthesize literature directly comparing community dwelling elderly fallers with non-fallers across tasks of sit-to-stand, standing postural sway with eyes open and stairs.

**Methods:** A structured search of medline, SPORTDiscus, Science Citation Index, OAlster, CINAHL, Academic Search Complete, Science Direct and Scopus databases was conducted in July 2017. Articles were limited to peer-reviewed in the English language comparing elderly community dwelling fallers to non-fallers. Eight articles were included relating to sit-to-stand, seven for postural sway and one for stairs. **Results:** Fallers stood from sitting significantly slower, with lower linear velocity and maximum power than non-fallers. This was best observed when arms were not used and when the stand was attempted as quickly as possible. Fallers displayed significantly greater sway path lengths and centre of pressure velocity compared with non-fallers, but only when assessed in narrow or near narrow stance. Fallers used less force during stepping up compared with non-fallers.

**Conclusion:** The findings of this review suggest that activities of daily living may be able to discriminate between fallers and non-fallers therefore offering the potential for community based assessment of fallers.

<b>Author</b>	Daniel Chamberlain
<b>Faculty</b>	Faculty of Management
<b>Title</b>	Using personality typology to directly increase customer engagement with in marketing

Rex Briggs (2006) states that 'marketers waste 37% of their marketing investment' He goes on to explain this is due to companies not appropriately understanding consumer motivations for purchasing a product. This study therefore considers how people can be communicated to in a more efficient and interactive method. It begins by using the type dynamic indicator (TDI) which is a variation of the Myers Briggs Type Indicator (MBTI). The MBTI is a test designed to evaluate a person's personality and place them into one of sixteen personality groups (Myers, 1980). This is achieved by participants answering a questionnaire which allocates them with a specific four letter code such as 'ENTP' (Myers, 1980).

Using this personality group, specific target factors such as emotions, colours and behavioural factors are being used to design a short advert which will be presented to a specific targeted audience, with the anticipation that this group will be captivated by this video whilst those in an opposite group should show that they have had a lessened reaction.

To date, TDI results have been obtained from second year Events Management student volunteers who have then been allocated into four? respective sub-groups. The next step is to look at these key behavioural indicators and create the advert which will be selling a 'lollipop' night out at the Student Union facility. For example, this could be extroverts showing a positive correlation to a high degree of social interaction (Martin, 1997). If successful, recommendations will then be made for future events to market and promote brands.

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<b>Author</b>	Laura de la Red García
<b>Faculty</b>	Faculty of Management
<b>Title</b>	An analysis of Corona's use of events to create and sustain customer engagement
<p>Corona, a premium beer brand originally from Mexico, is known for having created multiple kinds of events, specially related to music. This study explores Corona's use of event marketing strategies to develop and sustain customer engagement, which could be defined as the strength of an individual's attachment and involvement with an organization's proposals (Vivek et al. 2012).</p> <p>The current literature surrounding engagement will be addressed, focusing particularly on Vivek et al.'s (2012) theoretical framework of customer engagement and Leckie et al.'s (2016) conceptual model of the antecedents of consumer brand engagement. Based on these, an adapted framework will be proposed to show how Corona, through the organisation of brand-experience events, generates customer engagement based on previous literature and secondary research. Contrary to the idea that is argued in the literature, this study argues that affective commitment rather than engagement driving affective commitment. The reason is that affective commitment is considered as the emotional aspect that along with the cognitive and behavioural elements form the concept of customer engagement.</p> <p>Utilising the framework, current relationship investments carried out by Corona will be examined concluding that, overall, although the brand is developing good event marketing strategies to generate customer engagement, it would be advisable for them to focus on "Corona Capital" and "Corona Sunsets" which are the ones who help the most to enhance engagement further as they generate more word of mouth and impact on the audience.</p>	

<b>Author</b>	Zoe Fox
<b>Faculty</b>	Faculty of Management
<b>Title</b>	To investigate the influence of bloggers product promotions within health and fitness via social media on Millennial's eating habits

The UK health and fitness industry has seen an exponential rise in recent years in terms of its popularity and its influence on consumption behaviour, particularly amongst female millennials. Furthermore, due to popularity of social media amongst the specified consumer segment it is important to consider the role of online bloggers on consumer behaviour. Therefore, this study is not only timely but is of high relevance to both the industry as well as academia.

This study aims to examine the extent to which bloggers promoting health and fitness related content through social media affects eating habits of female millennials. Three objectives have been set in support of the aim: critical literature review, evaluation of motivations for online engagement, examination of the influenced of online content on consumer behaviour.

A qualitative research methodology was chosen for data collection and analysis in order to gain in-depth understanding of attitudes, beliefs, and behaviours of the participating female millennials through focus groups. The results of the focus groups are transcribed and thematically analysed to reveal the motivations for engagement with social media and the influence of bloggers on consumer behaviour in relation to health and fitness decisions.

The results of this study contribute to further academic understanding of consumer behaviour and the influence of social media on younger female population. Equally, this research provides value to the health and fitness industry as well as to the social media bloggers and informs them of best practices and ways to better engage with potential consumer groups.

<b>Author</b>	Helen Guerrier
<b>Faculty</b>	Faculty of Management
<b>Title</b>	Me against the bully, who wins, I decide: an auto ethnographic account about my struggle with obsessive compulsive disorder

Mental health problems are relatively common, affecting around one in four people every year. Once such condition is that of Obsessive Compulsive Disorder (OCD), which is ranked in the top ten of the most disabling illnesses of any kind (WHO, 2006). It occurs when there is a lack of serotonin to the brain, which causes a chemical imbalance.

I have chosen to write an auto ethnography about the impact of OCD upon my experiences of physical activity. Such an approach gives me the opportunity to narrate my own encounters in a way to connect with my readers, in the hope that they may begin to understand the difficulties and distress I went through.

This analytical auto ethnography intends to give a narrative based understanding of what OCD is, whilst also directing the focus towards my own private obsessions, compulsions and rituals. I compose an impassioned story about how OCD can be so debilitating and how it affected me on a day to day basis. Within this, I propose to explain how this illness kept me from doing the activities I

had great pleasure partaking in. I also seek to understand why there is a lack of personal accounts with this mental illness.

<b>Author</b>	Yanislava Hristova
<b>Faculty</b>	Faculty of Management
<b>Title</b>	Perceptions and attitudes of the hotel industry toward responsible tourism
<p>This research aims to investigate hoteliers' perceptions and attitudes toward responsible tourism and the related actions of the hotel sector using the case study of Bournemouth. While the concept of responsible tourism has attracted a lot of academic attention over the last two decades, there is little research on its application in the hotel sector in the UK.</p> <p>In the focus of this study are concepts such as waste reduction, energy consumption, and social responsibility. The qualitative approach with interpretivist philosophy was chosen for the collection of empirical data. Data will be collected through semi-structured, in-depth interviews with hotel managers representing different categories of hotel accommodation in order to capture a broader view of the accommodation sector in UK.</p> <p>Bournemouth was selected for sampling due to its status as one of the largest resort towns in UK as well as the convenience of face to face interviews. This study will argue that although responsible tourism is widely recognised for its value to the local economy and its role in supporting the local community, it is also not implemented consistently across the sector.</p>	

<b>Author</b>	Claudia Lewis
<b>Faculty</b>	Faculty of Management
<b>Title</b>	Small business growth: a perspective from the events industry
<p>Both the event industry and small business are valuable assets to the UK economy (Eventbrite 2016). Therefore, it is important for entrepreneurs to understand how they can grow their businesses. The process of small business growth, both individually and within context of events is largely underrepresented in literature (Davidsson et al. 2010). As a result, there is very little qualitative data on the subject and therefore the drivers, limitations and problems associated with growth are not yet fully understood in business or event literature (Achtenhagen et al. 2017). This qualitative study analyses detailed stories explaining how entrepreneurs have grown their businesses within a two-year time frame. The study aims to provide a valuable and unique contribution to both business and event literature by exploring, growth drivers and limitations and problems associated with growth.</p>	

<b>Author</b>	Alex Mansell, Zoe Fox, Emily Humphries, and Ruth Blechynden
<b>Faculty</b>	Faculty of Management
<b>Title</b>	An exploration of the current UK beauty market and an innovative CRM loyalty proposition to retain and recruit customers
<p>The nature of the consultancy project involves working alongside an industrial partner; John Lewis. The brief is to design and present an academically valid business solution to the following proposal;</p> <p>In a market crowded with customer loyalty schemes what should the John Lewis Beauty CRM proposition offer to ensure we retain and recruit customers in a fickle market.</p> <p>Our research consists of understanding consumer behaviour towards loyalty schemes, analysing the current market environment, and considering the role of John Lewis and how it can remain competitive and profitable in the future.</p> <p>As a group we have created three strategic recommendations that will allow John Lewis Beauty to recruit and retain loyal millennial customers in today's fast pace retail landscape.</p> <ol style="list-style-type: none"><li>1. Our key focus is creating a digital loyalty scheme, through an app and specific to John Lewis Beauty, in order to target and engage with UK millennials. The virtual 'Beauty Bag' will allow consumers to view purchases, unlock personalised content through gamification, and monitor rewards.</li><li>2. In addition to the digital platform, a tangible Beauty Box offering will be developed to include tailored content, catering to different customer lifestyles and extending customer service.</li><li>3. Finally, third space innovation will be developed through holding exclusive in-store events, introducing new ranges and brand exclusives, encouraging customers to engage with interactive displays to enhance their experience, and spend.</li></ol>	

<b>Author</b>	Annie Muir, Jessica Keitley, Leanna Bird, Megan Payne
<b>Faculty</b>	Faculty of Management
<b>Title</b>	Consumer perceptions of supermarket own brands
<p>Own-labels have a strong presence in almost all UK supermarkets (Chen et al. 2017) and enjoy more than 60% of the market's value (Key Note). These products vary in style, quality and price; providing consumers freedom in product choice (Seock and McBride 2017). Consequently, consumers tend to perceive own-labels and national brands differently (Olbrich et al. 2016). However, the existing literature is sparse and as such, this report further explores consumer perceptions of own-labels.</p> <p>This research focused on general perceptions of own-labels, perceptions towards different tiers as well as different supermarkets' offerings. This enabled the identification of key recommendations for supermarkets. Four focus groups were conducted and data was analysed through thematic analysis (Braun and Clarke 2006).</p> <p>The main themes identified are price, product use, quality and experiences. Price and quality, in relation to packaging determines how consumers perceive own-labels and supermarkets in general. Furthermore, the choice of tier is dependent on who and what the product is for. Lastly, the amount of trust consumers have for brands influences purchase decisions.</p> <p>It is recommended that supermarkets should market according to perceptions to ensure products are perceived as high quality. Supermarkets should encourage people to spread positive, trustworthy messages to persuade other consumers to buy their own-labels. This can be achieved through word-of-mouth, packaging, awards, store-image and colour association.</p>	

<b>Author</b>	Atanas Nikolaev
<b>Faculty</b>	Faculty of Management
<b>Title</b>	An ethnographic exploration of the embodied experiences of women at a leisure centre in the south west region of England

With women's participation in sport and physical activity still on the agenda, one specific area is their use of leisure facilities. Where the body is seen as a project to be worked on in Western societies (Shilling 2003), scholars remain interested in the relationships, women have with their bodies in sport and physical activity settings - their embodied experiences. This work builds upon the knowledge of how women use fitness facilities. Therefore, the aim of the study was to explore and understand the embodied experiences of women, who take part in fitness activities at a leisure centre in South England using an ethnographic research design.

Through my position as fitness instructor, immersed in the gym setting, I observed and interacted with female gym users for 8 weeks and conducted five semi-structured interviews to fully explore the phenomenon. The collected data was analysed using Braun and Clarke's (2006) thematic analysis and used to construct a framework of the women's embodied experiences and the factors that affect them. Four themes were identified – intrapersonal, interpersonal, structural and the media. The result suggests that women are psychologically susceptible to influence from the gym setting, and moreover, consider that their body image plays a crucial role in their experiences. As a context, the gym was identified as a gendered space with existing gender coding, that women have learned to negotiate. With women's body image still presented in the media as slim and slender, women are breaking the stereotypes and focusing on attaining more athletic bodies.

