

Student Name: Tom Dexter

Programme: BSc Sports Management

Title: An exploration into the cultural and political influence on the disproportionately low rates of LGBTQ participation in sport.

Social inequality is an issue that has become steadily more apparent within society, as evidenced by the Black Lives Matter and “Me Too” movements. However, discrimination against the LGBTQ community has yet to receive the attention that it deserves. Sport in particular is one aspect of society where LGBTQ representation is exceptionally low. My thesis explores the cultural and political influences that cause such disproportionality low rates of LGBTQ participation in sport.

I adopted an interpretive epistemological approach, collecting qualitative data, since the primary objective was to explore human interaction, opinions and emotions. This was conducted through semi-structured interviews, with a mix of respondents varying from semi-professional players, sports psychologists and a former CEO of the UK’s largest football charity.

My research confirmed that previously theorised concepts of masculinity contribute to an environment that promotes heterosexuality and rejects homosexuality. Additionally, the interviewees’ frequent references to fans and consumers’ of sports behaviour prompted me to adapt existing literature into my own original concepts of discrimination named “Distant / Non-Personal”. My research also found evidence that LGBTQ athletes were willing to “come out”, but sports institutions were not willing to allow them. The reason this research is important is because there is limited literature on LGBTQ inclusion in sport. The emergence of “queer” theory in the early 1990s provided an opportunity to identify the indicators, and subsequent causes of LGBTQ discrimination. However, sport has been resistant to the influence of “queer” theory, and is an area in need of change.

Student Name: Scott Hope

Programme: BA Events and Leisure Marketing

Title: The events industry – exploring collaborative advantage to address the balance of sustainability.

Sustainability has been a subject of academic research and theorising for decades, with most discussion rooted in the social sciences, in relation to organisational strategy and leadership. The trifold notions of triple bottom line and people profit planet have long been accepted as 'good business' but for some industries more than others, attaining that sustainable balance is challenging. The 'events industry' has conceded the acute ecological impact of the practice, the reaction being manifested in 'corporate social responsibility' policies that proclaim the onset of change to address the acknowledged imbalance. The broader paradigms of change transcend the scope of this project but encompass the inconclusive field of collaborating for shared success. This project supposes a key gap in research around the effectiveness of collaborative approaches to sustainability best practice within competitive macro environments. The paradigm of collaborative advantage (Huxham and MacDonald 1992) has been identified as a central correlator – it will be examined and contextualised to inform a qualitative study and provide a framework for analysis. A sample of events industry practitioners, all members of a not-for-profit alliance purporting shared best practice to address the ecological imperative, will contribute towards the aim of concluding how the events industry can collaborate effectively at micro, mid-range and macro levels to achieve a measurable sustainable balance at macro level. The industry being largely a horizontal market, the research design will aim to examine the myriad vertical markets served to extrapolate general relevance of the supposed research gap.

Huxham, C. and Macdonald, D., 1992. Introducing Collaborative Advantage: Achieving Interorganizational Effectiveness through Meta-strategy. *Management Decision*, 30(3).

Student Name: Benjamin Jones

Programme: BSc Marketing

Title: An analysis of the nature and implications of trust within Innocent's internal, supplier and buyer partnerships

The Innocent organisation produces 100% natural fruit smoothies and fruit juices. It has a reputation for high quality, ethical products and for a commitment to corporate social responsibility.

This presentation explores how the Innocent organisation uses relationship marketing to build trust with its employees and suppliers. It then argues that strong levels of trust in these internal and supplier relationships builds buyer trust.

Sultan and Quails (2000), suggested that buyer trust is a key element in developing strong buyer relationships and sustainable market share.

The presentation also explores how 3rd party recognition can contribute to building trust and the importance therefore of Innocents B Corp. status (gained in 2018).

This presentation uses a conceptual framework which is an adaptation of the Sekhon et al. (2014) framework. It explores how Innocent are driving each of the five antecedents in the framework and how this relates to driving business performance through trust in its internal and external relationships.

The presentation then acknowledges the limitations of the research on which it is based before making recommendations for an Innocent social media campaign. The purpose of the campaign would be to further build internal and supplier trust as a means of influencing greater buyer trust.

Student Name: James Platt

Programme: BSc Sports Psychology and Coaching Sciences

Title: A holistic study exploring the perceived relevance and effectiveness of Bio-Banding within Elite UK football academies.

Bio-banding is the process of grouping players based on biological maturation markers such as size and strength, as opposed to chronological age (Cumming et al, 2017). It's usage is being explored increasingly within elite sport in relation to the development of young football players in elite UK football academies and the perceptions of various stakeholders (Reeves et al, 2018; Bradley et al, 2019), and into the effects that bio-banding has on the physical and technical performance of players (Abbott et al, 2019). Current research suggests identification of benefits and risks associated with using bio-banding in the development of elite youth sport (Malina et al, 2019). Building on this research, this study aims to explore perceptions and experiences of implementing a bio-banding culture from a range of multi-departmental support professionals involved in elite youth sport. Taking a qualitative approach, semi-structured in-depth interviews with approximately 3-5 individuals who have worked as part of a multi-departmental professional support team will be conducted. Maximum variation sampling will be employed to recruit a range of disciplinary perspectives and roles. Data will be recorded and transcribed verbatim. Thematic data analysis will be conducted to identify themes that emerge and translate across departments followed by a critical discussion of implementing a culture of bio-banding from various perspectives. Findings will be used to help us to better understand how bio-banding is experienced in practice and to inform those wishing to implement a bio-banding culture in elite youth sport. Potential areas for further research will be suggested.

Student Name: Jana Saastamoinen

Programme: BA Events & Leisure Marketing

Title: How COVID-19 has influences business conferences in the Baltics and the Nordics

The COVID-19 pandemic has influenced every industry, but events was undoubtedly one of the most affected due to widespread regula2ons and financial losses (?). Since the beginning of March 2020, physical events were either not allowed to take place at all or were subject to strict health and safety restric2ons. This leR event managers with four choices: postpone their event, cancel altogether, create a hybrid event or organise the event fully online. With no guidelines or previous experience to base their choice on, event managers had to react quickly and innovate. This study will be focusing on the effects of the novel coronavirus on business conferences in the Bal2c and Nordic region as a whole. Representa2ves of 15 of the biggest technology and startup events were chosen to take part in semi-structured interviews designed to understand how the pandemic influenced their events, to what extent they had prepared for any poten2al crisis situa2on and how they have adapted their strategy to survive. The data collec2on has not been completed yet, but findings will provide valuable insight into how event organisers have managed the crisis, what issues they have faced and whether the crisis has had las2ng effects on the future of business events. Based on the collected data, a set of guidelines will be developed to help event managers to better prepare for any future crisis situations.

Student Name: Finlay Brown

Programme: BA Politics

Title: To what extent has the dissemination of an anti-elite style of populism affected public trust in a Covid-19 vaccination in the UK?

This paper examines the effects of anti-elite populism on public trust towards a Covid-19 vaccination. Whilst there is a plethora of research studying this form of populism, studies of its effects on anti-intellectualism and public health are scarce. Following the UK's decision to leave the European Union- widely considered a populist success- health scholars warned that that the outcome would have profound and far-reaching implications for the health of the British population (The Lancet, 2018). The populist emotional and often easily falsifiable reasoning run contradictory to the principles which underpin the scientific method: evidence-based decision-making and objectivity (Szabados, 2019). As a result, the undermining of the credibility of expertise by anti-elite populists has eroded people's trust in the establishment and perpetuated the growth of anti-intellectualism as a predisposition which ultimately shapes people's inclination to accept expert scientific consensus (Merkley, 2020). I analyse this using a questionnaire that measures public attitudes and trust in politics and the establishment. First, I examine the characteristics of anti-elite populism and its relationship to anti-intellectualism in the UK from a theoretical perspective. I evaluate the relevant literature on these topics and build on definitions by Mudde (2004) and Merkley (2020) whilst positioning them in relation to vaccine confidence. This forms the basis of the methodology and helps to conduct an empirical analysis illustrating how and the extent to which anti-elite populism has negatively affected people's confidence towards a Covid-19 vaccination. This study has implications at a practical level for public health and crisis management as well as at a theoretical level, for research about the consequences of anti-elite populism.

