

SURE 2019

Student Abstracts



Adeline Gjerlaugsen

The mid-age solo female traveller – implications for the tourism industry

Recent travel trend reports and literature shows that solo travel is among the fastest growing segments. This trend is driven by shifts in social structures and lifestyles; such as an aging population, childless couples and later marriage, and especially the rise of single households, as seen in Western countries. There is an increasing number of mid-aged women traveling solo for leisure. These women are likely to encounter some unique constraints related to socio-cultural factors. Moreover, It is important for destination managers to gain a deeper understanding of this group of travellers in order to accommodate their needs and preferences. Many researchers have been investigating how constraints affect women's solo travel experience. There is, however, an existing gap in the literature focusing explicitly on mid-aged women traveling solo for leisure. This research fills this gap by investigating the travel and leisure constraints of Western mid-aged solo female travellers and the different negotiation strategies they employ in order to overcome their constraints. Furthermore, this research aims to understand this group's travel behaviours and preferences. A qualitative approach in form of in-depth interviews was adopted to address the complexity of the constraints of Western solo female travellers and to let them tell their experience in their own words. In the literature review, key concepts, issues and theories from well-known authors will be discussed in more detail, such as constraints theory and how it has evolved over the last decades, gendered constraints, and constraints in the context of tourism.

Alex Willcocks

An analysis of the seasonal change in phytoplankton composition in Poole Harbour and the implications of inter-annual variability.

Estuaries are dynamic environments and provide a host of different ecosystem services which are vital for coastal community survival; fundamental ecosystem services include fisheries and aquaculture. Phytoplankton are primary producers and as the start to food webs play an important role in determining the success of ecosystem services, this study examines the seasonal variation of phytoplankton in Poole Harbour and its interaction with abiotic factors. Some of the significant drivers for phytoplankton abundance are temperature, dissolved oxygen and nitrates. Changes in these drivers can lead to the alteration of the estuary ecosystem through processes such as eutrophication and the development of hypoxia conditions. This study assessed phytoplankton cell counts as well as group analysis of picoeukaryotes, nanophytoplankton, *Synechococcus* sp. and cryptophytes by using flow cytometry. . Through the comparison of phytoplankton abundance in Poole Harbour against other estuarine systems, seasonal variation and blooms were shown to be different, with main blooms occurring in early summer in Poole Harbour compared to the usual spring bloom. To assess the change in phytoplankton abundance and its impact on and relationship with abiotic and biotic factors, a true understanding of phytoplankton inter-annual variability is pivotal.

Alec McIlvaney

Dynamic fractals and mesh integration

The purpose of this project is to explore the current knowledge, primarily the mathematics of fractals and processes used to procedurally generate artefacts in computer graphics. An understanding of these processes would be used to implement complex dynamic fractal forms in the 3D animation and special effects application that is known as Houdini. From the results, I aim to incorporate them onto both static and dynamic meshes, resulting in an aesthetically pleasing product that could be implemented into a VFX pipeline. In order to control the integration of objects, there is also an aim to make an artistic tool within the same software that would allow a user to generate a fractal shape of their choice and apply it onto another mesh in any way they desire, creating an artistic control. The artist would be able to control aspects such as size, position, speed of the animation, colour and other details for both the fractal system and the base mesh. The results of all this would be incorporated into short visual sequences which transition between different fractal shapes and their integration into meshes in order to demonstrate how they can be used within the context of the visual effects industry.

Alice Johnston

How effective is manual lymphatic drainage therapy at managing breast cancer related lymphoedema?

Background: Breast cancer is the most frequently diagnosed cancer, with 1.38 million diagnoses made each year. Breast cancer related lymphoedema (BCRL) is a common and often debilitating sequelae to surgical intervention. Manual lymphatic drainage (MLD) is a specialised massage technique hypothesised to manage BCRL by facilitating lymphatic flow. However, the contribution of MLD to the holistic management of BCRL remains unclear.

Objectives: To synthesise the literature regarding MLD to determine its efficacy as an addition to other decongestive therapy to manage BCRL.

Methods: A search of the databases: Complementary Index, Academic Search Complete, CINAHL Complete, MEDLINE Complete, Directory of Open Access Journals, ScienceDirect, Supplemental Index, SPORTDiscus, SwePub, J-Stage, SciELO and JSTOR Journals was conducted in October 2018. The critical appraisal skills program checklist was used to evaluate methodological quality.