<b>Author</b>	Danielle Palombo
<b>Faculty</b>	Faculty of Management
<b>Title</b>	Employee wellbeing in the events industry
<p>This research project aims to explore how employee well-being can impact workplace performance within the corporate events sector. Motivation to research this topic arose from my internship experience, with a London-based corporate events agency, where it became evident that employee well-being was heavily invested in with regard to time and money. Despite an apparent lack of academic research into the events industry, making this a particularly novel topic, literature does show that it is considered to be an extremely “demanding climate” (Clark et al. 2017, p.427). Current literature also explores psychological well-being, with a focus on negative psychology (Seligman and Csikszentmihalyi 2000), however a literature gap appears to exist regarding the relationship between employee well-being and workplace performance (Zelenski et al. 2008).</p> <p>As motivation arose from my internship experience, it was deemed appropriate to use employees from this organisation as my research sample. Qualitative primary research will take place in the form of face-to-face interviews with a sample from both the sales and operations team, at different levels of seniority. This will allow for an exploration of if and how the demands and benefits of the corporate events sector differ between roles and positions, and how this may affect employee well-being. By the time of the SURE Conference, I will be into the data analysis stage, thus putting me in a position to share my key findings. Results from this study will contribute towards existing literature and develop upon current knowledge of well-being concerns within the corporate events sector.</p>	

<b>Author</b>	Tereza Paskova
<b>Faculty</b>	Faculty of Management
<b>Title</b>	
<p>This research focuses on emotional intelligence (EI) in the context of middle management in the tourism and hospitality industry – a topic of increasing importance in academic research. There is a common consent in past studies (Cherniss and Goleman 2001; Ashkanasy 2003; Carmeli 2003) that emotionally intelligent individuals tend to have better work performance and greater organisational commitment, therefore emotional intelligence is seen as a driver for business success. Thus, the primary aim of this research is to investigate the awareness of managers in the hospitality sector of the role of emotional intelligence in improving internal customer satisfaction and increasing productivity and to critically evaluate the importance of the different aspects of emotional intelligence, based on experience and practices of middle management in hotels.</p> <p>This will be achieved by employing a qualitative methodology underpinned by an interpretivist paradigm. Data will be collected through semi-structured, in-depth interviews with middle level managers working in various hotels in the area of Bournemouth. This will provide the opportunity to study the behaviours and experiences of the interviewees and to also gain understanding about their perception of the particular subject. The collected data will be analysed using thematic analysis, with the aim of outlining key themes and emerging issues. The expected outcome from the research is to assess the management perceptions and practices in the tourism and hospitality industry of the role of EI and propose a set of recommendations that can enhance the capability of middle management to effectively manage staff and improve personal performance.</p> <p>References:</p> <p>Ashkanasy, N.M., 2003. Emotional awareness and emotional intelligence in leadership teaching. <i>Journal of Education for Business</i>, 79 (1), p.18-20</p> <p>Carmeli, A., 2003. The relationship between emotional intelligence and work attitudes, behaviour and outcomes. <i>Journal of Managerial Psychology</i>, 18 (8), p. 788- 813</p> <p>Cherniss, C. and Goleman, D., 2001. <i>The Emotionally Intelligent Workplace</i>. San Francisco: Wiley</p>	

<b>Author</b>	Dan Pryke
<b>Faculty</b>	Faculty of Management
<b>Title</b>	Is training for failure an effective strength training method for achieving myofibrillar hypertrophy in amateur male American football players?
<p>The greater need for strength and conditioning (S&amp;C) research has developed from its ambiguous beginnings in the latter 20th century. This paper aims to determine whether or not greater myofibrillar strength through the development of larger muscle fibres (hypertrophy) can be produced following a 12-week training programme using the training for failure (TF) method with a barbell squat. This will be produced in conjunction with the amateur Bournemouth University American football team the 'Bobcats' and will rely on their continued participation. The groups will be randomly allocated into their training programme including: 11 males allocated TF; 11 males allocated Isometric Squats and 11 males allocated Jump Squats over the 12 weeks the latter two being the control groups for this process all completing 4 sets of at least 6 complete exercise repetitions 3 times a week. Participants will have to sign a Participant Agreement form; review an information sheet; attend a seminar on the programme and fill out physical activity readiness prior to beginning the programme. The methods of data recording are five-fold: 1 A) 4-weekly Self-evaluations to be recorded by the participants during the programme; B) An initial and final girth measurement to be taken around the participant's leg from the mid-point between the proximal head of the femur and the distal aspect of the femur around read from the Vastus Lateralis; C) A 1 rep max test on a barbell squat; D) a 10-rep max test on a leg extension machine and E) a Standing Jump test.</p>	

<b>Author</b>	Jana Saastamoinen
<b>Faculty</b>	Faculty of Management
<b>Title</b>	Personal happiness: how to achieve a key goal in life
<p>Happiness is a constant state of mind, but it has a different meaning for everyone. Many people strive for personal happiness as positive people tend to be more successful, healthier, social, peaceful, active and satisfied with their life. Some strive for a hedonistic happiness which gives them temporary pleasure, though this often leads to negative consequences in the future. It is generally agreed that optimism can be learned and trained, however, long-lasting satisfaction requires a lot of effort to change one's perception of consciousness, build character and embrace the present moment. The methods of increasing positivity discussed in this essay are experiencing flow, determining a person's strengths, being noble, finding temporary pleasure, practicing mindfulness and focusing on specific activities which a person believes will make them happy. As every person's idea of happiness is individual, there is no right or wrong answer to what the most effective approaches are.</p> <p>This essay discusses different theories about how to achieve personal happiness and aims to determine effective ways of attaining long term positivity and satisfaction. The purpose of this research is to influence readers' understanding of contentment and explain how someone can change their mind-set to a more optimistic one as well as what the benefits of doing so are.</p>	

<b>Author</b>	Charlie Simmons
<b>Faculty</b>	Faculty of Management
<b>Title</b>	Digital immersion: origins of stimulation within streaming and eSports
<p>Immersion is used outside of digital space as a term to measure the degree of involvement in a specific activity (Denisova 2016). Brown and Cairns (2004 Cited in Denisova 2016) described immersion as a deeper state of engrossment, eventually leading to total immersion. This second definition gives the impression that immersion is more than a feeling, but a state of mind. Overall academic literature, in particular business and management literature, lacks understanding of digital immersion perhaps due to methodological challenges associated with research of this area. This project aims to examine what stimulates “digital immersion” and how it causes behavioural changes in its users that keep them habitually absorbed. The context of ‘streaming’ and e-sports presents opportunities to understand the digital immersion in practice, enabling other digitally enabled businesses to borrow best practice techniques as well as create awareness of issues surrounding digital immersion. Hence, e-sport, in particular Twitch.tv social community is chosen as a contextual setting to achieve the research aim. In particular hypotheses assessing relationships between Twitch.tv social community culture and digital immersion; streamers source credibility and digital immersion; perceived entrainment value of streamers and digital immersion; content accessibility and digital immersion are examined via survey of up to 200 Twitch.tv community members.</p>	

<b>Author</b>	Natalie Steele
<b>Faculty</b>	Faculty of Management
<b>Title</b>	An investigation of the main issues Bournemouth faces as a seaside resort and evaluate how Tourism in Bournemouth can be developed to make it a world class resort.

British coastlines are being celebrated as national treasures but bring a cluster of problems to their shores, a handful being; climate change, sustainability and rising sea levels. Bournemouth Tourism represents 12% of Bournemouth's total economy and its famous seaside resort is clashing with a temporal imbalance of number of visitors, transportation, employment and admissions to attractions, caused by Seasonality alone.

It was expressed that It is possible for managers to adjust to any impacts by implementing strategies, together with firms could approach impacts depending on the nature of facilities offered and the demand for either winter or summer operations.

In respect of this, found through personal communication, managers of Hallmark Hotels focus on holding leading events during colder and peak times to draw in tourists as one approach to this however, Bournemouth Council take a different view and believe that effective communication between all destinations is the key so that everyone is on the same page and developing at the same rate.

Bournemouth is also part of the "Coastal Bid" scheme which correspondently its objectives are to increase the number of visitors during the "off peak season" and to improve their experience to encourage them to return. Improving their experience could relate to local visitor attractions; a recent journal reporting that 39% stay open during peak times and target the locals which is a key market.

With the hospitality industry achieving high revenue from events and Bournemouth being supported by the Coastal Scheme, Seasonality can be influenced.

<b>Author</b>	Hazel Trengrove
<b>Faculty</b>	Faculty of Management
<b>Title</b>	<p>There is emerging anecdotal evidence from high profile female athletes that the menstrual cycle can heavily influence sporting performance and participation. Whether this affects females at any level of physical activity is yet to be understood. Current reports shaping sports development do not acknowledge the potential impact of the menstrual cycle on participation; however, experience coaching females suggest this is prevalent. This study aimed to investigate whether aspects of the menstrual cycle influenced females' decision to take part in physical activity and the reasons underpinning their decisions.</p> <p>This project will use a mixed-methods approach and recruit female students (16-18 years) from 10 schools. Quantitative data, collected using Likert scale style questions via a questionnaire, will identify links between the menstrual cycle and inactivity in these females. Open-ended questions, allowing participants to expand on their experiences, will dissect whether they consider the menstrual cycle to impact their sporting behaviours or quality of life.</p> <p>It is expected that the menstrual cycle will have a strong correlation with inactivity. Data from the questionnaire may highlight a range of experiences and reasons associated with their perceived attitudes toward the menstrual cycle impacting physical activity levels. Further information describing other mechanisms influencing frequency, attainment, choice of sport and quality of life will be sought. This information will be used to help develop youth participation in sport by educating and updating key influencers on the issues females' face, with the potential to positively impact many students through incorporating simple considerations in future policy.</p>

<b>Author</b>	Ted Thomson
<b>Faculty</b>	Faculty of Management
<b>Title</b>	How do long term supporters of AFC Bournemouth perceive the identity shift of the club in recent years?
<p>Research into both social identity theory (Tajfel and Turner 1979) and team identification (Wann and Branscombe 1993) tells us that fans develop very strong relationships with the teams they support. This shared identity is a product of the extent to which the fan believes the team enhances his or her self-concept. It is widely accepted that team success is a key factor leading to team identification. In this regard, AFC Bournemouth have been relatively successful over the last decade from a low point in the 2008/09 season, when the club began on -17 points in the fourth tier of English football, to their ascent into the Premier League. However, alongside this success, the club's identity has also gone through a major transition, which has potential ramifications for fans. My objective in this project is to develop an understanding of how AFC Bournemouth fans have responded to changes in the club's identity since 2008/09. as shifts in the club's identity while accompanied with success have been found to challenge the values some fans share. In order to achieve this, I will observe AFC Bournemouth fan forums, and interview 8-10 long-term supporters of the club in order to unearth the key issues that may threaten their identity with the club. As a result, I hope to not only plug this existing gap in team identification/attitudinal research, but provide a greater understanding to AFC Bournemouth regarding fan's ongoing relationships with the club and recommend ways in which to overcome issues that have arisen as the club has grown.</p>	

<b>Author</b>	Thomas Thorneywork
<b>Faculty</b>	Faculty of Management
<b>Title</b>	An exploration into the effects of academic deadlines on exercise habits in students
<p>This project will investigate university student's habitual exercise or sport regimes throughout the academic year. Specifically, the purpose of the project is to understand the extent to which academic deadlines can affect exercise and activity levels. There is a vast amount of research into the motivators and barriers to exercise with the likes of Crandall (1980), Roller (2012), Ashton (2015), Perry et al (2011), and Resnick and Nigg (2003) all providing relevant research into the field of study. As well as this, research is being done to understand the effects of stress and anxiety within student populations (due to academic demands) however little is known about the crossover of academia and the stresses it bears on students and how this might affect the amount of exercise or sport they take part in. Study participants will complete exercise diaries recording type, duration, and intensity of exercise completed each week as well as prior stress levels and academic deadlines. Amount, type, and intensity of exercise will be compared between weeks with, and without forthcoming deadlines. All participants are Bournemouth university students who have agreed to take part in the study. The outcome from this is to hopefully gain a clear insight into how much each students regular exercise levels are affected as an academic deadline approaches, if my research proves that academic deadlines decrease exercise levels in students this may lead to universities trying to combat this, possibly through more sport and exercise clubs available to students, or more evenly spaced deadlines.</p>	