Note: The questionnaire is live currently and has over 500 participant responses.

Student Name: Liam Connelly

Programme: BA Marketing Communications

Title: An analysis of the nature of Ben and Jerry's 'linked prosperity' strategy and its implications for commitment across the relational network

The project was conducted using an analysis of secondary sources relating to Ben and Jerry's from its foundation in 1978 to the present day. The argument draws from theorists including Morgan and Hunt (1994), Allen and Meyer (1990), He and Balmer (2005), Vivek et al. (2014) and Edmondson (2014), I discuss commitment, trust, shared values and transparent communication. An argument is crafted based on this analysis, using a conceptual framework. This framework outlines how the drivers of communication and shared values builds trust, leading to affective commitment (Allen and Meyer, 1990). The outcome of the framework comes in the form of linked prosperity (Edmondson, 2014), which fuels enthused participation (Vivek et al., 2014) in the company's activities as the relational network becomes ever-increasingly invested due to the continuous benefits received.

This project is significant in its field when it comes to the future implementation of corporate social responsibility. Not only does it highlight a corporation which strives for excellence in their practice through linked prosperity, but it also provides a platform and case study which can inform organisational practice.

Student Name: Tyiesha Falcon,

Programme: BA Communication and Media

Title: How are immigrants portrayed within tabloid media?

Migration is one of the most prominent issues globally and has seen extensive coverage in Western culture in the past decade. This research portfolio recognises that immigrants remain among the most discussed topics in the UK public debate. Consequently, extensive tabloid media attention has created stereotypes and racist attitudes when representing immigrants. In a world where media influences our behaviours, it is essential to understand the variety of information and arguments released into the masses surrounding the typical portrayals of immigrants perpetuated by tabloid news outlets. An exploration of how tabloid news media use a series of techniques to depict negative representations is conducted by analysing an article from The Express newspaper titled "Boris Johnson's Brexit immigration' plan to SLASH unskilled EU workers by 90,000-a-year". Investigating this concept, the research portfolio asserts that British tabloid newspapers heavily stereotype and generalise immigrants which social media counteracts by using a modern and inclusive voice to engage its audience. It is clear that there are slight improvements in attitudes towards migration catalysed by social media. However, there are still severe cases of "othering" and social exclusion against immigrants. Immigrants are considered a threat to the host country's cultural norms with labels such as "intruders" and "victims" which influences the public thought that immigration is a perpetual crisis stemmed by the sensational and scandalised depictions created by tabloid newspapers. The research portfolio concludes that there is still a huge stigma surrounding immigrants enforced by tabloid news media's journalistic practices.

Student Name: Dee Fielding-Cooke

Programme: BA Communication and Media

Title: Dads Don't Get It: Qualitative investigation into the attitudes towards veganism and growing up during a pandemic vs the retro decade.

Dads don't get it. This research explores if/why/how 'Dads' have contrasting attitudes to those of their vegan gen Z children. The investigative concepts include age and elements of gender and the comparison between growing up during a pandemic with digital devices vs a generation being brought up potentially by baby-boomers in a Cold War and Falklands War era. The research will explore if these elements add to individual readiness to accept a vegan lifestyle. Key theorists informing the study include Greenebaum and Dexter, 2018 (*Vegan men and hybrid masculinity*), Parkinson et.al, 2019 (*The Pathways to Veganism*), Troncale Rawls, 2010 (*Sustained efforts and collective claims: the influence of vegan movement from 1944 to present*). Each of these elements will be explored within ten interviews. Participants will comprise fathers (omnivores) who have a child/children aged 18-25 who are vegan and their children. Interviews will seek to discover thoughts towards veganism, why fathers aren't vegan and what their key influencer were growing up and 'trends' of the times, why children are vegan and what influenced this choice and similarly exploring current influences and trends while living through a pandemic during the 'best years' of their life. Particular motivations of this project include the gap in literature looking at the relationships between family members who are or aren't vegan as well as the barriers to veganism. Motivations have also stemmed from observations and personal experience with generations 'not getting' the veganism movement.

Student Name: Kiera Garman

Programme: BA English

Title: A Pulse's Low Thrum: An exploration into the portrayal of sexuality in vampire fiction

My presentation considers the symbolism and significance of the vampire in media today. The presentation begins with a short creative piece written about a lesbian couple (one vampire and one human) where the vampire is forced to 'turn' the human due to being attacked, ending with an outcome which is unusual in vampire fiction as the 'turning' does not work and the human dies. The creative piece is then critically analysed for the choices made, such as the more 'surgical' language used, why a lesbian couple was chosen as well as thoughts on the tragedy of existing as a vampire. This critical analysis will be interwoven with academic research about monster theory (Cohen 1996; Creed 1993), which relate to popular concepts in queer and gender theory. The representation of vampires is considered regarding what they as supernatural creatures represent from a social and political context and how this portrayal has developed throughout history with particular focus on how the vampire represents sexuality. This exploration will illustrate how the vampire has changed over time from a scary monster to a more sympathetic creature of the night, becoming more 'humanised' as time goes on. This presentation is significant because it shows the relationship between the portrayal of this popular archetype and public views on expression of sexuality and acceptance of 'otherness'.

Cohen, J. J., 1996. *Monster Theory: Reading Culture* [online]. Minneapolis, UNITED STATES: University of Minnesota Press. Available from: <http://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=310376> [Accessed 5 Nov 2020].

Creed, B., 1993. *The Monstrous Feminine: Film, Feminism, Psychoanalysis* [online]. Florence, UNITED KINGDOM: Taylor & Francis Group. Available from: <http://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=683972> [Accessed 5 Nov 2020].

Student Name: Melissa Gotobed

Programme: BA Television Production

Title: Creative Innovation in TV: How has the increased demand for content, as well as other limitations caused by the pandemic, impacted the innovation of content in the television industry?

Due to the impact of COVID-19, filmmakers have had the opportunity to try new methods and content ideas to maintain TV viewers, especially with the prevalence for on-demand content over the last ten years. This research examines this emerging area and provides evidence promoting the ability and need for the industry to adapt and benefit from challenges. The purpose of this study is to contemplate Covid-19's impact on television productions and provide a qualitative portrait of how innovation has been affected considering production limitations. The research is informed by semi-structured interviews with the writer and director of *Staged* (BBC), Simon Evans, and one of the show's producers and actor, Georgia Tennant. It also draws from industry and academic literature by Meikle and Young (2008), Carney (2010), Scannell (2020), and Christian (2018) on this topic.

Rather than the pandemic limiting innovation within the television industry, this research reconceives this period as a key time of change and reflection on what the TV industry has become in its separate sectors and how those elements can help strength other sectors. Within this context, innovation is characterized as both encouraging competition and collaboration. The time presented by the pandemic has been used to think outside the box enabling filmmakers to curtail the inherent precarity of their work and experiment with new methods, formats, and ideas as an intrinsic part of maintaining the industry's slew of content demanded by viewers during this period.

Student Name: Bethan Harris

Programme: BA Marketing Communications with Advertising

Title: Consumer Perceptions on Cultural Appropriation and Cultural Appreciation of Eastern Cultures in the Western Fashion Industry

Culture is described by the Center for Advanced Research on Language Acquisition (CARLA 2020) as "...the shared patterns of behaviours and interactions, cognitive constructs, and affective understanding that are learned through a process of socialization." Drawing from this definition, this research seeks to understand how consumers use their personal connection with culture to then develop a perception of the representation of Eastern cultures in Western fashion. As the title of the research suggests, there are two main themes: cultural appropriation and cultural appreciation. Literature such as Green and Kaiser's (2017) 'Fashion and Appropriation' gives an insight of the existing research on the topic. This research proposal will include an in-depth methodology which is made up of sections such as: the research aim and objectives, the philosophical positioning and ethical positioning.

The research seeks to identify what influences consumers to differentiate between cultural appropriation and cultural appreciation; to understand the nature of the relationship between consumers and brands; and to evaluate whether or not the ethnicity of the consumer offers a sense of authority, in the context of deciding what is culturally appropriate or appreciative.

Two semi-structured interviews have been conducted which have been recorded for audio purposes only. An analysis of the interviews will offer an insight into themes the consumers use to differentiate cultural appropriation and cultural appreciation and therefore offer an explanation to the research objectives proposed in the methodology. Finally, a visual preliminary analysis of the interviews will be carried out.