Results: Five articles satisfied the inclusion criteria. Two evaluated the preventative effect of MLD on the development of BCRL and three assessed reduction of BCRL. Four out of five studies measured an improvement in BCRL irrespective of treatment assignment and concluded no significant benefit of the inclusion of MLD. One study yielded a preventative effect from the addition of MLD, and one study found improvements in mild lymphoedema. However, low methodological quality negates the value of this evidence.

Conclusion: There is a lack of evidence with high methodological quality to support the addition of MLD to other therapies. Further research should consider larger sample sizes to allow for subgroup analysis to determine the effects of MLD on specific patient demographi

Amelia Simpson

How do Breastfeeding Gen Y Mothers (BGYM) Participate in Online Mothering Communities (OMCs) as a Platform for Breastfeeding Information and Support?

Argument: In the UK, improving breastfeeding continuation rates has been deemed a national priority (Unicef, 2018). Evidence suggests that mother's breastfeeding practices are influenced by the knowledge and confidence gained from online mothering communities (OMCs). Gen Y are seeking breastfeeding support online connecting with like-minded mothers, absorbing and contributing toward breastfeeding information and support (Heinig 2019). This research aimed to provide findings on how breastfeeding Gen Y mothers (BGYMs) participate in OMCs as a platform for breastfeeding information and support.

Methodology: The primary research explored attitudes, behaviours, influences, observations and opinions of BGYMs in OMCs. Data collection was conducted in semi-structured, in-depth interviews with nine participants recruited from a large UK OMC.

Findings: Mothers are motivated to use OMCs for dynamic breastfeeding *goals*, a need to *connect with like-minded others, emotions* and the *anonymity* of personal identifiers. Findings showed that *credibility* is determined through *performance indicators, expertise, articulation of writing* and whether the advice can be supported with links to external *evidence*. The findings identified that *trust, participation and observation, perceived environment and invisible behaviours* are key factors in determining how active a user is in OMCs.

Summary: The research concluded that OMCs are perceived as a reputable source of credible breastfeeding information, and a trusted source of breastfeeding support. BGYMs are specifically using OMCs to communicate with *life-experienced mothers*, and attain advice from a variety of different perspectives. The findings are trustworthy, showing that online discussion and encouragement with life-experienced mothers leads to greater understanding and successful breastfeeding practice.

Anna Lapacz

Capturing attention in B2B digital marketing content: The lived experience of browsing.

This research aims to discover what grabs readers' attention in B2B storytelling in the information-rich world, a problem that has been vastly neglected in academic literature but is increasingly important in the industry. The study also adds contribution to the field of promotional communication, particularly focused on the digital media.

As a growing number of B2C brands decide to expand into the B2B sector, there is a need for businesses to ask questions about public interactions with B2B content

online that this study answers. This is particularly important, as almost 60% of a buyer's purchasing process is completed online before referring to sales teams.

Additionally, this approach adds more insight into the field of digital attention by deepening the understanding of readers' choices. This study provides a fresh view on digital attention that drifts away from quantitative measures.

The proposed framework integrates the context with various components of attention to uncover the process of selecting specific B2B digital content. It builds upon the concept of imagined affordance and the impact of previous brand experience, as it was found that a strong recognition in B2C departments can have a positive influence on building B2B departments.

The participants are young adults who have recently graduated and started a career in broadcasting with an expertise in filmmaking or photography. Their experience in digital environments is explored through a verbal protocol on in-depth interviews, driven by existential phenomenology. The findings of the interviews enrich the literature and inform the creation of future content strategies.

Annaik Mackel

An analysis of Salomon's use of Instagram influencers to promote customer engagement within the trail running community.

This research looks at the concept of customer engagement within relationship marketing. It discusses the use of Instagram Influencers to create customer engagement within the trail running community by Salomon. In recent years, influencers can be observed to become more and more important to brands wanting to engage and build relationships with customers through social media. This report therefore aims at examining how a company is already doing so and examines which relationship marketing concepts are used and how they may be applied in practice to successfully generate customer engagement. After looking at theory concerning customer engagement in relationship marketing, a framework specific for this context will be proposed. The antecedents applicable in this context are found to be a combination of interaction and connection. The outcomes guiding these antecedents here are trust, affective commitment and value. Each of these concepts will be evaluated and applied to the situation to examine their exact role. Finally, a study will be made looking at the activities of 15 of Salomon's influencers over October 2018 to gain insight into how interaction and connection are used and how this translates into engagement rates. It is found that, when using interactive and connective component in comments, customer engagement can be promoted, and a recommendation for influencers based on these findings will be made.