<b>Author</b>	Oliver Waterhouse
<b>Faculty</b>	Faculty of Management
<b>Title</b>	
<p>There is a lack of research on factors which drive consumption of team-merchandise at sporting events. Current knowledge of purchase-drivers leading to merchandise consumption comes from factors which drive consumption as a whole. The studies undertaken by Milne &amp; McDonald (1999) and Wann (1995), have identified factors that drive consumption in sport. The problem with current research is that no scholar has managed to link these drivers with spend on merchandise at sports events (i.e., Championship football matches). This research paper will use aggregate sales data obtained from a professional football club playing in the English Championship. The dataset used in this research consists of longitudinal data collated over the 2015-16 and 2016-17 seasons. My analysis will investigate factors that influence spend on sports merchandise in order to create a fusion between the outcomes of this research and professional practice at the focal club concerning approaches to merchandise selling. The need for this research is paramount for marketers of professional sporting organisations in order to discover the factors which influence spend on merchandise at sports events and how the marketers can use these factors to increase sales through targeted programmes and promotions. This research could lead to a breakthrough in how to increase sales of merchandise at sporting events. The theoretical contribution this research will provide us with includes the analysis of factors which influence aggregate spend on merchandise at sporting events. The practical contribution this research will provide us with will enable further research to expand on the findings.</p>	

<b>Author</b>	Claudia Wilkin
<b>Faculty</b>	Faculty of Management
<b>Title</b>	When your lifestyle and hobby are your brand: social media influencing as a business
<p>The rise of social media influencers (SMIs) across sectors and interest categories is ubiquitous. This is particularly true for lifestyle blogging linking to increased materialism and impact on consumption of fashion products and leisure services. SMIs are mostly defined by academic literature as opinion leaders who are “frequently able to influence others’ attitudes or behaviours” (Tuten and Solomon 2014). However, SMIs, as opposed to celebrities, journalists and politicians, are ordinary people who have managed to cultivate a following base on a social media platform as a result of knowledge, skill or expertise, or simply passion for certain subjects of interest.</p> <p>Not all SMIs but quite few today (numbers continue growing) are tuning passion for content creation and sharing into profit-making business. SMIs are therefore, entrepreneurial individuals who utilise social media to build a business or a brand (Fischer and Reuber 2011). In branding literature SMIs are and have been studied as intermediary between audience and brands. However, to my knowledge no studies capture SMIs as business perspective.</p> <p>This research is theoretically underpinned by entrepreneurship (effectual logic) and relationship management (communitarian orientation) theoretical perspectives. Exploratory research, hybrid of observational netnography (in-depth analysis of three SMIs’ digital footprints) and exploratory interviews of eight SMIs (all within the Bournemouth Bloggers community), was analysed using grounded theory method and derived at a substantive in nature theory of curatorial logic that explains and underpins SMI business.</p>	

<b>Author</b>	Scott Wilkes
<b>Faculty</b>	Faculty of Management
<b>Title</b>	The effect a stammer has on social participation in sport amongst young people
<p>5% of the Earth's population are affected by stammering but very little investigation has occurred to analyse the relationship between stammering and sports participation. Having a stammer myself, I know the psychological impact a stammer can have, particularly in regards to sport. Participant sampling will be achieved via an online questionnaire and interviews (face-to-face and via Skype). Each interview will be audibly recorded, with consent from the participant. As a graduate myself, my sample group will be fellow graduates from the McGuire Programme. 30 participants are targeted, but this number may increase. Participants will include a range of ages to gain a broader understanding of how experiences may change as schools advance and become more inclusive. I will be considerate that some will find it difficult to engage in conversation, particularly if recollecting negative thoughts and emotions. If I believe this to be the case, I will stop the interview until they feel more comfortable. The outcome will hopefully contribute to the literature, providing information perhaps not yet explored. To provide P.E teachers and coaches with evidence of how those who stammer feel during youth sport is important and could lead to strategies being implemented with regards to improving the sporting experience of not only those who stammer but children suffering from similar disorders. Exercise is vital, particularly at a young age; providing each child with appropriate teaching will increase the likelihood of that child making a lifetime commitment to leading an active, healthy lifestyle.</p>	

<b>Author</b>	Alice Baglietto and Alberto La Scala
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Functionally-based synthesis of architectural models from shape grammars
<p>Procedural synthesis in Computer Graphics, i.e. the automatic generation of 3D models by computers, has been used for decades and resulting objects are usually based on the most popular method of representation of objects known as boundary representation (B-Rep) in which volumes are composed from their topological elements (faces, edges and vertices), forming a shell. This method is used by most known systems and 3D applications; it is known to be very efficient in the display of the models and to allow arbitrary access to their topology.</p> <p>We have explored a novel approach to model buildings, using volumes instead of B-rep in combination with shape grammars, a transformation process widely used to generate shapes. They are especially useful for creating procedurally generated buildings and cities. Specifically, our contribution is to employ a different method of object representation for the volumes, known as functional representation (F-Rep) instead of the more commonly used B-Rep. F-rep is a different method which implicitly represents volumes and it is known to be more accurate and to provide more efficient handling, especially of set operations than B-Rep. The result is a system with better performance and higher quality models that can be attained with existing implementations. We also propose a modern method of defining shape grammars using a visual editor instead of a text-based script.</p>	

<b>Author</b>	Emma Best
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Saving a dog's life over a refugees – the charity marketing flaw

There is a problem in the charity sector and charity marketing especially with charity marketing for Syrian refugees. In the UK, you're statistically more likely to donate to save a dog's life over a refugees life. This is an important social issue as there are over 9 million Syrian refugees currently displaced, and in 2016 in the U.K, 33,000 individuals sought refuge. As there is likely to be a significant influx of refugees across the world in upcoming years due to global warming and countries becoming inhabitable, improvements in the public's willingness to help refugees is critical.

Since 2009 research has shown that making donors feel pity is no longer an effective technique to drive donations, so why are Syrian refugees charities still going for this approach? My study looks at successful way of driving donations by examining the underlying motivations of individuals to engage in public service motivated acts. Using a vignette survey that is based on Stanford's 1997 Public Goods experiment, I test the relation between individual attitudes, emotions and charitable donations.

This research will help identify the 'triggering point' which gets consumers to take action and donate. I will contribute to academic knowledge on how different organizations missions may impact the marketing efforts. Practitioners such as Syrian refugees charities will benefit by understanding how they need to change the public's opinion and influence the government to take action on the crisis itself. Findings from the initial literature review and pilot study will be presented.

<b>Author</b>	Dominic Burt
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	The impact of online relational strategies on gratitude and word of mouth: a case study of Joe Wicks
<p>Having drawn from secondary research, the focus of this paper was to explore the relationship between 1 company's online relational strategies and the effect these have had on key relational outcomes in the world of relationship marketing.</p> <p>This presentation examines existing academic literature around gratitude and word-of-mouth concepts to focus solely on the organisations personalised online strategies. Said strategies are implemented by organisations to help foster long-term relationships with potential and current consumers. Tailored diet-plans and press/public relations techniques are 2 examples of this from the BodyCoach, with both taking personalised approaches in an online format.</p> <p>WOM has been studied for over 50 years in the literature however it is only recently that the study of pWOM has seen an upsurge. The author has therefore found that the further study of this to be of great importance to the world of academia.</p> <p>Gratitude is an interesting concept as whilst many agree on its 'general definition, few argue that there are grey areas. Namely, gratitude comes close to obligation and entitlement. Key issues from these concepts have helped inform the author's work.</p> <p>This presentation proposes a new conceptual framework inspired by research from Palmatier (2009), Cownie (In press) and a synthesis of peers' views. Through the medium of the BodyCoach's online strategies, this framework is applied and argues that gratitude is a key driver for affective commitment, as per Allen and Meyer's (1990) 3-dimensional understanding of commitment, as well as positive word-of-mouth.</p> <p>Finally, limitations are offered as well as recommendations for future research. Ethical implications arising from ulterior motives/opportunistic behaviour are addressed and a summary is presented, finding that higher levels of customer gratitude positively correlate with levels of sales growth (Wetzel 2014).</p>	

<b>Author</b>	Grace Connors
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	The Fall: an analysis of stereotypes for female characters in crime dramas
<p>The Fall is a BBC crime television drama, which ran for three series from 2013-2016, and was considered innovative by its cast, the press, and the public. Fronted by DS Stella Gibson, played by Gillian Anderson, the show explores the place of women in the world. Using critiques from Brunsdon, Rennert, and Glascock, I will look at three stereotypes for female characters in crime dramas – the victim, the oblivious wife, and the detective – and analyse how they create a perception of women, which is, ultimately, harmful. Furthermore, I will build on Jermyn’s analysis of Lynda La Plante’s Jane Tennison by comparing her to Gibson and critiquing Jermyn’s suggestion that Tennison is a positive stereotype for female characters to follow. Tennison’s first appearance in text was in 1991 and I will argue that female characters in crime dramas should have evolved since then. Despite Tennison and Gibson having clear differences, they are both women in a man’s world: they have traditionally feminine behaviours, such as bonding with children and noticing small details on clothes, but also both engage in more stereotypically male activities, including smoking, drinking, and casual sex. By fitting in this mould, Gibson reinforces the belief that women must adopt male behaviours to succeed professionally. I will argue, using Kahlor and Eastin’s critical analysis of television’s role in culture, that the traditional stereotypes for female characters found in The Fall harm women by cultivating an acceptance of violence towards women.</p> <p><b>Bibliography</b></p> <p>Bergman, K., 2012. Girls Just Wanna Be Smart? The Depiction of Women Scientists in Contemporary Crime Fiction. <i>International Journal of Gender, Science and Technology</i> [online], 4 (3), 313-329.</p> <p>Brunsdon, C., 2013. Television Crime Series, Women Police, and Fuddy-duddy Feminism. <i>Feminist Media Studies</i> [online], 13 (3), 375-394.</p> <p>Cuklanz, L. M., 2000. Rape on prime time: Television, masculinity, and sexual violence. Philadelphia, Pennsylvania: University of Pennsylvania Press.</p> <p>Dyer, R., 1977. Only Entertainment. Second Edition. London: Routledge.</p> <p>Glascock, J., 2001. Gender Roles on Prime-Time Network Television: Demographics and Behaviours. <i>Journal of Broadcasting &amp; Electronic Media</i> [online], 45 (4), 656-660.</p> <p>Gunter, B., and Furnham, A., 1984. Perceptions of Television Violence: Effects of Programme Genre and Type of Violence on Viewers’ Judgements of Violent Portrayals. <i>British Journal of Social Psychology</i> [online], 23, 155-164.</p> <p>Jermyn, D., 2003. Women with a Mission: Lynda La Plante, DCI Jane Tennison and the Reconfiguration of TV Crime Drama. <i>International Journal of Cultural Studies</i> [online], 6 (1), 46-63.</p> <p>Kahlor, L., and Eastin, M. S., 2011. Television’s Role in the Culture of Violence Toward Women: A Study of Television Viewing and the Cultivation of Rape Myth Acceptance in the United States. <i>Journal of Broadcasting &amp; Electronic Media</i> [online], 55 (2), 215-231.</p> <p>Prime Suspect, 1991-2006. [television programme]. Created by Lynda La Plante. UK: Granada Television. ITV. April 17th 1991, 21:00.</p> <p>Rennert, A., ed., 1995. Helen Mirren: A Celebration – Prime Suspect. San Francisco, California; KQED Books.</p> <p>Scharrer, E., 2001. Tough Guys: The Portrayal of Hypermasculinity and Aggression in Televised Police Dramas. <i>Journal of Broadcasting &amp; Electronic Media</i> [online], 45 (4), 615-634.</p> <p>Soulliere, D. M., 2003. Prime-time murder: Presentations of murder on popular television justice programs. <i>Journal of Criminal Justice and Popular Culture</i> [online], 10 (1), 12–38.</p> <p>The Fall, 2013-2016. [television programme]. Directed by Allan Cubitt. UK: BBC Northern Ireland. RTÉ One. May 12th 2013, 21:00.</p> <p>Turnball, S., 2010. Crime as Entertainment: The Case of TV Crime Drama. <i>Continuum: Journal of Media &amp; Cultural Studies</i> [online], 24 (6), 819-827.</p> <p>Turow, J., 1974. Advising and Ordering: Daytime, prime-time. <i>Journal of Communication</i> [online], 24, 138-141.</p> <p>Van Dine, S. S., 1928. Twenty Rule for Writing Detective Stories. American</p>	