Student Name: Lilly Gilchrist

Programme: BA Communication and Media

Title: Beyoncé's Lemonade album and her unique representation of the infidelity theme

This research project explored the gendered difference in the representation of infidelity through the medium of lyrical music, with close attention to how Beyoncé has taken an alternative stance to a female's portrayal of infidelity in her album 'Lemonade.' The stereotypes of infidelity representation perpetuated by contemporary male R&B pop artists has been addressed by various scholars (e.g. Alexopoulos and Laramie 2019; Aubrey and Frisby 2011). Previous contemporary representations have maintained that males see infidelity as an opportunity to express how many females they can sexually obtain and when they turn down cheating on their partner they should be seen as a 'hero.' The attitudes previous female R&B pop artists displayed are essentially the opposite to the male stereotype; expressing that it was their fault their partner cheated as she couldn't compete with the other female attention he received. As a drastic change in stance Beyoncé expresses emotions of revenge, hate and female empowerment; altering the themes of infidelity represented in lyrical music. This project draws on thematic analysis towards a close-reading of the lyrics in two main songs from Beyoncé's album; Hold Up and Don't Hurt Yourself. The analysis demonstrates a clear difference in emotions between how infidelity is represented through male and female artists. The coding scheme used identifies key words or phrases associated with female music artists' association with infidelity. The project expresses to future female R&B pop artists that one does not need to simply be a continuation of the themes presented by the opposite gender.

Student Name: Fraser Huskinson

Programme: BA History

Title: Pay to Win: The Citizen Consumer, consumption and the Cold War.

research project explores how ideas of citizenship and consumption became merged in 1950s-1960s Britain due to both the Cold War and changing economic and communicative contexts. First, the project will explore to what extent the government played an active role in facilitating this synthesis through their subversive influence within the more traditionalist consumer groups such as the Co-operative movement and the Trades Union Congress. Preliminary findings show that anti-communist attitudes were already present within these organisations prior to government intervention. Nevertheless, a result of this was a reluctance to decisively oppose the increasingly individualised modes of consumption which developed, as facilitated with the rise of advertising. This marketing method itself was fiercely contested, with supporters and antagonists framing their arguments around Cold War terminology. Through analysing how advertisements changed between 1955-1960, it becomes possible to track how the citizen-consumer was imagined and how this image changed over time. Initial findings indicate that the primary perception of this citizen-consumer was as a family-orientated housewife, whose citizenship was contingent on both her domestic duties and the purchase of products for her family. Through a sustained analysis of advertising, the trajectory towards an increasingly individualised concept can be tracked. Finally, the physical sites of consumption and their role in shaping consumption will be explored. By utilising these different research methods, one can consider to what extent the Cold War, improving economic circumstances, or increasing acceptance of individualised capitalism had in developing the citizen-consumer within postwar Britain.

Student Name: Amy James

Programme: BA English

Title: How does Derek Walcott's representation of women in *Omeros* undermine his post-colonial intentions?

In this presentation I will explore the way in which the author Derek Walcott presents women in his poem *Omeros*. This is based on my study of post-colonial cultures and the literature they produce on my degree. I wanted to explore the way in which women have been portrayed in the genre of post-colonial texts, and whether they are portrayed in a way which undermines the inclusive nature of the genre. In terms of method I primarily looked at various theorists' approaches to Walcott's work, as well as broader explorations of the place of women in post-colonial literatures. To this I brought my own reading of the text, and tried to address some of these established interpretations of Walcott's poem. I came to the conclusion that although in some ways Walcott creates a strongly post-colonial text as intended, challenging European narratives and values, in his representation of women (and to some extent working class men), he fails to uphold the same standards, often falling into European approaches to depicting women. All in all, the effect of this was to undermine his post-colonial approach. I believe this is important because it questions an approach which still prioritises a male, middle class point of view, and expresses a need for the post-colonial project to take a wider ranging approach.

Student Name: Kira Jeal

Programme: English

Title: The Gothic monster is used in different ways, but remains essential to both *The Picture of Dorian Gray* and *Strange Case of Dr Jekyll and Mr Hyde*

The monster is a fundamental feature of the Gothic genre and is essential to both *The Picture of Dorian Gray* (1891) and *Strange Case of Dr Jekyll and Mr Hyde* (1886). This paper examines the different ways in which the two novels make use of the Gothic monster, whilst focusing on the argument that the monster is innately linked to the duality of man and the supernatural. By highlighting the parallels of the texts whilst exploring their differences, this paper looks at the protagonists and their monsters, concentrating on three key points – the presentations of the Gothic monster; psychoanalytic readings of the texts' characters and authors; and the deaths of the protagonists and their monsters.

Using academic research to enhance and develop the analysis of the two novels, this paper concludes that the Gothic monster is presented as innately destructive and eventually causes the deaths of both novels' titular characters due to their immoral and depraved acts. Ultimately, these two Gothic novels make use of the monster in very similar ways, culminating in highly comparable narrative arcs and endings as a result of similar presentations of the protagonists and their other, supernatural monsters – thereby demonstrating man's dual nature.

By examining these novels in a direct comparison, this paper highlights the key similarities in Wilde and Stevenson's uses of the Gothic monster and its essentialness to both texts, as well as providing an insight into the ways they link the monster with depravity, immorality and death.

Student Name: Charmaine Kingwell

Programme: BA English

Title: Hybridity and the Evolution of Cultural Production in Post-Colonial Literature

This paper will chart the transcultural evolution of literary techniques and cultural productions within post-colonial literature. This will be done by focusing on the historical contexts and transcultural interactions between Nigerian post-colonial writers and the Canadian writer Margaret Laurence. I will examine these writers' innovative use of hybridity in post-colonial literature, in conclusion proposing their literary techniques are a new form of modernism that enables the articulation of new, unique subjectivities and meanings that defy discourses of difference and envision new futurities of transcultural unification.

Student Name: Ahone Lane

Programme: BA English

Title: A Redesign of *Noughts & Crosses*

This project aims to critically research, analyse and recreate the cover of the 2001 hit young adult novel *Noughts & Crosses* by Malorie Blackman, remarketing it towards a younger demographic of boys and girls aged 12+. The reason behind choosing this book and the purpose of my redesign is to educate children and young teenagers on racism and prejudice, particularly after the re-emergence of the Black Lives Matter movement in 2020. *Noughts & Crosses* is a story that still holds great power in today's society. It's extremely important for young people to have an understanding of racial prejudice and discrimination in order to start conversations, challenge stereotypes and preconceived ideas, and promote equality.

Throughout my research of exploring existing reviews and previous book covers from an array of different years, I was able to pinpoint key themes and messages to incorporate within my own design. I concluded that love and division were the dominant themes within my research, and that the book gave black people a place to feel seen. I was able to hand draw the vision I had imagined, creating imagery surrounding a love story with a distinct racial divide, that holds up a mirror to society and also fits coherently with my target audience.

As a book that will "linger in the mind long after it has been read" (Observer), I hope that my redesign manages to have the same effect and educate others on the realities of racism, pushing stories about race onto every syllabus.

Student Name: Yana Lineva

Programme: BA Hons Computer Animation Art and Design

Title: Quarantine experience through the medium of VR collage

This practice project works with a new medium, collage in VR, in order to explore how one's experience of surroundings changes when observing the world from a confined singular point. In November 2020 I received a positive result for coronavirus after a week of staying home, experiencing three weeks of quarantine. In these weeks, the only real connection I had with the rest of the world was through my balcony on the seventh floor, observing the neighbouring blocks and noticing them as a sort of stage in which each window was a separate scene, much like in Hitchcock's *Rear Window*. I would like to share this experience through the medium of the VR collage, made up of the multiple pieces of footage of my surroundings I recorded throughout these three weeks. The people in them become blurred characters as due to the distance between us, they are merely outlines, only silhouettes without features. I have researched different approaches to collage and cubism, in the works of artists such as David Hockney and Hannah Höch, in order to choose the best way to compose this new form, that is the VR collage. I will present my surroundings in an overlapping manner where the different footages are turned "on" and "off" when their time of day comes, thus presenting a whole day that passes in the life of the quarantined only in observation, from morning until dawn.