Arron Mallory

An investigation of nest site preference of *Pan troglodytes schweinfurthii*

Declines in rainforest habitats have reduced the species range of East African chimpanzee *Pan troglodytes schweinfurthii*, forcing them into smaller isolated patches of forest within dry savanna environments. *Pan troglodytes schweinfurthii* has therefore adapted to living in more open and warmer savanna habitats. As the trend of climate change and deforestation is predicted to increase exponentially in the future, understanding how *Pan troglodytes schweinfurthii* adapts to extreme savanna environments is key to understanding how the species will respond to these changes. In recent decades, research on nesting patterns in savanna habitats has shown that savanna chimpanzees have preference for characteristics of vegetation that provide antipredation functions. This study compares variables of vegetation and microclimates between forest and savanna nest sites in the Issa Valley study site in Ugalla, Western Tanzania. The aim of this study was to assess the extent to which savanna chimpanzees are adapted to conditions of savanna habitats, and whether antipredation and thermoregulation functions influence this adaptability. Results showed that when using savanna habitats as nest sites, Issa chimpanzees showed a preference for vegetation that closely resembled forest habitats. Forest habitats subsequently had higher potential to provide antipredation functions. Therefore, Issa chimpanzees do not necessarily adapt to savanna habitats by adjusting to open woodland vegetation, but rather utilize savanna habitats in a similar way to forest habitats. A preference for forest vegetation that provides antipredation functions may be detrimental to *Pan troglodytes schweinfurthii* ability to adapt to more open, human-dominated environments if these preferences are not met.

Ashna Bolaky

Brexit: Where have all the EU hospitality applicants gone?

This research examines factors influencing the recruitment patterns in the UK Hospitality Industry. Traditionally frontline hospitality positions have been difficult to fill with heavy reliance on young students, migrant workers and employees who have lack of qualifications (Baum, 2006, King, 1995). A study by Change, 2018 shows that hospitality recruitment firms are experiencing difficulties in recruiting for roles such as chefs causing a waiting time of up to six months for most chef roles to be filled (Tredgett, 2017), this is due to a lack of skilled labour available.

The low pay, unsociable hours and difficult working arrangements that the hospitality industry provides results in issues not only for recruitment, but also retention, resulting in a high “turnover culture” (Deery and Shaw, 1997, p.377). EU migrants help to fill employment gaps for roles that most UK workers do not want to partake in (Ferris et al, 2018; MacKenzie and Ford, 2009). Most hospitality roles receive 50% of EU applicants (Wood, 2017). Back-2-Front Recruitment states that 35% of chefs are EU nationals (Tredgett, 2017). EU nationals have become a big part of the UK labour force (McCollum, 2013) and a potential shortage in the amount of EU migrants coming into the UK, may cause substantial difficulties in the recruitment and retention of employees within the UK hospitality sector.

This paper considers the challenges faced in recruiting and retaining employees within the UK hospitality sector, with a specific focus on the impact of BREXIT in recruiting EU nationals to hospitality employment in Britain. Empirical research undertaken through in-depth interviews with hospitality employers and recruitment agencies examines the difficulties faced in recruitment and retention of EU nationals in hospitality since the BREXIT referendum of 2016. Furthermore, the results examine the strategies utilised by hospitality organisations and recruiters to attract and retain employees in a post-BREXIT era. The research findings have implications for the sustainability of employment within UK hospitality organisations.

Balint Bruner

An analysis of the use of a brand figurehead within Jimmy's Iced Coffee's relational strategies and its impact on customer engagement.

This research will explore the concepts of brand personification and shared values as antecedents of customer engagement, in the context of chilled beverage brand Jimmy's Iced Coffee's (JIC) marketing strategies. The organisation has adopted a human-like brand persona to build authenticity with customers and has relied on storytelling to successfully position its founder as an intrinsic part of brand identity.