<b>Author</b>	Simon Curry, Florence Woods, Thomas Wilkinson, Rosie Bell, Theodora De Winter and Cameron Hill
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Bournemouth University Law Review: a journey from concept to reality
<p>In September 2017, the first edition of the Bournemouth University Law Review (BULR) Journal was launched. Co-created by students and staff from the Faculty of Media and Communication, in particular, the Law Department and led by Professor Dinusha Mendis (Editor-in-Chief) and Mr. Jeff Wale (Assistant Editor) the first edition of BULR featured high quality articles written by law students covering various topics, with supervision from academics.</p> <p>This paper will present the vision for 2017-2018. Whilst the new edition will continue to showcase co-created work between students and academics, the journal will also feature book reviews and case commentaries on an identified theme (this year being criminal law), highlighting notable modern day common law. The journal is driven by research in that there are now two limbs to the website. Firstly, case commentaries will feature that describe and analyse recent cases, written by students to further their topic understanding. Secondly, the body of the journal will display outstanding student work, chosen on the basis that it contains independent research to delve deep into subject areas.</p> <p>A further feature of the next edition will be the inclusion of external academics to make up the editorial board to move towards branding the journal as a 'peer-reviewed law journal'.</p> <p>This paper will outline the above points in detail whilst further outlining ideas for the future, thereby illustrating the journey of BULR from concept to reality and its current existence in both hard copy and online formats, through a dedicated microsite. With contributions from both past and present student editorial boards, the paper will identify the challenges and opportunities BULR has presented and the journey which lies ahead.</p>	

<b>Author</b>	Katie Dennis
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Perceptions that university students hold in regards to anti-smoking campaigns
<p>The purpose of this study was to achieve a better understanding of the perceptions that University students hold in regards to anti-smoking campaigns, in the UK within Generation Z. Its aim was to discover the best messaging strategy to accurately target an effective anti-smoking campaign. A qualitative in-depth interview was conducted with twelve both smokers and non-smoker's students at Bournemouth University. Students were asked about their smoking habits, what their perceptions were on cigarette smoking in relation to the university and for their feedback on anti-smoking campaigns that were later shown to them.</p> <p>The campaigns shown in the interviews were categorised into three different messaging themes commonly found in anti-smoking campaigns, death and disease, endangerment of others and the cosmetics theme. Each category contained both print and video content sourced from campaigns from the UK and the USA. Print and video content often showed graphic and realistic images of the harms that smoking can cause. Personal testimonies and real life demonstrations of living with the consequences of smoking, made a larger impact on the majority of the students questioned.</p> <p>Video over print was deemed to be a more effective campaign strategy. When asked for feedback on what the students believed would make an effective anti-smoking campaign for their target audience, the need for accurate representation within these advertisements was strongly suggested. In understanding the most effective type of messaging for university students, adaptations can be made for future anti-smoking campaigns to successfully target Generation Z university students in the UK.</p>	

<b>Author</b>	Kate Edge
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Implicit bodybuilding
<p>Currently within the field of computer graphics, creating realistic muscles is a time consuming task requiring highly skilled specialists in anatomy. This poster proposes a new method to simulate the increase and decrease in muscle size from an existing muscle mesh object. In contrast to other methods commonly used in this field, this project uses signed distance fields opposed to physically based simulation methods, which are more computationally expensive. This subsequently allows the user to adjust the muscles volume in interactive time, vastly improving creative control for artists.</p> <p>Furthermore a new method is proposed for avoiding intersections, named Dynamic Bounded Offsetting. This allows the user to increase the volume of muscles while simultaneously providing a complete lack of intersections between muscles and surrounding objects such as bone - a current problem faced within the VFX industry.</p>	

<b>Author</b>	Jack Ellingham
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	The skin of gay men
<p>Pornography, sexuality and skin: “nothing appears in the mind without it having been previously felt” (Cupa 2006, p.100). According to the Ego-Skin, Anzieu’s (1979; 1989) most notable work, a Mother’s touch is internalised by their child and, through skin-skin contact, the infant begins to understand their self-concept. In scholarship, ‘skin’ is contextualised as a projection of the ego (Bradshaw and Chatzidakis 2016) and as a tactile interface; a way of learning about oneself through touch (Anzieu 1979; Anzieu 1989; Ulnick 2007). Similarly, the literature concerning gay pornography parallels that of ‘skin’ as an expression of homosexuality (Waugh 1985; Robards 2018) and a platform to learn about individual sexuality (Kendall 2004; Stein et al. 2012; Peter 2016). Interestingly, gay men use gay dating applications, like Grindr, to construct and express their sexuality too, however, these apps also encourage their users to exchange pornographic images of themselves (Fisher and Barak 2001; Mowlabocus 2010). Building upon Anzieu’s Ego-Skin, this thesis will argue how gay apps represent the ‘skin’ of gay men. Due to the saturation of explicit content and similarities between pornography genres and pornographic narratives with gay dating apps, this presentation will claim that pornography has permeated into gay apps. In addition, through the touch of their smartphones, gay men internalise these explicit exchanges, presenting the app as a tactile interface in which gay men learn about themselves; the app as digital ‘skin’. Subsequently, the app facilitates the sculpting of a pornographic sexuality for gay men.</p>	

<b>Author</b>	Michael Faucher-Folie
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Impact of internal marketing on building commitment between not for profit organisations and their employees
<p>The purpose of this report is to analyse the use of Internal Marketing [IM] within the Non-Profit sector, explore how it can be successfully implemented and how IM builds commitment between organisations and employees. The results of primary research will also aid in analysing the impact that Internal Marketing has on establishing, developing and maintaining Organisational Commitment, and The Theory of Change framework will be used to illustrate the impact of internal marketing.</p> <p>Internal Marketing has been linked with establishing affective commitment (Meyer and Allen 1991), but research regarding either of these constructs has been centralised on organisations established to only generate profit and there has been minute emphasis on the impact that Internal marketing has on organisations established to solve social issues such as Non-Profits organisations or Social Enterprises (Morgan and Hunt 1994; Journal of Management Development 2017).</p> <p>The impact that Internal Marketing has on organisational commitment can determine employees workplace performance and job satisfaction (Australian National Training Authority 1997; Shabbir and Salaria 2014; Morley 2017). Internal marketing has been used to highlight and recognise the most committed employees within an organisation. It is also used to promote the achievements of employees and ensure all employees have access to up-to-date information they require. To conclude, Internal Marketing is the focus on improving the wellbeing of an organisation's workforce and this results in an improvement in business operations.</p>	

<b>Author</b>	Danielle Gamage
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Ever considered Twilight to be racist?
<p>Stephanie Meyer's 'Twilight Saga' is widely recognised as a cultural phenomenon. From its "New York's Best Seller" novel origins to the wealthy, worldwide box office sum of \$3,317,470,739 (The-Numbers 2017) for its film adaptations, the franchise has seen huge success. Sub-groups of the fandom label themselves 'Twilighters', debating #TeamEdward or #TeamJacob in online and offline communities. While extremely popular among the 'tween' girls of western countries, mothers are also captivated by this gothic turn in romance and indulge in reading or writing twilightmoms.com blogs (Borgia 2014). Although the love- triangle story of human protagonist Bella Swan, vampire Edward Cullen and werewolf Jacob Black is loved by many, Media Psychology critics have found Meyer's work problematic in accordance to social issues of gender (Silver 2010; Summers 2010), class (Wilson 2011; Kirkland 2013) and race especially with the problematic representation of Native American Jacob Black (Wilson 2011; Zurutuza 2015; Donelan 2015). With experience in Media Inequality, I found that the racial hierarchies that mark Jacob as the inferior underdog are drawn back to colonial ideologies, evidently projected by Meyer's own Mormon beliefs. Twilight literary media contributes to further repression of Native Americans through colonial strategies. This poster argues that Stephanie Meyer's Saga reproduces colonial ideologies through dehumanization and the sexual exoticism of the Quileutes, providing a justification for Whiteness.</p> <p>References</p> <p>Borgia, D. N., 2014. Twilight: The Glamorization of Abuse, Codependency, and White Privilege. <i>The Journal of Popular Culture</i> [online], 47 (1), 153– 173.</p> <p>Donelan, C., 2014. Vampires Suck! Twihards Rule!!! Myth and Meaning in the Twilight Saga Franchise. <i>Quarterly Review of Film and Video</i> [online]. 32 (3), 240-250.</p> <p>Silver, A., 2010. Twilight is not good for maidens: gender, sexuality, and the family in Stephenie Meyer's Twilight series. <i>Studies in the Novel</i> [online]. 42 (1 + 2), 121-138.</p> <p>Summers, S., 2010. Twilight is so anti-feminist that I want to cry." Twilight fans finding and defining feminism on the World Wide Web. <i>Computers and Composition</i> [online]. 27 (4), 315-323.</p> <p>The-Numbers, 2017. Box Office History for Twilight Movies [online]. California: The Numbers. Available from: <a href="https://www.the-numbers.com/movies/franchise/Twilight#tab=summary">https://www.the-numbers.com/movies/franchise/Twilight#tab=summary</a> [Accessed 18 December 2017].</p> <p>Wilson, N., 2011. Seduced by Twilight: The allure and contradictory messages of the popular saga [online]. North Carolina: McFarland &amp; Company Inc.</p> <p>Zurutuza, K. P., 2015. The Vampire as the Gender and Racial Construction of Western Capitalism's White Masculinity in English and American Gothic Literature. <i>International Journal of Arts and Sciences</i>[online]. 8 (8), (Published 2 May 2017).</p>	

<b>Author</b>	Lydia Keys
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Portrayals of the working-class in television: the war on the poor
<p>The representations of Working-Class communities within media and academic platforms can be seen as problematic from a Working-Class perspective. This is evident in the use of stereotypes and generalisation within cultural representations of this social class. Examples can be seen in the Channel 4 documentary Benefits Street and are discussed within academic journals, and literature such as <i>The Demonization of the Working-Class</i> by Owen Jones (2011). Academics have branded depictions of this group ‘demonizing’ from a spectator’s perspective. These debates have highlighted the need for an analysis of representations of the Working-Class by an academic who identifies as a part of this group; to review whether these representations are accurate and fair. This qualitative piece has been written to expose a need for enhanced participation from members of Working-Class communities within both academic and cultural fields. This is necessary to create an accurate portrayal of a sub-sector of society who are constantly marginalised; within the public sphere. The intent is to give a voice to this under represented group, as well as furthering the discussion on the influences that stereotypes have on cultural representation and class inequality. Conclusively, these discussions aim to create a more nuanced depiction of members from the Working-Class community to address the widening social divide in modern day Britain.</p>	

<b>Author</b>	Tom Hoxey & Adam Faiers
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Integrating live skeleton data into a VR environment
<p>This poster proposes a standardised method for transmitting motion capture data over the internet. At present there does not exist a standardised method for transmitting this data to a server to be used in real time applications. Contemporary methods propose a proprietary solution that would require implementation of a backend system. To address this my method uses open or highly accessible technologies making integration with existing systems easier. My solution uses a Kinect V2 to capture the data and the MQTT server protocol to capture and send the data. The Kinect is a widely available capture device that only requires a USB 3.0 ready Windows device, this includes an Xbox One. MQTT is an open source network protocol with a lot of free applications for transmitting and receiving data. To demonstrate my method I have created a real time application that draws and animates a 3D stick man from motion data captured in real time.</p>	

<b>Author</b>	Oliver S. Kozsla
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Media employees display of public service motivation in their online professional identities
<p>The general population is increasingly becoming more ‘distrustful’ of the media and the government (Edelman 2017). Media organisations, particularly those part of the public service broadcasting, are expected to behave in a responsible manner (Küng-Shankleman, 2017), due to their effect on influencing public opinion especially topics covering the economy, politics, technology and social issues (Mierzejewska, 2011).</p> <p>As media organizations behave as establishers of society, this should influence the attitudes, behaviours and actions of their employees (Tsourvakas, 2016). Perry and Vandenabeele (2008) argue that PSM (public service motivation) could be rooted in an institutional context, but individual identity could impact how it is displayed through actions.</p> <p>Previous studies have used PMS in the analyses of public sector employees to understand how prospective employees are attracted to the public sector, particularly how PSM influenced their behaviour (Ritz &amp; Waldner, 2011; van Loon, Leisink, &amp; Vandenabeele, 2017).</p> <p>Therefore, this qualitative research seeks to understand the extent of which PSM is evident in professional identities across institutions whose role is to inform the public, but whose values may be different. The research looked at the content of over 500 LinkedIn profiles of the public sector, Hungary’s Media Services and Support Trust (MTVA).</p> <p>This research contributes to our understanding of public service motivation as part of one’s social identity and debates concerning the interpretation of PSM (Kjeldsen, 2012; Yung, 2014). From a practitioner’s point, reflecting on media employees PSM and online identities could help build a bridge between the publics waning trust and the media.</p> <p><b>References</b></p> <p>Edelman, R. 2017. Trust Barometer: 2017 Annual Global Study. London, UK: Edelman Intelligence.</p> <p>Kjeldsen, A. M. 2012. Sector and Occupational Differences in Public Service Motivation: A Qualitative Study. <i>International Journal of Public Administration</i>, 35(1): 58-69.</p> <p>Küng-Shankleman, L. 2017. Strategic management in the media : theory to practice: Los Angeles : SAGE, 2017. 2nd edition.</p> <p>Mierzejewska, B. 2011. Media Management in Theory and Practice. In M. Deuze (Ed.), <i>Managing Media Work</i>: 13-30. Thousand Oaks, Calif: SAGE.</p> <p>Perry, J. L. &amp; Vandenabeele, W. 2008. Behavioral Dynamics: Institutions, Identities, and Self-Regulation. In A. Hondeghem &amp; J. L. Perry (Eds.), <i>Motivation in Public Management : The Call of Public Service</i>: 56-79. Oxford: Oxford University Press.</p> <p>Ritz, A. &amp; Waldner, C. 2011. Competing for Future Leaders: A Study of Attractiveness of Public Sector Organizations to Potential Job Applicants. <i>Review of Public Personnel Administration</i>, 31(3): 291.</p> <p>Tsourvakas, G. 2016. Corporate Social Responsibility and Media Management: A Necessary Symbiosis. In G. Lowe &amp; C. Brown (Eds.), <i>Managing Media Firms and Industries: What’s So Special about Media Management</i>: 143-158. Cham: Springer.</p> <p>van Loon, N. M., Leisink, P., &amp; Vandenabeele, W. 2017. Clarifying the Relationship Between Public Service Motivation and In-Role and Extra-Role Behaviors: The Relative Contributions of Person-Job and Person-Organization Fit. <i>American Review of Public Administration</i>, 47(6): 699.</p> <p>Yung, B. 2014. Differential Public Service Motivation Among Hong Kong Public Officials: A Qualitative Study. <i>Public Personnel Management</i>, 43(4): 415-441.</p>	

<b>Author</b>	Katrin Mahfuz
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	How does engaging with Peer Assisted Learning (PAL) impact the learning and personal development of students from Widening Participation (WP) backgrounds?