Student Name: Yana Lineva

Programme: BA Hons Computer Animation Art and Design

Title: Martian Garden

The garden is a fundamental element of any human civilization that expresses its values and aesthetics. From Babylon through Eden all the way to Versailles, the garden has become symbolically charged as it represents status, man's control over nature, and visions of paradise. This project seeks to examine how the garden would develop once humans move away from their natural habitat onto interstellar exploration, specifically to Mars. What would the garden in a developed human colony on Mars look like? Once it becomes the main source of food, fresh air and water, as well as the only natural stimuli in a dusty and barren environment, would the garden's significance grow further?. The project seeks to develop a hypothesis about the values and aesthetics this new society would want to project onto its garden. Our main primary source is Dr. Gioia Massa, lead of NASA's Veggie project, which tests growing plants on the International Space Station. With her help, we concluded that this space would be underground with multiple hydroponic methods stacked vertically, lit strongly and evenly by LED grow lights. The space will be divided into three sections to accommodate for the different needs of plants in terms of lighting, temperature, pressure, and humidity. The research would be used to build an interactive (possibly virtual reality) experience that would immerse the viewer into the atmosphere of this surreal space.

Student Name: Margarida Macara Reis

Programme: BA Television Production

Title: Graphic Design in the Creative Industries: how do TV programmes establish themselves in a crowded marketplace

The competition to attract television audiences is intense. The content made accessible to audiences is continuously growing, and a wider variety of viewing options is available. Television channels and television programmes are, similarly to other consumer commodities, constructed as brands designed to build audience loyalty and engagement. Marketing and Branding have become vital components

in the global television industry. In order to create a distinctively positioned television channel, TV marketers, advertising agencies, in-house creative teams and specialist entertainment marketing agencies collectively cooperate. Branding is divided into intangible components, a unique set of attributes and associations; and tangible elements, like names and symbols. In television, visual or graphic design influences all aspects of the imagery television audiences see, and encompasses several high-skilled specialities: from lighting to set design, editing to motion graphics, and others. Due to the expansion of Media and technological advancements, motion graphics has become a fundamental part in both channel and programme branding. Within the context of television production, opening credits have played a significant role in forging identities of many television series. The branding value of opening sequences is increasingly important because it inspires and interacts with transmedia promotional strategies, expansions, distribution and fandom. Serving as a seducing entry-way paratext to the media content, a transition between the reality of the viewing to the imaginary world being portrayed, they are both functional and creative. This study explores the subject of graphic design and television, how the two disciplines are intimately interconnected and how graphic design may effectively assist in audience engagement.

Student Name: Tinuoluwa Ogunkanmi

Programme: BA English

Title: The Rediscovery of (Post-colonial) Women As Seen Through *Nervous Conditions* (1988)

In its first couple of decades, the postcolonial literary canon was dominated by male writers. This made it harder to depict the realistic experiences of women living in these countries, whilst also leaving them out of the discussions that affected them too. Through *Nervous Conditions* (1988), Tsitsi Dangarembga opens up a platform for African women in these postcolonial countries whose experiences were not only infringed by colonialism but also, adding a new layer, by patriarchy. She does not deem it necessary to mythicise their struggles, but explain it pragmatically, whilst recognising the complexities of it. This project's purpose is thus to examine the ways in which this is done. To do so, I took a thematic approach which allowed me to explore and categorise the female characters of the novel, and how, as a result, they reflect a reinforcement of the themes of Womanhood, Identity & Belonging, and Entrapment versus Emancipation. What is discovered when examining these themes is how colonialism and patriarchy permeate through all the aspects of an African woman's life; that it cannot be separated, and as a result highlights a clear Divisionary binary of Us versus Them. They are analogous but overall can have a detriment effect, and demonstrate a real effort on Dangarembga's part to not only provide a more realistic outlook on the issues that affect women like her's life, but her conscious effort to break down these binaries.

This presentation will outline how Ben and Jerry's use their linked prosperity strategy to inform practice across the relational network's four critical pillars, buyers, suppliers, internal and lateral stakeholders (Morgan and Hunt 1994).

Student Name: Will Priddis

Programme: BA Film

Title: Shooting the Stage: Using filmmaking techniques to enhance recordings of live theatre.

Theatre, one of the oldest art forms, is in the midst of a massive innovation. Recently, it has become more common to watch theatre on a screen, be it one of the *National Theatre Live* cinema broadcasts, Disney+'s recording of the musical *Hamilton*, or an amateur video of a show online. With much theatre rendered inaccessible by cost or location, and now by a global pandemic, finding a way to bring theatre to the screen is now a common way to reach wider audiences.

Traditionally, recordings of live theatre are meant to be 'invisible', to simply capture the original play. However, this process is inherently creative, and choices must be made as to how to 'translate' the play into the audiovisual medium. Film, however, is a medium whose appeal is defined by visual spectacle. Too much of that spectacle will ruin the liveness and singularity of the theatre production, making it seem impossible to have been achieved live.

However, there is a middle ground where elements of 'filmic spectacle' can contribute to the 'live spectacle' of the original play. Having explored the aesthetics and methods behind these recordings through the recording of a short play, I have found this is possible. Using the implications of different shot sizes, compositions and editing speeds to support the play's subtext is particularly important, but all this must be done live, or at least 'as live'. Attempting to overcome the limitations of liveness, for whatever reason, will ruin the illusion.

Student Name: Emily Richards

Programme: BA Marketing Communications

Title: An analysis of Riverford's ethical relational strategies and their impact on consumer trust

Riverford is a primarily Devon-based farm which delivers 100% organic and ethical delivery boxes across the UK including vegetables, meat, dairy, bakery and store cupboard items as well as recipe boxes. It prides itself on being a B Corporation, adhering to the highest social and environmental standards and offering consumers a transparent view of its business. This paper argues that trust is the heart of Riverford's ethical relational strategies which is illustrated in an adapted Morgan and Hunt (1994) Key Mediating Variable framework. The framework establishes shared values, benevolence and transparent communications as Riverford's key antecedents of trust. It argues that affective commitment is a key mediating variable for trust driving the outcomes cooperation, loyalty and positive word-of-mouth. Furthermore, trust can also be seen to directly drive cooperation. This paper recommends that Riverford should expand the features on its app which is currently only used to take orders. This will contribute towards building its antecedents of trust further with its consumers which will aid trust-building within the Riverford community.

Student Name: Jack Sykes

Programme: BA Politics

Title: The Right to the City: Investigating Urban Social Movements against the Commodification of our Cities.

The aim of this project is to examine the current housing crisis in Britain by exploring the potential alternatives to the housing market. The alternatives explored include the expansive housing activism that began in the late 1960s (expressed through squatting and rent strikes), as well as the theoretical concept of Henri Lefebvre's "Right to the City", a radical approach that prioritises the needs of the community and keeps our cities accessible to all elements of society. By looking at these movements, their core values and reasons for continued support, the project will endeavour to analyse these potential alternatives and argue whether or not they can successfully challenge Britain's housing crisis. In exploring this topic, the project has made extensive use of available literature and academic works to support its arguments and corroborate its conclusions. The project finds the 'Right to the City' to be a very promising guiding approach to the development of our cities, ensuring working class communities are not priced out of their urban areas and reinforcing democratic ideals by placing power within working class communities' hands. In a contentious area of contemporary politics, this project adds to the current literature and develops the topic by exploring the history of these movements and applying them to the current crisis in housing that has fuelled social inequality and damaged communities. The project argues that how we provide housing can be more just and our cities can be more ambitious in promoting equality.

Student Name: Lici Taylor

Programme: BA English

Title: Discussing The Abject in *Under The Shadow* (2016)

This presentation will explore the use of the abject (Kristeva, 1982) in the 2016 Iranian and English co-production *Under The Shadow*. *Under The Shadow* is a psychological horror film, directed by Babak Anvari, that is set in Iran in the 1980s. The abject is a psychoanalytic theory that can be defined as; the breakdown in meaning which occurs when we are reminded of the materiality of our own bodies, often caused by a loss of distinction between subject and object. Abjection often relates to disturbing identity and cultural concepts and can therefore be associated with the horror genre. Relating this theory to this text is important as it calls into question representations of those affected by war. This presentation discusses the abject and its association with the womb, motherhood and childbirth. It also connects the abject to the supernatural elements in *Under The Shadow*, which takes the form of a djinn brought by an unexploded missile. Taking these factors into account, my presentation demonstrates that the abject is a useful tool to help analyse and rethink representations of those affected by war, especially women. In conclusion, *Under the Shadow* uses the abject to represent the terror of living in a warzone. The breakdown of meaning and challenging of order that occurs in the film, also challenges representations of those affected by war as well as representing war itself.