With the help studies by Vivek et al. and Hollebeek, the research will present an adapted conceptual framework which argues that the use of a brand figurehead like JIC's founder Jim Cregan attains a high degree of engagement. The impact of shared values between the brand and the customer, as well as the customer's interaction with the organisation through two-way communication, will also be explored. The constructs of trust, word of mouth and brand community involvement will be presented as potential outcomes of customer engagement.

Using evidence from customer-brand interaction via social media, an analysis of the Jimmy's Iced Coffee brand will also be conducted in relation to its use of a non-fictional brand figurehead and its impact on the firm's engagement with customers. Based on findings and current organisational challenges, the author will recommend that JIC further distinguish the figurehead from product-centric social media content to ensure coherence and authenticity. The author will propose the creation of branded social media accounts dedicated to the figurehead as a way to drive higher levels of customer engagement.

Beatrice Asamoah

Review of the Biochemistry and Toxicology of Novel Psychoactive Substances: Fentanyl (an Opioid) and its analogues.

Novel Psychoactive Substances are synthetic chemical compounds designed to imitate existing established recreational drugs (i.e. MDMA, cocaine, etc.) which are banned under the Misuse of Drugs Act 1971. Drugs under the NPS category are commonly known as 'legal highs', 'research chemicals' or 'designer drugs' due to

presenting a wider access to be possessed without it being illegal. For instance, fentanyl was one of the most abruptly abused NPS analogues during the late 90's and early 00's due to providing a stronger intensified sedative effect than heroin. Hence, the likeliness of being addicted to fentanyl is more prominent amongst users (fentanyl is 100x more potent than morphine).

Although fentanyl is classified to be a controlled Class A drug under the Misuse of Drug Act 1971, the spread rate of the new fentanyl analogues is currently at its highest despite the new legislation, NPS Act 2016. These synthetic analogues present similar chemical structures as its parent drug, yet they are more liable to provide stronger side effects at lower doses, depending on the individual. Hence, an overview of the μ -opioid receptor side is needed in order to understand how the altered variations can intensify the analgesic effects and/or augment the undesired side effects.

This presentation shall serve a good pathway for scientists to predict the potential pharmacodynamics of fentanyl and its analogues by comparing the narcotic's chemical structure, pharmacogenomic characteristics and biochemical interaction with μ OR during ligand- μ OR conformational change in order to comprehend the mechanism of action of this potent analgesic derivative.

Bethan Bailey

The use of innovative technologies to create more interactive and captivating archaeological exhibits for museums and learning environments with a focus on those with accessibility issues.

The purpose of this project is to identify issues within museums and their exhibits when focusing on the issue of accessibility, and how new technologies can create ways to avoid or prevent these issues. The two individual aspects of this project require different research methods. For the identification of issues, a questionnaire was put in place to gather the public's perception on the accessibility of museums and exhibit types. For the use of new technologies, research into available technology was completed and various techniques (photogrammetry, laser scanning, 3D printing, virtual reality) were explored as methods to, in a sense, modernise exhibits and make them available for all levels of accessibility. While the questionnaire is still open to the public, it cannot be analysed to extract data. However, through predicting issues the creation of potential new exhibits can begin. For example, the use of photogrammetry and laser scanning to produce digital replicas of artefacts of a wide range of sizes. This digital replica can either be explored in virtual reality, on a computer, or even scaled up to be 3D printed, while keeping all the original details and allowing more people to handle or view the artefact at any one time.

Celia Honan

Euro-centricity and Hybridity in Omeros.

My poster will explore Derek Walcott's "epic" poem, *Omeros*, and its contribution more widely to Caribbean and post-colonial culture. As a meta-fictional text, the

creation of *Omeros* resembles a 'process' undertaken by Walcott to overcome two conflicts: his mixed European and African heritage, and his status as a writer outside Europe. In learning to overcome his conflicts, Walcott comes to celebrate hybridity in all its forms as he weaves together the once oppositional attributes of St Lucia, and of literature. I have researched three topics that I feel are vital to the text in exploring these conflicts: Walcott's inclusion of Homeric "imitation", reflection on the historical and literary past, as well as the present and future, and the symbolic influence of the sea.

Charlotte Fotheringham

What is the prevalence of foot and ankle injuries in Irish Dancers?