Widening Participation (WP) relates to removing the barriers to higher education (HE) that students from under-represented backgrounds face (Office for Fair Access (OFFA) 2018). Discussions of the concept have shifted from a focus on individual circumstances, such as ‘ability’ and ‘social background’, in isolation, to a more holistic approach of examining the idea of ‘institutional habitus’ and how students from lower socio-economic groups may have less developed capacities to fulfil their aspirations to progress and succeed in HE (Sheeran et al. 2007).

Peer Assisted Learning (PAL) trains undergraduate students (PAL Leaders) in facilitation techniques to deliver study support sessions for other students (West et al. 2017). PAL is a key component of Bournemouth University’s Fair Access Agreement 2017-2018 and is being explored to determine if attending and engaging with PAL sessions benefits the development of students from WP backgrounds. Quantitative and qualitative data from two questionnaires distributed in 2017/2018 (pre- and post-attending PAL sessions) will be reviewed through descriptive statistics and thematic analysis. Phase 1 (2016/2017) of this two-phase project, enabled questions to be piloted and informed the methodological and theoretical approach used in Phase 2, for example, including OFFA non-countable students, who exhibit WP characteristic but are not UK or EU students. The Phase 1 thematic analysis established ‘self-learning’, ‘more opportunities’ and ‘challenges’ as key themes that encapsulated how students’ perceptions of university had changed since their arrival. 38-39% of students claimed that they had developed their academic skills and confidence most since arrival and 93.4% agreed that PAL had been beneficial in achieving a clearer understanding of course expectations.

This work addresses existing gaps in research on the benefits of PAL by interrogating data on WP students’ expectations, thoughts and feelings prior to and after starting university.

<b>Author</b>	Vanita Patel
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Marquis de Sade's gothic wet dream: the human centipede
<p>The Human Centipede (Six, 2009) is about a German surgeon who abducts three tourists and uses them as test subjects for his experiment. He surgically attaches them to each other via mouth and anus, creating a human centipede.</p> <p>I will analyse how The Human Centipede fits with Marquis de Sade's (2005) theory of what makes the perfect gothic novel: essentially, a text that uses elements of the gothic genre without any reliance on magic and phantasmagoria would be regarded highly as a 'model' in the realm of fiction (p.14). Using theory from Hurley (2004) and Reyes (2014), I will be exploring how The Human Centipede fits into the gothic genre, specifically through the subcategories of body gothic, corporeal transgression and surgical horror.</p> <p>I will also analyse how The Human Centipede embodies some of the other classical tropes of the gothic, such as the 'othering' of Europe, using Dr Heiter's character as an 'archetypal European villain' (Reyes, 2014). Exploring Sade's attempt to author 'the most impure tale that has ever been written since the world exists' (Gray, 1998), I will reveal how corporeal transgression has allowed Tom Six to replace Sade in this infamous position, as well as how he adhered to Sade's 'philosophy of vice' (Bloch, 2002, p.219) through his engagement with explicit violence and sexual deviance. Additionally using classical gothic texts such as Frankenstein (Shelley, 1992), to gain an understanding of humanity's fascination with the body, I will gain the evidence needed to prove that The Human Centipede doesn't need supernatural aspects to be considered 'gothic'.</p>	

<b>Author</b>	Connor Peters
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	How cultural intelligence impact the communication strategies
<p>Business leaders in Britain see emerging economies as incredibly important in the future of business, especially in the technology sector as markets become more global and internet usage rises. However, very few tech companies are actually venturing across borders and cultures into these market. One reason may be due to the UK public relations professional's mind-set of expansion and cross-cultural communication. Cultural Intelligence scales allows us to examine the motivation, behaviour, knowledge and strategy of individuals to see if this will lead to an influence on the organizations cultural profile. Furthermore, we take into consideration how the individuals own socio-demographic aspects may moderate the relationship. By understanding barriers such as attitudes towards expansion and perceived problems in cross culture communications, I will be able to use research to inform future PR strategy and tactics from an online perspective when expanding a business globally. Using a quantitative survey, I use a sample of PR professionals in the UK technology industry. This research seeks to contribute to our understanding of how cultural intelligence may impact the communication strategies chosen by organizations. The goal is this project is to change how British businesses engage with target audiences online when crossing borders, and will hopefully encourage others who previously did not see the benefits or were unsure of possible difficulties when crossing culture in business. Preliminary results will be presented at the conference.</p>	

<b>Author</b>	Pierre-Hugo Richard
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	An analysis of Trump's tweets and underlying narrative
<p>Today one way to exchange narratives with people is through the use of social media platforms, with 65% of adults in America accessing them every day (Pew Research centre 2016). Twitter is a microblogging platform dedicated to share mini narratives online, it has been used by politician since its creation to spread their ideology to persuade the audience, taking them “on a journey which often depict a reality” (Lilleker 2016, p. 131). Narrative is a powerful persuasive tool; it is used by politicians to sell their identity, to “brand themselves” (Lilleker 2016), selling not their ideas but a “manner of being” by using symbolic meaningful elements (Mythology Barthes 1957 p.105-106,). Twitter was chosen for this research because tweets narrative are limited and thus politicians have to find concise ways to deliver their messages, to present their ideology or “their set of values”, in Barthesian terms. The focus of this research are Trump's tweets during the 2016 election, and specifically how symbolic elements are used within his narrative to carry and spread ideology. One example is Trump's slogan, “make America great again”, which presents a binary opposition between what “America used to be before” - strong, white, powerful, independent - recalling the old American myth - and how America is now in peril - open, heterogeneous, under terrorist attack etc. after Obama mandate-, selling himself as a cure for America.</p>	

<b>Author</b>	Cameron Scott
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	The use of social media by the English premier league
<p>The English Premier League (EPL) is home to leading football clubs in terms of brand value, with the top club, Manchester United, valued 1.73 US Dollars in 2017 (Statista 2017). EPL clubs have been developing their presence on social media platforms, aiming to expand fan bases globally. With 62% of sponsorship value deriving from this medium out of all the social networks (Nielsen Sports UK 2017), Facebook is widely regarded as the number one and main focus for most clubs social media strategies</p> <p>Parallel to the growth in the football industry, the use of social media by sport teams has attracted research interest in recent years (Abeza, O'Reilly and Reid 2013; Filo, Lock and Karg 2015; Parganas and Anagnostopoulos 2015).</p> <p>More recently, Instagram is on the rise: Nielsen Sports 2017 states that in the 2016/17 season Manchester United's Facebook page recorded 4,229 interactions per 1000 fans whilst its Instagram page recorded 26,938 interactions per 1000 fans.</p> <p>This presentation will aim to discuss the preliminary results of a project that will use semi-structured interviews to study 1) the plan, design and delivery of Instagram strategies by interviewing the social media managers of a sample of Premier League clubs; and 2) how fans of the same clubs use and engage with their teams through Instagram.</p> <p>The research aims to provide a further insight into the implementation and the use of Instagram in British football and contribute to the growing body of research in the area of football and social media practice.</p> <p>References</p> <p>Abeza, G., O'Reilly, N. and Reid, I., 2013. Relationship marketing and social media in sport. <i>International Journal of Sport Communication</i>, 6(2), pp.120-142.</p> <p>Filo, K., Lock, D. and Karg, A., 2015. Sport and social media research: A review. <i>Sport management review</i>, 18(2), pp.166-181</p> <p>Nielsen Sports, 2017. The Rising Importance of Social Media for Football Clubs. [online] Available at: <a href="http://niensports.com/rising-importance-social-media-football-clubs">http://niensports.com/rising-importance-social-media-football-clubs</a> [Accessed 6 November 2017].</p> <p>Parganas, P., Anagnostopoulos, C. and Chadwick, S., 2015. 'You'll never tweet alone': Managing sports brands through social media. <i>Journal of Brand Management</i>, 22(7), pp.551-568.</p> <p>Statista, 2017. Barclays Premier League team brand values 2011 to 2017. [online] Available at: <a href="https://www.statista.com/statistics/236255/teams-of-the-english-premier-league-by-brand-value/clubs">https://www.statista.com/statistics/236255/teams-of-the-english-premier-league-by-brand-value/clubs</a> [Accessed 18 December 2017].</p>	

<b>Author</b>	Olivia Silverstone-Channer
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Random acts of kindness and reciprocity
<p>Pret A Manger is one of the UK's leading coffee chains with stores spread internationally. The CEO of the company, Clive Shlee, decided to bring about a relational marketing strategy where front line employees give away a set number of free coffees every day as a random act of kindness. Shlee brought this strategy forward as a response to loyalty cards as he believed that they were boring, mechanistic and ineffective. The relational strategy has meant that 28% of Pret's customers receive something for free and has led the company's sales to grow by 16%.</p> <p>The aim of this presentation is to interrogate Pret's "coffee gift strategy" and the implications it has on gratitude and reciprocal exchange between Pret's frontline employees and their customers. The presentation is supported by secondary research into existing relationship marketing literature on the constructs of gratitude, reciprocity and customer entitlement (Gouldner 1960; Palmatier et al 2009; Dewani and Sinha 2012; Wetzel et al 2014; Bock et al 2016), which will provide insights into the limitations of the strategy and lead to a recommended alternative.</p>	

<b>Author</b>	Heather Snook
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Constructing a simpler time: an investigation into expressions of nostalgia in Peaky Blinders
<p>This paper is an exploration into how versions of nostalgia are expressed in the costume drama Peaky Blinders (BBC2, 2013-). The programme follows a family of Birmingham gangsters set in the Edwardian period. The conventions of costume drama normally include visuals of country estates, period costume and wealthy families. These conventions are obvious in a drama like Downton Abbey (ITV1, 2010-2015) and carry a version of nostalgia familiar to audiences. Yet Peaky Blinders both exhibits nostalgia for audience's cultural memories as well as through character actions. This paper consider the 'metonymic shortcut' through the use of Churchill's image in Peaky Blinders as collective memory nostalgia (Pickering and Keightley, 2006, p.926). A form of nostalgia to invoke a period in the audience's mind, by using collective cultural memory drawn from national history and media. The main point, however, is to refine the idea that in order to maintain and satisfy nostalgia, there must be a constant shift from what is simple, to that which is complicated. In the case study there is a consideration of the changing tone of the series, the move to series three, where the characters mingle with royalty, to series four returning to the streets of Birmingham. The nostalgia exhibited in Peaky Blinders is also reminiscent of the gagster genre, opening the question as to whether the form nostalgia takes depends upon its genre.</p>	