- Kristeva, J. 1982. *Powers of Horror: An Essay on Abjection*. Chichester: Columbia University Press.
- *Under The Shadow*, 2016. Directed by Babak Anvari. UK: Wigwam Films.

Student Name: Joscelyn Turner

Programme: BA Marketing Communications

Title: An analysis of the National Trust's shared values and their implications for members' and volunteers' commitment.

The National Trust is a not-for-profit organisation and offers memberships to individuals and families across the UK. Commitment is paramount for the National Trust's success as the National Trust relies upon memberships and volunteers, as well as donations and grants to look after its 500 places across England, Wales and Northern Ireland. This paper argues that shared values (including the values of protection and conservation of nature and historic buildings, appreciation of the beauty of nature and the outdoors) are the primary antecedent of affective and normative commitment. A conceptual framework adapted from Morgan and Hunt (1994) demonstrates shared values as the primary antecedent supported by secondary antecedents of relationship benefits and communication, drawn from Morgan and Hunt (1994) and Macmillan et al (2005). The framework identifies shared values as the primary antecedent for affective and normative commitment (Allen and Meyer 1990; Morgan and Hunt 1994), but also identifies relationship benefits and communication as secondary antecedents (Macmillan et al. 2005). Finally, this paper makes a recommendation that the National Trust should introduce 'Wellbeing Walks' to further strengthen commitment from members and volunteers and address UNSDG 3 'Good Health and Wellbeing'.

Student Name: Annie VencI

Programme: BA English

Title: The Gothic Literary trope of vampires can be read as reflecting the fears of their era, what would a COVID-19 incarnation look like?

The coronavirus has changed our lifestyles and caused us to question how we were previously living. The Gothic literary archetype of the vampire, as suggested by Auerbach, is "in any given generation... part of what I am and what my times have become" (1995, p.1). The vampire's evolutionary and changeable nature shaped by societal ideology inspired this presentation: a short creative piece and critical rationale on the Covid-19 incarnation of the vampire.

The creative piece draws upon the early folklore tradition of a plague ridden and infectious vampire (Barber 1987), mirroring the fear of transmission. Using the Byronic influence of the literary vampire, I inverted the othering and exclusion to my 'non-infected' protagonist, differentiating him from the new ghoul majority. The theme of othering and excluding is continued, with references to generational conflict which was prevalent in the Covid blame game. In a post-apocalyptic drug fuelled society, the metaphorical vampires, use the trope of enhanced vision, by literally using psychedelics. This ironically highlights the protagonist's stagnant view, he prides himself in being a capitalist self-made man, he odes to a lost sense of Nationalism and he laments the previous society.

This piece of practice-based research investigates the changing nature of the vampire. By reflecting on what a Covid-19 vampire might look like, it continues the Gothics tradition towards dark and subversive texts and critically evaluates today's society.

References

Auerbach, N., 1995. *Our Vampires Ourselves*. Chicago: The University of Chicago Press.

Barber, P., 1987. Forensic Pathology and the European Vampire. *Journal of Folklore*

Student Name: Niamh Ellen Woodmass

Programme: BA History

Title: 'Menaces to Peace': An Analysis of British Newspaper Reporting on the Soviet Union and Communist Ideology 1945-1950

During the Second World War, the 'Grande Alliance' consisting of Britain, the United States and the Soviet Union peacefully cooperated in their joint efforts against their common enemy, Hitler. In support, the British press on the whole reported positively on the activities of the Soviet Union, despite not always fundamentally agreeing with their actions. However, after Hitler's defeat, the ideological differences between the three became much more prominent and the alliance eventually broke down. As tensions worsened, some newspapers began to report extremely negatively on the activities of the Soviet Union and the spread of communism. This paper aims to analyse the extent to which the popular left-wing newspaper, The Daily Mirror, reflected growing tensions between Britain and the Soviet Union through its sensationalised news. The paper will cover the years 1945-1950, in a post-war world where cautious optimism was present in newspapers, yet ideological differences were starting to show particularly after the Potsdam Conference. It will explore the genesis of the Cold War itself in 1947 and will include the influence of state-fuelled propaganda and the Czechoslovakian Coup of 1948. Finally, it will cover the Berlin Blockade and the commencement of the Korean War in 1950. The British popular press during the Cold War is a topic which has been somewhat neglected in historiography, therefore this research is significant in unmasking their importance in shaping a Cold War culture in Britain in this period.

Student Name: David Cabrini-Back

Programme: BSc (Hons) Physiotherapy

Title: Does Palliative Care education lead to a change in the attitudes and beliefs of pre-registration Physiotherapy students around Palliative Care: A systematic review

Background

Worldwide, over 61 million people suffer from symptoms caused by conditions which could be helped by Palliative Care (PC). Physiotherapy is increasingly utilised as part of the multi-disciplinary team in providing PC and PC should be considered an essential element of undergraduate education.

Objectives

To evaluate the existing research on the effect of a PC education intervention, delivered to Physiotherapy undergraduate students, on their attitudes and beliefs towards PC.

Methods

A structured search on Academic Search Ultimate, MEDLINE Complete, CINAHL Complete, APA PsycInfo, Education Source, Communication Source, SPORTDiscus with Full Text, Business Source Ultimate, SocINDEX with Full Text, and Regional Business News was conducted in October 2020. Articles were limited to peer-reviewed journals published in English and involving an educational intervention delivered to pre-registration Physiotherapy students.

Results

Four papers were included relating to the use of PC education and measuring change in attitudes and beliefs. Three papers showed a significant positive change in students' attitudes and beliefs towards PC, and one showing a positive but non-significant change. There was no consensus on the ideal curriculum content, delivery method or time.

Conclusion

PC curriculum is still in its formative stages within Physiotherapy education. While there is currently no consensus on the ideal method and format of how it should be delivered, there is some evidence to suggest that it can have a positive impact on Physiotherapy students' attitudes and beliefs towards PC.

Student Name: Natasha Cox

Programme: BSc (Hons) Adult Nursing

Title: Colorectal cancer survivors' perspectives of dietary advice: a literature review

Aims and Objectives: to thematically analyse current literature on the perspectives of colorectal cancer (CRC) survivors, regarding the dietary advice available post-treatment and consider whether their needs could be better met, in order to support their continued recovery.

Background: There are increasing numbers of CRC survivors in the UK. Making healthy dietary changes has been shown to improve survivors' prognoses and has been identified as an aim of UK health policy. However, a national survey has indicated that CRC survivors are dissatisfied with the dietary advice they receive.

Methods: A literature review and thematic analysis of six pieces of qualitative research and two studies of mixed-methods design.

Findings: Four major themes emerged from the data analysis: the perceived inadequacy of dietary advice received by survivors; survivors' motivations and barriers to making dietary change; dietary information sources; and the impact of symptoms caused by changes to diet post-surgery.

Conclusion: Awareness and understanding of the common concerns of CRC survivors surrounding diet will enable nurses to be better prepared to advise and signpost as necessary, to support survivors to make the transition to living well after active treatment.

Student Name: Laura Fitzgerald

Programme: BSc (Hons) Physiotherapy

Title: Can Hippotherapy utilising a horse improve balance in children under sixteen with Cerebral palsy? A review of the literature.

Background: Cerebral palsy is the most common childhood movement disorder, often presenting with balance deficits. Hippotherapy has been found to be invaluable therapy for many people with a range of psychological and physical disorders including children with Cerebral Palsy. Despite this, a synthesis of research investigating hippotherapy utilising a real horse and its specific effect on balance in children with CP is currently incomplete.

Aim: This review is aimed at determining whether hippotherapy utilising a real horse as a physiotherapy intervention can improve balance in children under 16 with Cerebral Palsy.