Background: Irish dancing has become increasingly popular in recent years and injuries in this population are common due to the movement patterns and required ranges of motion. However, little research has focused specifically on this genre of dance. Existing research has looked at the biomechanics of Irish dancers and their rates of injury but there is currently no synthesis of the injury prevalence's.

Objective: The aim of this research is to amalgamate the current Irish dancing research to establish what the prevalence of foot and ankle injuries is in Irish dancers.

Methods: A literature search was conducted in October 2018 across 9 databases: CINAHL, SPORTDiscus, supplemental index, complementary index, academic search, education source, Web of Science, sciencedirect and MEDLINE. Quality was assessed using the Joanna Briggs Institute Critical Appraisal checklist. The mean prevalence for foot and ankle injuries was calculated from each study and then combined to establish an overall prevalence result.

Results: Seven papers were included in this review, detailing the type and number of injuries in this population. The prevalence of foot and ankle injuries in Irish dancers is 56%, which is higher than any other location of injury.

Conclusion: These results are likely due to the application of intensive forces applied through the lower limb during Irish dance. Potential preventative strategies and treatments post-injury have been discussed. Future research should focus on injury prevention and the ability of physiotherapy interventions to prevent injury frequency and maximise recovery times.

Christopher Madders

How Soyinka writes back to the historical record of World War Two in *Death and The King's Horseman*.

A priority of postcolonial literature is the "rewriting of the European historical [record]" (Ashcroft 1991). Soyinka's 1975 play *Death and the King's Horseman* achieves this by examining Nigeria's history as a British colony. The play has been studied fervently by scholars, but little has been written about how it challenges the European historical record of WW2. Specific events have taken centre stage in collective British memory, like the Normandy Landings, the Battle of Britain, and the Dunkirk evacuation, which have become iconic and remain part of the national psyche. Proof of this lies at the box-office, where films like *Darkest Hour* (2017), *Dunkirk* (2017), *Churchill* (2017), and *Their Finest* (2016) have all recently told

stories based heavily on these three events to a modern audience. These events focus on Britain as an island nation resisting annihilation, framing Britain as an underdog. However, this perception has been written from within Britain itself, and may alienate former British colonies. How could a wide-reaching global empire be the underdog? Soyinka addresses this in *Death and the King's Horseman*. Through a close analysis of the play, I have identified subtle but significant challenges to this dominating perception of WW2 that promotes the Nigerian contributions to the war and its history under British rule. With the current effort in BU to challenge a “white curriculum”, and the little attention given to this aspect of the play by scholars, this study will contribute greatly to the surrounding literature and discuss how the record ignores black history.

Clara-Mae Turrall

Musification of DNA and heritage: a proposed method for electroacoustic composition.

My project researches the use of DNA and family trees as a system for music composition. With this, I will reflect upon research questions which falls under my overall notion, including ‘How can my family tree be represented through music?’, ‘How the ethnicities in my DNA will inform the structure of my piece?’, and “How can the composer realise meaningful mappings between DNA heritage and musical parameters?’. In my research, I have found that this representation of heritage has never been undertaken and therefore will be an original experience for my listeners.

I first approached this by taking a DNA test which informed me what percentages of ethnicities make up my DNA, which I intend to use as a structure for my piece, using the percentages within my piece to create sections reflecting that ethnicity. Also using the ideas of data sonification, the lifespan of members in my family tree will be reflected by a note, therefore creating a piece where the listener will go on a figurative journey of my family’s history.

The answers to my research questions will be investigated within an electroacoustic piece which I will compose. I also intend to use other underlying features to reflect my heritage, such as using the key of A Major due to my blood type being A Positive, spectral panning which will reflect a DNA double helix and voice recordings of my immediate family which will act as a recurring theme.

Cristian Crepaldi

Development of location-based Android app for non-linear augmented sound experience.