<b>Author</b>	Bethan Stevenson
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	No place like home: the changing space of Warwick County Asylum
<p>This paper explores the evolution of space and place in relation to history and memory, focusing on the changing purpose of Warwick County Asylum. Opened in 1852 in Hatton, Warwickshire, the asylum was converted into a housing estate after its closure in 1995 and thus its purpose, shape and social understanding have altered vastly over this period. The paper will be structured into two sections; the first will explore how the site acts as a memorial to the past, whilst the second analyses how its history intersects with the everyday. Engaging with Pierre Nora's definitions of memory and history, the paper will consider how the Hatton Asylum site has not only adapted to the needs of the current community, but also continues to respect the past through memorialisation in the form of plaques, engravings, and community-led preservation projects. The paper will examine evidence including primary documentation and archival sources held by the hospital itself to reveal how history and memory interact, and must interact, as buildings are removed or repurposed; although, as the paper will demonstrate, this is not without conflict. Despite Hatton Park's appeal as a desirable place to live it is still avoided by locals, resulting in attempts to forcibly separate memory and history and distance the location from its 'troubling' past. Ultimately, however, the paper will argue that Hatton Park suggests history and memory cannot be forgotten or separated but coexist in parallel as, although spaces constantly evolve, their history and personal memory can never be destroyed.</p>	

<b>Author</b>	Ariella Thompson
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	An examination of audience perceptions of sexual violence and misogyny in Game of Thrones
<p>This research examines how representations of sexual violence and gender based discrimination equate to misogynistic perceptions. Game of Thrones (GoT) has been branded wildly misogynistic by critics yet is often praised for its strong female characters and feminism by fans. The breath of female characters, some of whom are described as strong, has seen many fans describe the show as feminist, however critics disagree (Frankel 2014; Don 2014; Thomas 2013; Carpenter 2012; Bohanan 2016). This research responds to calls to seek audience views about sexual violence and misogyny in GoT. Clapton and Shepherd (2015) argue that popular culture products like Game of Thrones can teach us to make connections to gender and authority and, as Ferreday (2015) argues, other issues like misogyny and rape culture. As Ferreday (2015 p.23) notes:</p> <p>“It is particularly productive to analyse the relationship between ‘real’ rape and representations of rape.”</p> <p>Using a qualitative, inductive approach consisting of semi-structured interviews, ten participants were shown clips from GoT, framed with quotes from the literature, and afterwards were asked to discuss their responses.</p> <p>This research suggests that audiences respond negatively to obvious incidences of sexual objectification of women. Participants felt distanced from the violence they saw on screen and justified the sexual violence and misogyny in GoT as ensuring historical accuracy or realism. The findings suggest audiences believe representations of rape can have a prosocial value and are necessary in shows like GoT. The findings raise questions about men’s perceptions of internalized misogyny. This work provides new information on audience perceptions of misogyny and sexual violence in GoT.</p>	

<b>Author</b>	Alice van Raalte
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	Loved her to bits: “snuff fiction” and the “post-gothic serial-killer romance” in <i>Forward Slash</i> (2013)
<p>This paper will explore the development of the serial killer archetype and its voyeuristic elements in contemporary gothic fiction. It will analyse the historical changes made from supernatural serial killer to natural, and the commonalities between social media and voyeurism. It argues that these allow the archetype to retain its shocking nature, whilst examining bodies in terms of sex and death. Edwards and Voss’ crime thriller <i>Forward Slash</i> (2013) demonstrates the synonymous nature of sex and death. This paper will focus on Wills’ (2014) concept of “snuff fiction,” (p.69) and its reference to extinguishing, and to snuff films. Wills (2014) suggests that “complex issues of voyeurism,” (p.69) arise, highlighting a feeling of vulnerability for the characters and reader. The sexual connotations of voyeurism in snuff fiction are also well placed regarding <i>Forward Slash</i> (2013), with chapters focalised through the eyes of the serial killer. Howells explains that these explanations of “sensational,” (Howells 1978, p.16) events give the gothic genre its contemporary appeal whilst remaining true to the Gothic’s “longstanding concern with the intersections of desire and violence,” (Wills 2014, p.68). This marriage between desire and violence is a common theme in gothic texts, expressed through both supernatural and natural forces, commonly concerning the mutilation and manipulation of bodies. Therefore, this paper will come to the conclusion that sex and death are synonymous with each other, particularly through the serial killer in <i>Forward Slash</i> (2013), and that reworking the iconic tropes of both classic and contemporary gothic literature allow his character to remain shocking to the reader.</p> <p>References: Edwards, M. and Voss, L., 2013. <i>Forward Slash</i>. London: HarperCollins. Howells, C. A., 1978. <i>Love, Mystery, and Misery: Feeling in Gothic Fiction</i>. London: Athlone Press. Wills, D., 2014. <i>Fatal Attractions: “Snuff Fiction” and the Homicidal Romance</i>. <i>Mosaic: a journal for the interdisciplinary study of literature</i> [online], 47(2), 67-83.</p>	

<b>Author</b>	Katy Whorrod
<b>Faculty</b>	Faculty of Media & Communication
<b>Title</b>	An investigation into whether the reputation of media studies as a 'soft' subject has had an effect on young people studying it
<p>Media Studies has long lived under a presumption of being a 'soft' subject: the term infers media studies does not challenge students as much as other subjects in the educational curriculum might. It is this presumption that might stop young people from studying it either at GCSE, A Level or at university degree level. Over recent years there has been a huge national push to focalise STEM subjects in the UK curriculum. However, some schools do not even offer media studies at any level of qualification. The creative industries contribute £84.7bn (GOV stats, 2016) to the UK economy; this raises questions as to why the next generation to work in these sectors are not being supported to do so.</p> <p>This research paper discusses the soft representation media studies has been given, for example being labelled a 'Mickey Mouse' subject (Curran, 2013), suggesting it does not hold any real value. The subject has come under scrutiny from the government, being pushed in and out of favour by different political parties and particularly in the press.</p> <p>Furthermore, the current education system is not supporting young people's decision to study the subject. A thematic analysis of preferred A Level subjects across differing courses and universities suggested that media was only suggested once, the lack of presence it holds may discourage students as it appears to be undervalued. Additionally, an interview with a head of media department in a secondary school highlights the historic neglect of the subject that still impacts students today.</p>	

<b>Author</b>	Dosty Ali
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Characterisation of coffee varieties using palm-sized near-infrared spectroscopy
<p>Coffee is the most popular drink worldwide with around two billion cups consumed every day. Ground coffee beans contain many ingredients and have different methods of treatment (such as freeze drying) that influence their effects. Therefore, characterising coffee should take into account the physicochemical properties of the beans/ground beans. Near infrared spectroscopy (NIRS) is a rapid technique that investigated the physicochemical properties of medicinal, life style and food products (Jee, 2000). This work aimed at investigating the physicochemical of coffee using NIRS. The work also aimed to evaluate whether there was a correlation between caffeine strength and absorbance values in the NIR. A total 43 coffee samples were measured using the Viavi palm-sized NIR spectrometer. Spectra were collected within the wavelength range of 900 – 1700 nm. The NIR spectra were exported to Unscrambler where data pre-treatment and treatment were applied. Data pre-treatment was conducted using multiplicative scatter correction 1st order derivative (MSCD1) and analysis was made by evaluating the different functional groups. Specifically, the NIR spectra for coffee samples from between 928 – 970 nm showed the bond vibration of C-H stretch and O-H stretch corresponding to CH<sub>2</sub>, ROH and H<sub>2</sub>O. Also, spectra between 1440 – 1471 nm showed O-H stretch, C-H stretch, and C-H deforming, O-H stretch and N-H stretch that corresponded CH, aromatic, H<sub>2</sub>O, CONH<sub>2</sub> and CONHR.</p>	

<b>Author</b>	Megan Barling
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Exploring toxicity of chemotherapeutic agents used to treat cervical and ovarian cancer from the patient's perspective; scientific challenges and advances in selective toxicity
<p>Cancer is classified by the World Health Organisation as a non-communicable diseases (NCD) that cannot be treated but can be controlled on the long term. There is little research regarding adverse effects associated with chemotherapeutic agents in cervical and ovarian cancer. For this reason this study explores the toxicity of chemotherapeutic agents used to treat cervical and ovarian cancer from the patients' perspectives. To do this both UK and international fora were analysed. In cervical cancer, this included cisplatin past stage II and then combined with topotecan for recurrent stage IVB. In ovarian cancer the treatment plan is six cycles of carboplatin for stage 1c, stages ii-iv paclitaxel combined with cisplatin/carboplatin. Second line treatment includes topotecan, pegylated liposomal doxorubin, paclitaxel, trabectedin and gemcitabine. Data is from the patients' perspective, using adverse effects reported within thirteen online forums. Results were analysed using thematic analysis to look for themes in the data. The three main themes identified include demography, treatment plan and adverse drug reactions. This research is key in understanding actual toxicity and adverse effects reported by patients currently receiving chemotherapeutic drugs. Once the toxicity has been explored in current treatments, recent developments of selectively toxic chemotherapeutic agents will then be evaluated.</p>	

<b>Author</b>	Amy Burbage
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	The effects of word length and word frequency on children's eye movements during reading
<p>Much is known about the eye-movements of skilled adult readers (Rayner, 2009). However, considerably less is known about the eye-movements of developing readers (Blythe &amp; Joseph, 2011). Tiffin-Richards and Schroeder (2015) found effects of word frequency and length in fixation time measures: Longer words and low-frequency words received longer fixations. In this study, children read in German but due to the differences in orthography these results may not be applicable to English readers. Therefore, I will be investigating the effects of word length and word frequency on children's eye-movements during reading. I will also be investigating return sweeps. Return sweeps are an eye movement which return the reader's eyes from the end of one line to the beginning of the next. Adults often make errors and consistently land short of the first word on the line and then make a corrective saccade. The pause prior to a corrective saccade is known as an undersweep fixation (Parker, Kirkby &amp; Slattery, 2017). However, this effect has not been identified in children and it is not yet known whether children also make these mistakes and can process information acquired during an undersweep fixation. This study will investigate whether word length and word frequency effects are present in children and to see how children use information acquired during an undersweep fixation. 50 participants from three different schools will complete various offline measures aimed at measuring several aspects of the reading process before partaking in an eye-tracking study. Eye movement behaviour will be discussed.</p>	

<b>Author</b>	Shannon Carlson
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Profile, effects and toxicity of synthetic cannabinoids from online partakers perspectives: a pilot study
<p>This study aims to compare the use of the Novel Psychoactive Substances (NPS), which have been made illegal since May 2016, specifically the synthetic cannabinoids from a user's perspective using online drug fora to discuss the harmful effects on people's health. Methodology- By collecting relevant information about the human consumption of synthetic cannabinoids from the use of forum threads allows data to be collected from anonymous discussion posts. The use of the online discussion forum 'Drugs-Forum' is used due to the limiting information readily available about synthetic cannabinoids. These NPS are challenging to detect as a result of the chemical diversity constantly changing. Furthermore, the lack of information is also because of the speed that these drugs are produced. This study will discuss the derivatives of synthetic cannabinoids including AM-2201 and JWH-018, dose, tolerance, the use of these derivatives from the past five years and the side effects produced. In addition, polydrug use and people's reasons for the use of synthetic cannabinoids will also be analysed. Using online discussion fora should give a greater insight into the use of synthetic cannabinoids, some studies have been done but there is still not enough information about these drugs and the long-term effects it can have on your health. Results- the outcomes of analysing data from Drug-Forum should conclude physical and psychological side effects from acute and chronic users from different derivatives. As well as the dangers of polydrug use and how they have changed from when they first emerged as recreational use.</p>	

<b>Author</b>	Jan Chwalek
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Host manipulation by Pomphorynchus tereticollis
<p>Parasitism is an association in which one organism (the parasite) lives on (ectoparasitism) or in (endoparasitism) the body of another organism (host) to obtain nutrients. The most intriguing adaptations parasites have is the ability of altering behaviour or appearance. Example of parasite altering behaviour of its host is Pomphorynchus tereticollis. This study uses a refuge use model proposed by Dianne et al.,2014 for Pomphorynchus laevis-Gammarus pulex. Refuge use was checked for infected and uninfected G.pulex in four situations: with or without predatory cues, and with food placed inside or outside the refuge. This work was to compare if P.laevis and closely related P. tereticollis have the same or different strategies to alter G.pulex refuge behaviour. Results show that P.tereticollis infected G.pulex were more often found inside the refuge compared to uninfected. Food position did not have any effect to infected and uninfected gammarids. Both infected and uninfected gammarids used the refuge less often in a presence of predatory cues. Overall results show that G.pulex infected with the P.tereticollis become more photophobic than uninfected ones, but G.pulex exhibit lower photophobia than in P.laevis model.</p>	