Methods: A systematic literature search of electronic databases on Academic Search Ultimate, CINAHL, MEDLINE and SPORTDiscus was undertaken in October 2020. Articles were screened and limited to peer reviewed English language articles investigating hippotherapy using a horse and its effects on children with Cerebral Palsy and with balance as a specific outcome measure.

Results: This review covered five studies. Each study showed improvements in balance after the hippotherapy intervention. Results were not identical. Length and type of session seemed to affect the outcome as longer, more frequent and individual sessions were associated with improved patient's balance.

Conclusions: The review findings indicate there is moderate evidence to suggest hippotherapy improves balance in children under 16 with spastic Cerebral Palsy. Research is needed to determine the effect on dyskinetic, ataxic and mixed Cerebral Palsy. Further research is also needed to determine the optimum length of hippotherapy sessions and exactly what should be included in the sessions to improve balance.

Student Name: Thays de Freitas

Programme: BSc (Hons) Physiotherapy

Title: Does yoga improve motor function and strength in those with Multiple Sclerosis?

Background: Multiple Sclerosis is a chronic inflammatory and neurodegenerative disease with great impact on physical mobility and muscular strength. While yoga seems to be effective in improving postural balance, fatigue and mood, the evidence of efficacy in motor function and strength remains unclear.

Objective: The aim of this review is to determine the effects of yoga in motor function and strength in patients with MS.

Methods: A systematic search of CINAHL Complete, Complementary Index, MEDLINE Complete, Supplemental Index, SPORTDiscus was conducted in December 2020. Studies scored 15 to 22 out of 27 on the Modified Downs and Blacks. Two studies were randomized control trials, one quasi-experimental study, one experimental study and a pilot study.

Participants: A total of 171 participants, 140 of them women, age from 18 to 65 years old.

Interventions: The yoga style, assistance, frequency, and duration varied between studies, from 60 to 90 min per session, 1 to 3 times a week, for 8 weeks to 6 months. Studies compared yoga to control groups, Home-based Resistance Training, Clinical Pilates, and Movement to Music.

Results: Of the five studies included, one showed positive short-term effects on upper limb strength, one on functional lower-extremity strength and two demonstrated significant improvement on walking ability.

Conclusion: There is limited evidence to show the positive short-term effects of yoga on upper body strength, functional lower-extremity strength and walking ability. Future research is required to determine long-term effects and optimum duration and frequency.

Student Name: Rebekah Phillips

Programme: Programme: BSc (Hons) Physiotherapy

Title: The Effectiveness of Rhythmic Auditory Stimulation on improving Gait Parameters and Function in Children and Young People with Cerebral Palsy.

Background: Cerebral Palsy (CP) is a prevalent permanent, non-progressive movement disorder characterised by atypical gait. Rhythmic Auditory Stimulation (RAS) has been implemented within Physiotherapy to improve gait parameters and function with Neurodegenerative disorders. An acoustic stimulus elicits auditory-motor coordination and as theories stand, bypass disordered pathways, a neuronal plastic response, modulating cortical activity. A plethora of research indicates benefits of RAS for people with Parkinson's, Huntington's and Multiple Sclerosis; however, is yet to be utilised clinically and reviewed for children with CP.

Objective: To synthesis the literature regarding different RAS techniques and their effectiveness in improving gait parameters and function in children and young people with CP.

Methods: A systematic search included MEDLINE Complete, Academic Search Ultimate, CINAHL Complete, APA PsycInfo, SPORTDiscuss, Education Source, Environment Complete and ERIC in September 2020. Five studies matched inclusion criteria and critically appraised using a modified Downs and Black's tool.

Results: All articles used a form of RAS with varied implementation either independently or in conjunction with physiotherapy, with greater improvements in the later. Positive outcomes were concluded in each article with prolonged results of up to 5 months.

Conclusion: The literature indicates RAS has potential to improve gait parameters. However, caution must be made in generalisation due to variations in studies. Synthesis of this literature identifies a need to harness these variables and investigate a singular RAS technique such a metronome or drum cues. Alongside further research into effectiveness of RAS for high severity and young cohorts of CP

Student Name: Amy Preece

Programme: BSc (Hons) Mental Health Nursing

Title: What are the impacts of drama-based interventions when used in forensic settings?

Background: Drama-based interventions are not a new concept, especially in forensic settings. There have been reported benefits of them being utilised with this client group, however evidence of their efficacy is limited.

Aim: The aim of this review was to thematically analyse available evidence and apply it to forensic mental health settings, mental health nursing, and the mental health population more generally.

Method: The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) was utilised to locate papers across multiple databases. Papers were identified that had been published between 2005-2020, been published in English, have been peer reviewed and discussed the impacts of drama-based interventions in forensic settings.

Findings: 6 articles were located that met the inclusion criteria. 4 studies reported using qualitative data, 1 mixed methods, and 1 reported quantitatively. Participants were mostly male (n=249), and the rest were female (n=61). Studies were primarily from the UK (n=5) and one from the US (n=1). Thematic analysis was completed, themes identified were confidence, self-esteem, and identity development. These therapeutic outcomes recorded whether drama was participated in or professional performances watched.

Conclusion: Further investigation needs to be undertaken regarding the efficacy of these interventions in settings other than prisons. Evidence indicates positive outcomes in the identified themes for participants in the studies, whether that be through participating in drama or viewing professional quality performances. Similar outcomes are recorded in the mental health population.

Student Name: Natalie Campbell

Programme: BSc Archaeological and Forensic Sciences

Title: Identifying the Motherhood Experience in Prehistory: Exploring Potential Sources of Archaeological and Anthropological Evidence.

Motherhood (in one form or another) is experienced by a significant proportion of women. However, what it means to be a mother is a social construct that will differ over time and place. A woman on the threshold of motherhood and beyond can be expected to appropriate and embody motherhood related societal ideologies. Her position within the community, the expectations of her and the restrictions placed on her shape how women experience and live.

Despite the fact that motherhood is the experience of the many rather than the few and the vast number of possible lines of evidence available within the disciplines of archaeology and anthropology, motherhood in prehistory, beyond reproduction, weaning, kinship and female figurines is often overlooked. This paper aims to explore and analyse published literature for potential evidence that could shed light into the lives and experiences of mothers in prehistory.

This is followed by a case study of the Monkton-Up Four, a potentially ritualised Neolithic burial of a mother and three children hidden within a chalk pit henge. A review of pre-existing research including isotopic, genetic, pathology and theoretical discussions surrounding landscape, ritual & kinship, will demonstrate how we can reapply this research to begin to understand the specific motherhood experience of the mother at Monkton-Up. Can we identify how her society might have perceived and valued motherhood and how that influenced the lifeways and experiences of mothers?

Student Name: Jack Kyriacos Creasy

Programme: BSc Games Design

Title: “Game Feel” - An analysis of the importance of aesthetics in Game Design

This project will aim to demonstrate the importance of aesthetics in the development of video games. The best games use their aesthetics to create “game feel”. Game feel not only makes the player’s actions and their consequences more obvious for players; but also adds to their enjoyment by making them want to perform said actions again.

To facilitate the importance of game feel and player feedback, I have developed multiple small prototypes for the same simple game. Each prototype has varying levels of game feel; and will also use different techniques such as screen-shake, hit-stop, and appropriate use of sound and animation. Some prototypes will have multiple techniques added, and one will have none.

Showcasing and comparing the prototypes and the implementation of aesthetics will demonstrate the importance that seemingly trivial details can have on the user’s understanding of the mechanics and their enjoyment of the game.

Players may not notice these details when a game includes them, but play-testers of the prototypes mentioned that the controls felt “off” or “unresponsive” or even “confusing” without them when they saw the stripped version of the game.

Education of the importance of “game feel” is especially important within the indie game scene. With the tools available, almost anyone can develop a game. However, without a fine eye for details such as game feel, the quality of the product will suffer. Thus, we should demonstrate that “satisfaction” and “feedback” in game mechanics are just as important as the core functionality.

Student Name: Megan Gampell

Programme: BSc Music and Sound Production Technology

Title: Does the Musical Kuleshov Effect exist? An investigation into the use of music and harmony in visual media, and their influence on the emotional judgement of characters

In the 20th century, Soviet filmmaker Lev Vladimirovich Kuleshov conducted a series of experiments on facial expression in film. The experiments concluded that the audience's perception of a neutral facial expression is relative to the visual context provided in the scene; this effect is known as the "Kuleshov Effect".