Over the last decade listening to music has tended to become a more passive and background listening experience. With the advent of music streaming services, consumers can access an extensive catalogue of music anywhere with a smartphone. This overwhelming choice could have the consequence to damage the engagement and uniqueness of the listening experience. This Project suggests that Locative audio technology could create new possibilities of interaction and make the

listener more engaged compared to the standard music medium. For this reason, research will be conducted into the use of Augmented Reality (AR) location-based technology used as a mixing tool for music production. A prototype of an Android app will be developed to test user interaction. The software Unity will be used to create the application, the GPS coordinates of the phone will be used to locate the movements of the listener and allow the interaction with the sound portfolio. The project outcome will be an Android application containing a portfolio of four electronic music compositions mapped into the location of Talbot Campus, Bournemouth University. A series of tests between music students and the general public will be held to gather data over the listening experience. Results will be analysed to understand if the final product succeeded to build a co-creative and exciting musical experience for the listener.

Daisy-Louis Woodall

Internal political efficiency as a motive for mobile millennials to attend People's Vote and The Independents' March for the Future.

Although recent research has established the effects of self-efficacy on millennials, the role of internal political efficacy is not well known; this is likely due to both millennials being the youngest and stereotypically politically-disengaged generation and Brexit an ongoing issue at the time of writing.

The study identifies and evaluates requirements needed to nurture internal political efficacy as a motive for millennials concerned for their mobility within the EU to attend the political campaign People's Vote March for the Future. From this, a marketing mix is presented to satisfy the requirements and foster political engagement through event attendance.

The topic is of interest given its relevance to the current UK political climate, with division fostering higher political involvement from millennials, including their significant rise in voting at the recent EU referendum and general election.

A literature review surrounding Albert Bandura's Self-Efficacy theory and its' relation to internal political efficacy was conducted in conjunction with recent studies and news articles on Brexit and millennials. Self-efficacy requirements were outlined and adapted to their political-specific construct and applied to the segment.

Internal political efficacy was found to be the strongest predictor of political participation in millennials; they respond most favourably to political campaigns and messages that are endorsed by celebrities and figures with whom they strongly identify, and when directed through interactive social media instead of televised 'hard' news, which causes a negative response. Social modelling of political activity was shown to influence higher internal political efficacy and political involvement.

Eleanor Daniel

Is vestibular rehabilitation effective in improving balance for people with Multiple Sclerosis?

Background: Multiple Sclerosis (MS) is an autoimmune de-myelinating disease of the central nervous system commonly associated with balance problems. Evidence supporting vestibular rehabilitation (VR) for balance impairments has emerged in other neurological populations, but a synthesis of the research investigating its use specifically in MS patients is yet to be conducted.

Objectives: To determine the effectiveness of VR in improving balance for people with MS.

Methods: A systematic search of the literature identified six relevant studies matching inclusion and exclusion criteria. These were critically appraised using the modified Downs and Black checklist.

Results: Intervention included balance exercises aimed at improving vestibular system functioning. Across the studies, balance outcome tool, programme duration and session frequency varied. Significant balance improvements were found in all studies following VR. Overall, there is moderate evidence to suggest VR is effective in improving balance for people with MS.

Discussion: Results were not influenced by programme type or outcome measure used and, provided that training frequency was sufficient, programme duration was unimportant. The impact of gender and age on balance outcomes was inconclusive. Similarly, balance improvement possible with VR may be limited and the long term benefits are unclear.

Conclusion: VR is effective in improving balance in MS patients and shows clinically meaningful outcomes. However, results should be generalised with caution due to the undetermined effect of age and limited evidence investigating male patients. Future research should aim to examine the ceiling effect of VR and the long term outcomes of this intervention in MS patients.

Elita Aristocleous

Exploring the impact of Hooliganism in Russia 2018 World Cup

The purpose of my project was to write a written report on an issue within the sports tourism sector, I chose hooliganism due to incidents in the past particularly in England, but it is also seen to be still an issue such as the recent incident with the Boca Junior Players in Argentina. It is important to understand trends within hooliganism as to try and avoid it in the future, during the 2014 World Cup in Brazil there was still incidents occurring between English and German fans, but Russia seemed to rise to the challenge and no major incidents were reported.

I used previous research into football violence and particularly looking into the psychology of football fans to understand why these incidents can happen and what potentially could be done to avoid it happening In the future, with recommendations for the 2022 Qatar World Cup also.

The conclusions that were derived is that compared to the prolific amount of cases in the 1960's hooliganism has seemed to be on a downwards trend, there was also evidence to show that presence of armed authority; such as police can actually be one of the main triggers for hooligans confronting and potential violence.