<b>Author</b>	Oliver Curtis
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Design of an electronic scratchcard to facilitate immediate assessment feedback in the classroom
<p><b>Context:</b> Team-based Learning (TBL) is a flipped classroom strategy that is growing in popularity in higher education. An implementation of TBL at Bournemouth University involves students taking an in-class test, first as individuals and then again in their team. Teams find out the correct answer by discussion and using a scratchcard. However, the assessment of the answers and their documentation is an onerous activity. A potential solution to this administrative burden would be the development of an electronic scratchcard system aiding the assessment process.</p> <p><b>Objectives:</b> To develop an electronic scratchcard that meets the user needs of students and lecturers towards the efficient delivery of TBL, and to compare its efficiency.</p> <p><b>Methods:</b> An iterative approach to develop the scratchcard will be used as an agile working methodology. During this process, multiple complimenting human factor approaches will be applied to understand user requirements of the application. The application will then be tested against the set of objectives to confirm that it meets the stakeholder's needs.</p> <p><b>Results:</b> Initial results indicate that TBL will potentially enhance the learning experience for students and lecturers.</p>	

<b>Author</b>	Ashley Christopher & Charles Davis
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	The possibility for continuity at Rakhigarhi
<p>Rakhigarhi is home to the largest Harappan site in India which mounds are currently settled on by a modern village. While the antiquity of the Harappan site is known; the antiquity of the current settlement is not. INTACH Haryana set out to discover this and evaluate the possibility for continuation in settlement or tradition between the two. To investigate this street layout, material culture, building layout, economics, place in landscape and religious practices, were compared. Listing done by The Sushant school of arts where consulted, locals interview and typology of structures noted, to see if any aspect of Harappan life or culture continued on to the modern 10,000 strong settlement. Through this evidence it was clear that any direct relation was limited, ancient Rakhigarhi was a focal point in the landscape, with many satellite settlement and a key planned city in a Northern Indian ancient civilisation, modern Rakhigarhi is a 10,000 strong village with Mughal ancestry organically formed, with modern trimmings such as cell phone towers and bus stops. There is no evidence of a continuation of occupation with the site being abandoned in late Harappan period or within material culture. The only relations are indirect, mostly stemming from association of the modern peoples with the ancient remains, seeing the Rakhigarhi Harappans as ancestors and a desire to be connected such as with burials on the mound. More research needs to be done into the archaeological continuity but it is clear the continuity to the modern settlement is not present.</p>	

<b>Author</b>	Jack Dazley
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Ciliated Protozoa and other Zooplankton as potential biological control agents of freshwater Cyanobacteria

Cyanobacteria are photosynthetic micro-organisms found in aquatic environments which are important in the food industry as potential sources of protein in long term space missions and low economically-developed countries. Cyanobacteria are also crucial in aquatic ecosystems, forming the basis of many food webs. However, many species of cyanobacteria can be toxic, and uncontrolled cyanobacterial growth can threaten human and animal life due to the neurotoxic and hepatotoxic nature of cyanotoxins accumulated by trophic transfer through food webs. By investigating the species which graze on cyanobacteria in the natural environment, the grazer-cyanobacteria dynamics can be better understood and potentially utilised as a method of biological control of cyanobacterial blooms. Ciliated protozoa are part of the microplankton and important grazers of bacteria and algae in aquatic habitats. The aim of this research was to investigate the effect of grazing by ciliated protozoa on the abundance of cyanobacteria in the natural environment. Sampling took place at the Longham lakes reservoir in Bournemouth (Dorset, UK) over a period of 6 months, where the abundance and species diversity of ciliates found grazing on cyanobacterial blooms were measured. The effect of water depth, temperature and time of year on the diversity and abundance of ciliates was also investigated to demonstrate vertical niche partitioning and in the water column. Abundance of grazers and cyanobacteria was measured using light microscopy and flow cytometry respectively, building a ciliate-cyanobacteria relationship in terms of grazing and abundance, as quantitative evidence of grazing on blooms. Other grazers, such as zooplankton (microcrustaceans, rotifers and nematodes) were also examined, and a food network was constructed showing trophic interactions between different grazers and photosynthetic organisms including cyanobacteria. The study can be used to understand which microbial species graze on cyanobacteria and highlight their importance in aquatic ecology.

<b>Author</b>	Michael Dever
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Gesturino: a hands free musical instrument for audio file playback and manipulation
<p>'Gesturino' is a four step sample player, live looping station and sample manipulator, which integrates gesture recognition technology with music creation and performance. It raises the question: would hands free control offer a more personal way to approach music creation? 'Gesturino' utilises five ultrasonic distance sensors attached to an Arduino circuit. The sensors are used to detect a user's hand movements and transfer this data into Max7 software via serial communication. This process triggers sample playback within the program. The trigger information is collected by Max7, allowing the user to save loops as individual tracks in MIDI format, enabling them to be loaded into and further processed in other programs. An additional mode allows for sample creation via live recording within Max7, and sample manipulation using the sensor's distance calculation to control the playback speed of the sample. All of these elements combine to enable the user to use 'Gesturino' as a hands free musical instrument for live performance. This demonstrates the scalability of current gesture control technology outside of augmented reality and gaming technology. As well as, using the technology to facilitate smoother and more intuitive human-computer interaction in a wide degree of applications.</p>	

<b>Author</b>	Bailey Donne
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Generating melodic material from a painting
<p>This presentation is about alternative ways of extracting melodic material from a painting for a composition.</p> <p>The main research question raised is: How can I extract pitched information from a painting and use it for musical purposes?</p> <p>An investigation into the relationship between colour and the 12 notes of the chromatic scale brought me to a specific type of synaesthesia called chromesthesia. This specifically relates sound and colour through the stimulation of one of the above.</p> <p>Alexander Scriabin has been a big influence, as the idea of his mystic chord has been used for the first piece and seemed as an appropriate place to start as he was chromesthetic. The painting chosen is Jump In by Jackson Pollock and a grid is used to turn the painting into a musical score, with each colour representing a note. This is then mapped into a MIDI editor, then played back as a piece of music.</p> <p>This has potential future applications in helping visually impaired people experience the emotions of visual art through auditory stimuli rather than tactile art, which is an area that few people have explored.</p>	

<b>Author</b>	Ana Bordona Foz
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Discovering the differences within our two contemporary ancestors
<p>A comparison between the H. antecessor and H. erectus and their success over each other. Both Homo erectus and antecessor are classified in the group of pre-modern homos. What makes them special to compare between them is the period of time on which they coexisted, approximately between 1.2mya-780kya. The territory of both species is hard to determine with exactitude but we are aware that they both lived at least in Europe. I shall focus on multiple sites for Homo erectus but I am quite limited regarding sites with Homo antecessor as there is only one site that has been confirmed, up to this date located in the Iberian Peninsula, Burgos (Spain). To identify and answer the research question in the most completed way we shall also apply different fields of study such as palaeoanthropology or flint knapping. As well as study different anatomical and behavioural parts.</p> <p>Data and the different fields of comparison is still being researched and collected by literature reviews and hand-on the materials as well as, possible experimental archaeological reproductions.</p>	

<b>Author</b>	Luke Gent
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Investigating specific taphonomic changes and canid gnawing; how its process effects sharp force trauma present on human remains in the North European environment

This project investigates the extent to which taphonomic processes such as seasonal exposure to wet/dry environment and canid gnawing can create pseudo-trauma or obliterate evidence of trauma to bones in forensic contexts. The wider aim is to obtain detailed information regarding such taphonomic changes in order to distinguish between microenvironmental patterns, and to build upon the current research around taphonomic changes to trauma. Other aims include determining whether the results have forensic significance; and investigating ways post depositional environments such as duration of burial can disguise or mimic evidence of perimortem traumatic events. In the field of forensic taphonomy and trauma, the possibility of taphonomic changes mimicking, hiding or obliterating trauma has not been researched as deeply as other topics. The project so far has revealed that canid gnawing indeed will result in loss of sharp force trauma, of which the increasing percentage loss of marks correlate with higher gnawing exposure. The seasonal burial so far has probed further questions about the diagenetic effect of insects of the bone surface morphology, as well as the how the marks degrade based on the marks' kerf morphology.

<b>Author</b>	Matthew Harris
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	The ecology of Pomphorhynchus tereticollis and it's Gammarus host in the river Avon (UK)
<p>Pomphorhynchus tereticollis is a newly recorded parasite to the UK. Previous work on Pomphorhynchus was performed on what was then considered Pomphorhynchus laevis. P. tereticollis was probably always in the UK (Perrot-Minnot et al, 2017) and was just misidentified. The 1st population ecology research of P. tereticollis was performed in the UK. This data was compared to research collected in the 1970's for P. laevis in the same river. The population ecology of the parasite has changed especially with links to changing climate as higher temperatures in the summer appears to have pushed the infective stage of the parasite for its final host in to September instead of July as indicated by previous research. Climate change could play a part in changing the ecology of P. tereticollis, which in turn may change the ecology of its intermediate host Gammarus and its final hosts usually chub. The effect of infection on Gammarus was also performed and it was found that infection only occurs in what is considered a non-native gammarid Gammarus fossarum. This meant it may have been involved in the introduction of the P. tereticollis. This was addressed by testing the congruence in the phylogenetic trees of P. tereticollis and G. fossarum. The results show that G. fossarum was probably introduced from Germany, but P. tereticollis in the river Avon was more closely related to parasites from France. So, it is likely that P. tereticollis has always been here but switched gammarid host after the introduction of G. fossarum.</p>	

<b>Author</b>	Hannah Holgate
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Designing technology for music therapy
<p>Music therapy has been shown to create a vast difference in aiding education for students with disabilities as it gives them a form of expression, encourages involvement in lessons, and provides a distraction from any physical pain. The purpose of this project is to design and build a new piece of bespoke music technology for students with special needs in schools, allowing them to be introduced or increase their current involvement and interaction with the field of music technology for music therapy. The technology itself aims to be as versatile and adaptable as possible, using various forms of engagement such as switches, buttons or lights, so that it can be used by different students for whichever they find easiest to engage with. Due to no two disabilities being completely the same, this aims for more students to be able to interact with the technology and as a result, it becomes more useful and usable for the school. By conducting research into the current existing technologies, any disadvantages found can be eliminated so that the newly built technology can provide an all-around better experience for both the school and students. This project will be made working with students from the Victoria Education Centre so that the final product can be tested with their physically disabled students and their engagement with the technology can be measured.</p>	

<b>Author</b>	Eloise Hunt
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	The impact of role strain on mental health in athletes vs. dancers
<p>Using a holistic standpoint on athlete talent development, this research examines the impact of role strain on the mental health of junior elite athletes and dancers. One hundred and thirty-five adolescents (<math>M = 15.64</math>; <math>SD = .90</math>) completed a Sporting Success UK questionnaire that measured their mental health (stress, anxiety and depression) and role strain. Role strain was negatively correlated with the mental health of the junior athlete and dancers. This research indicates that the mental health of participants is affected by role strain associated with the demands and expectations to fill multiple roles. The results offered support for athletes, dancers, parents, teachers and coaches for a change in how mental health is adhered to in elite sporting environments.</p>	

<b>Author</b>	Isobel Hunt
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	The effect of emotion-based reviews affects consumer decision making and trust
<p>With the ever-growing presence of online reviews, it has become easier than ever for consumers' to make an informed purchase decision (Smith, 2013; Park et al., 2007). Indeed, products with online reviews are more likely to stay within a consumers' consideration set than those without reviews (Zhang et al., 2014), possibly because consumers have simply processed products more cognitively. Others have argued that product involvement may be important (Mittal, 1989) and reviews which make an emotional appeal to consumers may increase that involvement.</p> <p>This study will investigate how emotion-based reviews affect consumer decision making. Forty participants will read restaurant reviews, previously rated as high or low in emotional content. They will then be asked about how likely they are to visit the restaurant as well as how much they trust the review they read. It was hypothesised that positive reviews with higher emotional content would lead to greater consumer involvement and subsequently to greater likelihood to visit the restaurant. Similarly, it was expected that more emotional reviews would be seen as more trustworthy, again leading to more likelihood to visit a restaurant. The findings of this study will be discussed at the presentation.</p> <p>References: Mittal, B. (1989). Measuring purchase decision involvement. <i>Psychology &amp; Marketing</i>, 6(2), 147-162. Park, D. H., Lee, J., &amp; Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. <i>International journal of electronic commerce</i>, 11(4), 125-148. Smith, A. (2013). Civic engagement in the digital age. <i>Pew Research Center</i>, 25, 307-332. Zhang, K. K., Zhao, S. J., Cheung, C. K., &amp; Lee, M. O. (2014). Examining the influence of online reviews on consumers' decision-making: A heuristic-systematic model. <i>Decision Support Systems</i>, 6778-89</p>	