However, there has been limited exploration of whether the same effect occurs with auditory content, and whether music can provide sufficient context to change an audience's perception of a character's emotion. My thesis will be examining the extent to which music can manipulate the perception of a character's emotions in film to try and ascertain the extent to which a Musical Kuleshov Effect exists.

Specifically, I will use different harmonic devices as harmony is one of the most basic musical elements which can hold emotion. Different musical harmonic techniques, each targeted at a different emotion, will be used to create five musical compositions for the same visual content. These compositions will be presented to sample audiences to mirror Kuleshov's original experiment but instead using music to provide the context to a character's emotional state. The groups will answer questions to ascertain their interpretation of the media to determine the existence of a Musical Kuleshov Effect.

Student Name: Brianna Sian Gray

Programme: BSc Psychology

Title: Fathers' opinions of an online screening service and current screening services: a qualitative study.

The objective of this study was to explore fathers' opinions of an online screening tool, and of current screening methods. Fathers' transition into parenthood is often overlooked by healthcare professionals, with many experiencing disregard during the perinatal period. Furthermore, fathers can face help-seeking barriers, like time constraints, which may prevent them from engaging in help-seeking behaviours. The emotional wellbeing of the father is equally important as the mothers, with some studies suggesting that both paternal and maternal depression impacts on children. Investigating opinions of current screening methods is crucial to understand how we can identify and support fathers. Additionally, exploring opinions of an online screening service may help reduce the impact of help-seeking barriers like time constraints.

An online survey was created using 9 open-ended questions on Qualtrics, with 24 participants taking part. The anonymity of the online questionnaire and the open-ended questions potentially allowed for more in-depth responses. The data was then analysed using Thematic Analysis (Braun and Clarke, 2006). Three main themes; 'Partner Prioritised', 'Negative Healthcare Professional Experiences' and 'Disadvantages of an online tool'. Opinions surrounding an online service were mainly positive, but some fathers preferred to be screened by healthcare professionals. This might be due to a lack of face-to-face interaction with an online service. Furthermore, the opinions of current screening methods were less clear, which might be due to many fathers not experiencing being screened by a healthcare professional. This might reflect a lack of training and ignorance of fathers' mental health during the perinatal period.

References:

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology (2), 77. doi:10.1191/1478088706qp063oa

Student Name: Anne-Marie Heim

Programme: BSc Cyber Security Management

Title: A behavioural analytics anomaly detection system for teleworkers in the financial sector.

Telecommuting has been highly adopted worldwide by businesses and organisations due to changes in operations. The novel coronavirus disease (COVID-19) influenced employees' work arrangements to use technology and information outside the infrastructure. Consequently, threat actors target teleworker's accounts and devices to infiltrate into the network. The research focuses on the financial sector as it has recorded a 38% increase in cyberattacks that have a destructive impact on services, individuals and business operations. Individuals are increasingly utilising financial services throughout their daily activities and entrusting organisations with sensitive personal information. Additionally, by 2022, the global Fintech industry will have an economic market value worth \$309.98 billion.

Traditionally, log-based systems are used to identify network intrusions by examining recorded events. However, these approaches prove insufficient as teleworkers connect remotely to the infrastructure's local network area, which can be abused by malicious third parties. The volume of events has also grown significantly since individuals now connect from various locations and during different hours. The research highlights the need to develop a new approach; a system capable of detecting anomalies within teleworkers' behaviour.

Literature will be analysed while appropriate tools and techniques will be used for developing the artefact. Experts within the anomaly detection and behavioural analytics fields will be contacted to assist with drafting requirements and offering feedback during final stages. The goal is to benefit organisations in detecting and visualising anomalies while facilitating decision-making regarding defence and mitigation strategies. The conference provides the opportunity to highlight the issue, adopted approaches, and the developed artefact.

Student Name: Amir Khan

Programme: BSc Computer Networks

Title: IoT and Blockchain in Smart Traffic and Vehicle scenarios

My project is based on smart traffic and vehicle scenarios using Blockchain as a method of recording and securing transactions that happen between different sensors. It will focus on the digital forensic procedure that will take place after an incident has occurred.

A problem domain that will exist as more cars become autonomous and cities become smarter, is the lack of extracting data from an incident quickly and efficiently. If data is spread in several different storage locations under different frameworks and security measures, being able to extract this data to find out information on an incident becomes challenging.

I aim to research state of the art technologies and frameworks related to IoT and Blockchain, to be able to demonstrate and simulate a real-world incident and the ability to extract data. For example, if a car goes through a red traffic light – transactions would be made as the car passes the light and this can be evaluated. The data will show that the light was red when the car passed it and has broken the law.

Another aim for my project, is to use these technologies and smart traffic lights to optimise traffic in a city wherever possible. A key example of this is the ability to create a “Green Path” for emergency service vehicles.

I wish to produce a written research piece on the use of Blockchain within IoT. I also wish to produce a physical simulation of a scenario using microcontrollers and sensors.

Student Name: Ryan Mitchell

Programme: BEng Mechanical Engineering

Title: The Effect of Nano Particles on Heat Exchanger Performance

The purpose of this project is to evaluate the effects of adding nano sized particles to a heat transfer fluid, with a view to enhance the heat transfer capability of the fluid and the effect on the required pumping power to circulate the fluid around the system.

The fluid is one of many aspects of a building cooling system within an air traffic control centre operated by NATS, the UK's leading air navigation service provider who are supporting this project and have set a target of a 35% reduction in electricity use by 2030. This target is in response to the wider issue of power consumption from building cooling, which is forecast to surge 33-fold by 2100 as developing world incomes rise and urbanisation advances.

In order to gather the data required, a combination of calculations, computer aided design (CAD), and computational fluid dynamics (CFD) has been chosen to model and record the temperature difference between the inlet and outlet of a heat exchanger pipe coil, within which the fluid flows and rejects the buildings waste heat to the atmosphere.

Based on a review of existing literature, the addition of nano particles to the fluid could double the current rate of heat transfer the system produces, and as a result lead to far lower power inputs to pump the fluid around the system. Nano particles made from a range of thermally conductive materials will be studied to identify an optimum enhancement and solution to the issues facing the world above.

Student Name: Sigrid Osborne

Programme: BSc Archaeological and Forensic Sciences

Title: A Comparison of Archaeological Phytolith Data to Determine Pre-Domestication management of plants in Jordan and Israel

Phytoliths, small microscopic silica bodies found in some plant cells and able to survive for thousands of years after deposition into the soil, can help answer many archaeological questions. One of those questions has been whether certain phytolith types can determine when plants have been irrigated. This indicates human crop management, even before some plants (cereals and legumes) were domesticated up to 12,000 years ago.

Three research phytolith papers based on wheat and barley in Jordan, and rice in China, have proposed two separate methodological approaches for the detection of anthropogenic irrigation. An earlier comparison between multicell counts as an indicator of irrigation was questioned and another methodology proposed: the comparison of ratio/percentage between sensitive and fixed phytolith forms.

This presentation will show findings for phytolith data from four Epipalaeolithic (c. 21000-9500 BC) and four Pre-Pottery Neolithic A (c. 9750-about 8000 BC) sites in Jordan and Israel. All eight sites were analysed using both methodologies and observations were made regarding patterns related to irrigation. An assessment of the preliminary results will be presented and the potential for future research highlighted.

Student Name: Thomas Oulare

Programme: BSc Forensic Computing and Security

Title: Extracting and Classifying Data Usage Agreement Terms in Privacy Policies

As of 2021, all companies running a business within the EU need to comply with GDPR, however GDPR can only protect users who spend the time to understand and decline data usage agreements that clearly overstep the boundary of the users data privacy. This issue is a growing concern for any user accessing the internet today as personal data that shouldn't be a priority is collected under claims of "Legitimate Interest". If a user were to read every privacy policy for a site they wanted to utilize it would result in a loss in time and is overall an unrealistic approach whilst trying to stay productive.

This project will investigate and create a method for users to quickly arrive at a conclusion on whether the data usage terms in question are acceptable to them. This will be done using AI to create a tool that can extract data usage clauses and then classify them depending on wording used with a colour coded highlight mechanic. This AI tool will be utilizing Natural Language Processing to provide these results.