There is also reason to believe that much like with Russia's strict no tolerance policy, the regulations in Qatar will potentially reduce the risk of hooliganism events, especially with their laws on drinking.

Ellen Dobner

An investigation into why BuzzFeed's tasty videos are so popular. The study of viral videos popularity with young people.

The research intends to outline the elements that make up a viral video. Looking into the key characteristics of online video to define elements that contribute to its success, the research looks into: video style, duration and colour. The research will follow these factors as they construct visual elements of an online video to which will determine the success and outcome of its popularity. To critically assess this, the research studies BuzzFeed's Tasty videos style, duration and colour in comparison to BBC GoodFood videos to identify what factors make the Tasty videos go viral with millennials. To investigate this, a questionnaire of 50 participants was carried out to determine the age range of the participants. Then a focus group was conducted with five participants with the selected age range of 18-24; a group small enough for all opinions to be heard, but discussion and debate still to occur. The focus group was shown BuzzFeed Tasty videos and BBC GoodFood videos on the same topic and collect qualitative data on which videos they prefer and why. The results from the study concluded that the shorter and more direct a video was, the more the audience engaged with the content. Also, the focus group reacted positively to the BuzzFeed Tasty aesthetics as they were simple and pleasing. Finally, the study concluded that colours are enhancing to a video as long as they are relevant, therefore, some videos lost their affect as some colour indicators did not make sense to be in shot.

Emily Gadsden

An analysis of Secret Escapes' use of exclusivity based relational strategies and their impact on gratitude.

This paper examines gratitude within the context of exclusive offers. It will propose an adapted conceptual framework from Palmatier et al's. (2009) Role of Customer Gratitude in Relationship Marketing, arguing that exclusivity based relational strategies such as exclusive promotions, personalised communication and price fairness all drive gratitude. This gratitude then leads to three key outcomes, (positive) word-of-mouth, repeat purchase and engagement. With a specific focus on Secret Escapes, this paper will apply an adapted conceptual framework to the members-only luxury travel company. Secret Escapes' unique selling point lies within their flash sales and luxury accommodation. The sales last for a maximum of 10 days and once they have sold out, they generally do not appear on the market again with Secret Escapes. Additionally, they negotiate exclusive rates for luxury hand-picked hotels that many other companies cannot offer (Secret Escapes 2018).

The outcomes of this study argue that through the development of a conceptual framework for Secret Escapes, the organisation should be using a more 'affective'

approach to gratitude, offering joining gifts, birthday offers and more personalised deals to long term customers. This will drive gratitude further, increasing the outcomes which in turn keep consumers committed and engaged to the brand; Gouldner (1960) argues the importance of this. Random acts of kindness are argued to be better at generating feelings and expressions of gratitude, more so than when there is a motive behind the act.

Emma Upshall

A symbolic exploration of *Omeros* (1990) through its representation of post-colonial identity.

Symbolism act as a powerful device in diasporic literature and the construction of identities (Kläger 2014), yet studies lack a specific consideration of this approach with regards to *Omeros*. Therefore this essay aims to place *Omeros* as a postcolonial text through its address of variable identity representing the effects of cultural exploitation carried out by Europe. Identities will be explored through the use of symbols. First it explores the character Helen, who acts as a personified symbol of Saint Lucia. Fought over by male characters, Helen is viewed as land that others long to colonise, emphasised by Walcott's decision to write back to the Homeric epic. Through Helen, Walcott represents Spivak's *Subaltern Women* (1998) thus a woman's inability to be heard. The essay then considers how wounds symbolise past trauma caused by colonisation (Senk 2016) though an in-depth study of *Philoctete* and *Ma Kilman*. By opening these wounds Walcott represents the conflicting identities of the colonised, showing signs of hybridity. To conclude it analyses Walcott's use of the sea-swift. The bird symbolises both a sense of freedom and healing (Orhero 2017) but also cultural integration by connecting the variety of identities in the Caribbean together. This study draws on the works of Spivak, Fanon and Bhaba, all of whom are key resources in postcolonial studies. By using a symbolic exploration of *Omeros*, this essay discovered how Walcott attempted to offer reconciliation for the Caribbean people and the colonisers by defining their identities.

Frieda Gerhardt

Thought on screen: The highly sensitive me.