<b>Author</b>	David Hurst
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Exploring the use of contemporary games technology for a real-world location reconstruction
<p>Virtual reconstructions are today becoming increasingly commonplace in digitally preserving historical but also significant/modern-day sites. A number of these are developed further into real-time playable experiences through a PC or mobile device, often using the same software used to develop commercial games. This presentation will cover the current and ongoing development of virtually reconstructing the ground floor and Share Lecture Theatre of the Fusion Building at the Talbot Campus of Bournemouth University in Poole. The prototype will serve as an immersive virtual reality environment for students and visitors alike, allowing them to explore and gain a first-person perspective of the flagship building on the main campus of this University. Beyond this development, several Bournemouth University Marketing and Communications staff members will be asked to play and explore the level for 10 minutes in a virtual reality setting (and with the use of a dedicated headset). The evaluation which is derived from this, as these expert users are experiencing this virtual environment, will consist, to begin with, of notes the researcher will take which will be taken on any bugs encountered. Beyond the 10-minute experience the expert users will undertake an interview which will be carried out to determine whether they have any suggestions for improvement or encountered any specific difficulties. The main objective of the project is to establish the potential of using current games development software and hardware for real-world location reconstructions.</p>	

<b>Author</b>	Jonathan Lim
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Finding the "old village": archaeological prospection at the Yup'ik Eskimo site of Nunalleq, Southwest Alaska

The archaeological site of Nunalleq (GDN-248) is located by the shore of the Bering Sea in Southwest Alaska. The site consists of the remains of a large Yup'ik Eskimo sod house dated to 1300–1750 AD. It is extraordinarily well-preserved due to the presence of permafrost in the soil, and has yielded remarkable quantities of organic artefacts and ecofacts. Unfortunately, the entire region is at imminent risk of coastal erosion brought about by rapid climate change. The destruction of Nunalleq will have a detrimental impact far beyond the loss of its archaeological record; the residents of the nearby Yup'ik village of Quinhagak are descendants of the inhabitants of Nunalleq and have been using the site to educate their youth about their traditions. To avoid this outcome, a survey was conducted using magnetometry and test-pitting to identify archaeological features near the site. This would allow these features to be targeted and excavated in subsequent field seasons before the entire site is lost forever. Although the magnetic signatures detected were not particularly prominent, certain features could be interpreted as archaeological, most notably a linear anomaly aligned with a wooden boardwalk recorded on the main site. A 20m diameter circular earthwork was visually identified 50m southeast of the main site. Test-pitting of this feature confirms it is archaeological in nature, and may be evidence of a sod house of comparable size to GDN-248.

<b>Author</b>	William Parcell-Jones
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Creating an adaptive e-learning solution to help enhance student learning
<p>VLE's are under used, not user friendly and do not provide a suitable learning environment for people to get the most benefit from. Bournemouth University's VLE of MyBU is no exception. During my time at the university, I have found many usability issues and problems that were in line with other students' experiences. In this project, I will attempt to create an extended VLE that will be more user friendly, provide a more suitable environment for students, and a few other issues that have been noticed. I will modify already established open source VLEs such as Moodle in order to give them the capability to create personalised learning paths. For example, frequent online assessment points such as quizzes will identify the learning objectives that have been achieved and according to these results, the individual learners would follow different paths. This will convert the VLE to an adaptive VLE that will be responsible to self-evaluate and self-adjust according to input by the learner. The solution that I will provide will start from a specific course and will be as generic as possible so that my method can be extended and applied to other courses and to MOOCs in general. BU students will be used to complete the initial questionnaire for the adaptivity and general usability requirements of the VLE and to test the results. The cohort will be undergraduate students for the questionnaire and postgraduate students for the testing.</p>	

<b>Author</b>	Bradley Powell
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Individual variability in Schizotypal traits
<p>Despite substantial heritability, the genetic architecture of schizophrenia (a psychiatric disorder categorized by positive, negative and disorganized symptoms, Compton and Broussard, 2009) is not completely understood (Sullivan, Daly, &amp; O'Donovan, 2012). Schizotypy (a cluster of personality traits that include disturbed thoughts and behaviour, Nelson et al, 2013) is the most frequently studied predisposition indicator for schizophrenia (Vázquez, Nieto-Moreno, Cerviño, &amp; Fuentenebro, 2006) as it is an organisation of personality that makes an individual vulnerable to the development of psychosis (Meehl, 1962). The positive, negative and disorganized symptoms of schizotypy broadly correspond to the three categories of schizophrenia symptoms (Fonseca-Predrero et al, 2008). This indicates that schizophrenia lies on a continuum, and it is possible that schizotypy and schizophrenia share common pathways to vulnerability to neurodevelopment. In an effort to reveal susceptibility genes, schizophrenia research has explored endophenotypes (characteristics that reflect the actions of genes reflecting a specific disorder, Turetsky, Calkins, Light, Olincy, Radant, &amp; Swerdlow, 2006) of schizophrenia. The endophenotypes investigated in this study are sensory gating (attenuated P50 ERP to repeated identical sounds), prepulse inhibition (when a weaker prestimulus inhibits the reaction of an organism to a subsequent strong startling stimulus), latent inhibition (when a familiar stimulus takes longer time to acquire meaning than a new stimulus), and smooth pursuit of eye movements. We measured each endophenotype using electroencephalogram and eye tracking and correlated each to specific clusters of symptoms in the schizotypal personality questionnaire (Raine, 1991) to investigate whether psychosis may lie on a continuum.</p>	

<b>Author</b>	Ash Prince
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	The design and implementation of a bespoke platform for visualising curated sentiments from news articles

Advancements in Internet infrastructure has resulted in unprecedented growth in the number of users who generate and consume a huge amount of high speed processed data. For instance, the production and consumption of news now occurs in near real time and users no longer need to depend on a single source or a set publication time to produce or consume news.

This increased quantity of instantly available information coupled with the diverse variety of the data generated makes ascertaining its veracity very important, especially if the prevalence of occurrences such as fake news is to be adequately addressed.

Recently generic platforms such as Spark and Storm for accessing, processing and visualising big data have been developed. These platforms however tend to be unwieldy and require a lot of efforts and expertise to be fine-tuned to fit bespoke information processing needs. Furthermore, retrofitting a big data framework into a legacy infrastructure is problematic as they are typically not designed with these emergent technologies in mind and the implementation of supporting additional resources like NoSQL databases can be time consuming and expensive. Resources are better allocated to a dedicated platform packaged with optimised back-end modules as well as a front-end data visualisation dashboard for human-readable statistics and graphics.

This talk/poster aims to present a bespoke platform for accessing, processing and visualising information. A use case of using the developed platform for accessing, processing and visualising curated sentiments and ranked opinions of news as a way of ascertaining its veracity is also presented.

<b>Author</b>	Danielle Sefu
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Exploring the intrinsic barriers and facilitators of physical activity in children
<p>The benefits of physical activity (PA) are well established but despite this the recommended 60 minutes of PA per day are not met by the general population, heightening the current obesity issue (Generation Inactive, 2015; Inchley, Cuthbert &amp; Grimes, 2007). Additionally, evidence suggests that sedentary behaviours as a child can continue to adulthood (Hesketh, Lakshman, &amp; Sluijs, 2017). However, there is minimal research on the barriers or facilitators of PA from children's perspectives to inform us what might prevent and facilitate PA in children (Brunton et al., 2003).</p> <p>In the present study, children were recruited from four local co-ed primary schools in Dorset, UK all aged between 6 and 10 years old. 19 focus group interviews were conducted. Each focus group comprised three participants based on gender, year group and PA level. The FG interviews focused on the children's barriers and facilitators to PA. For our preliminary analysis of the data many themes surfaced. The enjoyment of sports alongside the feeling of being socially included appeared as facilitators of PA. Additionally, the time of year and the children's perception of risks in exercises appear to also surface as possible barriers to PA. Moreover, children's perception of their ability in particular sports seem to surface as a barrier and facilitator to PA.</p> <p>Results of this study can potentially inform future interventions to help increase PA in children, reduce obesity, and promote long-term physical and emotional health.</p>	

<b>Author</b>	Danielle Sweeting
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	What do young children in the United Kingdom understand about the concept of health?
<p>The obesity epidemic has been a public health concern in the past two decades and children are one of the main populations at risk (De Onis, Blossner, &amp; Borghi, 2010). Globally, over 42 million children under the age of five are categorised as overweight or obese, estimated to reach 70 million by 2025 if no successful interventions are implemented (Rankin et al., 2016). In order to design effective physical activity (PA) interventions for long-term health benefits, it is crucial to understand what health means to children (Champion &amp; Skinner, 2008). Therefore, the current study aims to investigate children's understanding of the concept of health through focus group (FG) interviews. Participants (aged 6-10 years) were recruited from four co-ed primary schools in Dorset, UK. The participants wore pedometers for two consecutive weeks in order to identify the high active and low active groups. For each FG, three participants were randomly selected based on PA level, sex and age. From our preliminary data, the arising themes appear to include: diet - the participants stated that there is a need to have a 'balanced diet' because this would enable them to reach optimum 'energy levels' which could also contribute to their PA participation, another pertinent indicator of health as far as the participants were concerned; illness - participants consistently highlighted that illness is negative and can have threatening effects on health. Following analysis, the knowledge gained will potentially help to inform the design of future interventions on health promotion to this population.</p>	

<b>Author</b>	Ebony Torrington
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	Drug related problems associated with chemotherapeutic agents used in breast cancer treatment from the perspective of patients: analysis of online discussion fora

Drug related problems (DRPs) are events or circumstances that interfere actually or potentially with the desired therapeutic outcomes. They include adverse drug events (ADEs), adverse drug reactions (ADRs) and medication errors (MEs). Breast cancer patients suffer from many affects due to the disease as well as the chemotherapeutic agent. It is difficult to separate ADEs in the latter two cases. Therefore, this research explored DRPs associated with chemotherapeutic agents from the patients' perspectives. The methods involved thematic analysis of online discussion (n =12). Inclusion and exclusion criteria assessed each thread within the online fora to ensure careful extraction of information. The results showed that DRPs were associated with all the investigated drugs: Doxorubicin, Cyclophosphamide and Paclitaxel/ Docetaxel, (AC-T) Fluorouracil, Epirubicin (FEC-T) and Herceptin. The main ADRs encountered were associated with the nervous system, cardiovascular system, respiratory, gastrointestinal tract and muscular system. Many of the chemotherapeutic agents were used in different combinations, for example FEC, FEC-T, AC and AC + T. It was apparent that many of the patients use the discussion fora as a way of gaining advice on how to cope with ADRs, through patient-patient prescription, with both holistic therapies and over the counter. Patients self-prescribed medicines and altered their diet without consulting a doctor. This was because patients felt healthcare professionals did not care for them. In conclusion, the online discussion fora uncovered various information relating to DRPs in chemotherapeutic agents.

<b>Author</b>	Stelian Tsekov
<b>Faculty</b>	Faculty of Science & Technology
<b>Title</b>	The effects of paracetamol or cadmium on the development rate and weight of the <i>Calliphora vomitoria</i> (Diptera: Calliphoridae) larvae.

Arthropods, the largest biological group on Earth, are frequently encountered at crime scenes and during death investigations. Of particular forensic interest are the members of the *Calliphora* genus which, under favourable conditions, are known to arrive on a dead body within minutes. As a result, the use of data from these species in the context of criminal investigations has been well established by Forensic Entomology; namely, in providing the most accurate approximation of the time since death. A precise estimation of this interval, also known as minimum post – mortem interval (PMI<sub>min</sub>) is from a paramount importance in every suspicious death investigation.

The methods for estimating the PMI<sub>min</sub> are almost universally based on ambient temperature-growth rate relationship between the fly larvae and the crime scene. However, it has been demonstrated that additional factors, such as the presence of a toxic substance in the tissues of the deceased may affect the estimated PMI<sub>min</sub>.

Paracetamol is the most widely available analgesic drug used for the treatment of pain, headache and fever. This has made the drug a popular choice in suicide cases and therefore a subject of forensic interest. Even though paracetamol does not have any negative effects on the body when taken within the recommended dosage, an overdose can cause liver failure and death.

The results of this study reveal that large doses of paracetamol slow down the development of *Calliphora vomitoria* (Linnaeus, 1758) larvae. It was concluded that PMI<sub>min</sub> could be underestimated by up to 40 hours if the presence of high doses paracetamol is not taken into account during calculations.



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