This project provides an efficient and easy method for users to have better privacy decision making approaches whilst using online resources. This presentation aims to raise the question of what an unethical data usage agreement is even with GDPR approval, how this question was answered within the project and what users can do to deter companies from overstepping data privacy boundaries in the future.

Student Name: Morven Smith

Programme: BSc Biological Sciences

Title: Assessing dominance hierarchies and food preferences in garden birds.

Due to growing levels of urbanisation, habitat loss and degradation, the value provided by domestic gardens for wild bird species has increased significantly over the years and is now the primary habitat in the UK for numerous populations of wild birds. The COVID-19 pandemic had dramatically impacted our relationship with nature and reignited our interest in wild garden birds with so many people forced to stay at home. Many species of wild bird now congregate at garden feeders and this has led to the creation of an interspecific dominance hierarchy. With the changing of seasons, nutritional needs vary, so identifying what best to provide each species over summer and winter is important. A garden feeder offering 4 different food options was erected in a domestic garden and over 17 days during summer and 17 days over winter, for the 2 hours after sunrise wild birds inter/intraspecific interactions at the feeder were recorded, as well as their individual food preference. Early observations indicate that an interspecific dominance hierarchy does indeed exist but that food preference has not changed significantly for the majority of species between the two seasons. It is anticipated that, body mass will be a telling influence in the dominance hierarchy. The presence of multiple feeders in a garden would theoretically reduce the number of aggressive interactions as would separating species specific food. Greater analysis of nutrition in wild bird feed could lead to optimising and providing a balanced diet to align it with ecological and conservation concerns.

Student Name: Tegan Smith

Programme: BSc Archaeological and Forensic Sciences

Title: Colds, Flu and COVID-19 pandemics: How Human behaviour affects mass outbreaks

Respiratory viruses are a recurrent contributory for disease in humans, and affect people globally. This presentation will review published evidence from: The World Health Organisation, Clinical Infectious Diseases (Daer et al 2008), and Using social and behavioural science to support COVID-19 pandemic response (Baicker et al 2020).

There has been a myriad of respiratory viruses my research will focus on the Coronavirus, the Spanish Influenza (1918-1920) and the H3N2 (1968-1970) virus in Hong Kong. I will examine the social aspects and policies such as mask wearing, societal and global quarantines and school closures. This presentation also aims to create an understanding of why governmental advice is controversial in society during pandemics and the rebellious groups that rise in these times. Respiratory viruses are a reoccurring phenomenon this dissertation will reflect on what societies have learnt from these illnesses including powerful combative behaviours for example hand washing and social distancing. I will debate the new inclusive skills societies have adopted including online learning and working from home. In order to understand what effects social interactions and human behaviour have on respiratory viruses, it's important to recognise how the new knowledge of these diseases influenced change in these behaviours. By understanding the negative and positive effects human behaviours have on the spread of respiratory diseases, may prepare humans to manage them better in the future. I will review what effect wider governmental influence and policies have on the spread of these diseases with a perspective towards prevention and management of future pandemics.

Student Name: Finley Underhill

Programme: BEng Mechanical Engineering

Title: Preventing Nuclear Disaster: A Peak Inside a Nuclear Reactor

Nuclear power provides ~10% of the global energy demand without directly emitting greenhouse gases, unlike the main energy generation method through the combustion of coal and natural gas. Continued expansion of the nuclear industry shows major potential in preventing catastrophic events through climate change by cleaning up humanity's energy production. The aim of this project is to determine cost effective, reliable materials to benefit reactor safety and product lifespan. To improve nuclear reactor pressure vessel performance is to increase reliability, safety, and efficiency with an improved material selection process, and to decrease set-up costs. Analysis of materials currently in use as Reactor Pressure Vessel (RPV) cladding and plating, such as 'SA 302 B Ni' and 'SA 371 type ER 308, 0.08%C' in India's 1969 Tarapur Atomic Power Station, reveal that locations of greatest stress in the RPV system is the cladding-vessel interface. In this project, a comparison will be made between the internal stresses of each material through each thickness to identify the most suitable material to maintain structural integrity of the vessel under intense conditions. This project investigates the strength of RPV materials under intense thermo-mechanical conditions with mismatched thermal expansions. 3D CAD Models will be generated for each scenario, including an assembly of the cladding-plating interface to then simulate an internal pressure load on the vessel. Tri-axial stresses, concentration factor, and thermal stress will be recorded for each material/thickness scenario and a critical evaluation of the most suitable material will be discussed.

Student Name: Tara Walker

Programme: BSc Psychology

Title: Knowing me, knowing you: how educational professionals personally manage inclusion.

Numbers of students who qualify for an Educational Health Care Plan (EHCP) in the UK has risen for the third consecutive year as of January 2020, which has put pressure on educational professionals to adapt their professional and pastoral roles to facilitate successful inclusion.

Aims: This study aims to investigate the emotional and professional effect of inclusion on educational professionals. Also to research coping strategies taught, created, and used to cope with the effects which can then be used as a guide for others.

Method: Six teachers, TAs, and SENDCOs with experience ranging from 9 months to 17 years, within mainstream primary and secondary and specialist schools were interviewed using a semi-structured approach. Participants were asked ten open-ended questions about their experience of working in an inclusive environment and the coping strategies they implemented for themselves. Grounded Theory was used to analyse the data.

Results/ conclusions: The core category of 'Knowing' arose from the importance of knowing yourself and your students and adapting as necessary, with regular personal reflection. Five sub-categories emerged consisting of; attitudes, sacrifices, consequences, meeting needs, and student empowerment. Coping strategies and advice for new staff revolved around accessing support and having clear boundaries with time and emotional capacity. Empowering students with techniques for self-regulation and taking responsibility for their actions built their confidence and relieved some pressure on staff. Implications include the importance of ensuring awareness of effective coping strategies for new and existing staff, as this was highlighted as a common issue.

Student Name: Benjamin Wooster

Programme: BSc Archaeological and Forensic Sciences

Title: The Sisters: Middle Bronze Age cremation practices of the Upper Thames Valley

This paper investigates Middle Bronze Age (MBA) cremated remains and the ritualistic implications of their presence in the landscape and proximity to pre-existing monuments. During the excavation of The Sisters Neolithic long barrow in Cirencester, two MBA cremation burials were found north-west of the long barrow entrance. Osteological analysis revealed that the remains had been cremated efficiently in a fire over 900oC before the remains were removed from the pyre and buried at the site of the long barrow. The results of the osteological analysis demonstrate the MBA Upper Thames Valley population had mastered the process of pyre cremation producing fully calcined, dehydrated bone. In comparison to other MBA cremation burials throughout Gloucestershire and Oxfordshire, it is found that all are deposited either in the immediate proximity of or inserted into pre-existing monuments. Of the sites investigated across the two counties, it was found that MBA cremation burials occur directly next to the River Thames or at the top of the river valley. This paper suggests that the cremated remains of the MBA upper Thames population held a shared belief where the Thames was of great significance to their ritualistic belief. No MBA cremation burial is perfectly alike in the same regard as modern Hinduism and Native American beliefs which are have a common set of beliefs but not universally identical. There is a large scope for further study into this area particularly in the determination of the practices of the Upper Thames Valley expanding into the rest of Britain.

Student Name: Jing-Ying Wong

Programme: BSc Psychology

Title: Knowledge of Fiction Writers Predict Face Perception Skills?

Recognising facial identity and facial expression are common tasks of face perception routinely performed in our daily social interaction. There is evidence that people who are strongly extravert tend to be better at face recognition, likely due to their enhanced social experience (Li et al., 2010). Research has also shown that social skills can be enhanced via fiction reading (Dodell-Ferer & Tamir, 2017). However, although both lines of research are linked to socio-cognitive skills, the relationship between face perception and reading fiction is largely unknown. The present study aimed to investigate this relationship. A total of 100 undergraduate students were tested on their ability to recognise faces and facial expressions, and their knowledge of fiction authors. Results showed that those who were able to identify more author names were also better at recognising face identities and facial expressions. However, this advantage was only found in participants who scored at the high end of the fiction author recognition test relative to those scored at the low end. The finding was the first to demonstrate a relationship between face perception skills and fiction reading. The result may be mediated through an underlying high level of social interest in the two different modes of cognition.

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