In my 5000-word essay graduate project, theories of haptic film and phenomenology (see Barker, J.M., 2009, Marks, L.U., 1999) are also put into practice by creating a short documentary which tries to let the audience relate to the life-experience of a person with sensory processing sensitivity (SPS). SPS describes an innate trait that is defined by the extent to which individuals are more receptive to and process more deeply a variety of stimuli of everyday life. This includes physical, social and emotional stimuli as well as sensitivity to and awareness of scents, noises and lights that go unnoticed by others. Phenomenology is used here to describe the way in which audiences perceive film as if they themselves were inside the world of the film. Thus it lends itself perfectly to exploring the trait of SPS in this particular way. It suggests viewers will be able to immerse themselves in this documentary,

completely absorbing what I am presenting them as if it was their own life experience.

To achieve this practically, the film will make use of creative light effects, camera techniques, and footage manipulation to create a subjective but factually informed visual representation of (the factual background of) SPS. By using arts-based-research and visualising SPS in an artistic medium I essentially hope to raise awareness of this trait by making it more accessible and comprehensible through my first-person account of the experience of someone with SPS.

Gabriella Yordanova

The Human Factor in Business Management : Emotional Intelligence as an outperforming factor within hospitality managers in UK

The concept of Emotional Intelligence (EI) is the ability of the consideration between its own and the emotions of the others by distinguishing such feelings and at the same time managing its own and other thoughts and actions. The relationship between-host guest is defined as one of the many key drivers within hospitality industry. In Addition, employees are considered as the “internal customers” who become part of the product itself. Considering Daniel Goleman’s concept, Emotional Intelligence can be trainable and needs to be implemented in the workplace. Managers with high EI can contribute to further job performance and volunteer organizational citizenship behaviour among employees. Nowadays, the researched topic has increased among HR practices and especially in casino industries, restaurant sectors in UK and tourists service. However, Emotional Intelligence has been outlined as a new concept regarding the hospitality management practices. For such reason, the potential research would like to propose a new direction in the business context of hospitality industry and future managerial awareness, which can change the leadership methods for future training improvements in the workplace.

George Caton-Coult

By order of the music supervisor: The TV soundtrack and it’s relation to antihero engagement in Peaky Blinders.

Antiheroes are characters that exhibit antisocial behaviour and frequently transgress moral standards. However, audiences still manage to like and root for these fictional individuals. Traditional theories of character and narrative engagement assert that a spectator’s emotional responses to narratives arise from their moral evaluation of characters. The increasing trend of antiheroes in contemporary television has compelled researchers to revise these traditional theories to explain the antihero engagement phenomenon. Vaage (2016) argues that we rely on moral intuitions and emotions rather than deliberate, rational moral responses when we engage with fiction. Furthermore, our moral intuitions and emotions can be manipulated through narrative strategies, meaning that antihero characters are not always held under the same moral scrutiny as moral trespassers in real life may be. Although there are already examples of how our moral intuitions can be manipulated narratively, there has not been an investigation into the potential role that music may play in the antihero engagement phenomenon. Music has been consistently recognised for its

storytelling capabilities in film and television, as well as its powerful influence over human emotion. I argue that the soundtrack of the BBC antihero series *Peaky Blinders* acts as a narrative agent and is part of a wider assemblage of narrative strategies that influence the spectator's moral emotions and intuitions. Through a synthesis of antihero engagement literature, musical narratology, and neuroscientific evidence, I show how it may be possible for soundtrack to influence spectator engagement with antihero character Thomas Shelby in two separate episodes of *Peaky Blinders*.

Hannah Rain

"Be yourself, because an original is worth more than a copy" (Kassem, 2011)

The practice-based research presented here, explores how identity and body image are shared, changed and adapted. This concerns users and non-users, that using apps, can create dangerous and unrealistic messages sent to young adults/teenagers. This Artefact, in a form of a short advert, helps to challenge the perception of body image and identity. The work adopts the repetition as a tool to explore "multiplicity of experience that exists both in our own thoughts and our understanding of our interaction with another human being (Viola, 2011)" The multiple stages of change, shows how society are constantly changing their identity. The visual element of this practice-based research is a series of faces and body features. It compares their original feature to the same chosen feature that uncovers the stages of using Photoshop and a variety of makeup apps. The advert incorporates text invented from my creation. Opinions and matters will help to influence the audience that making a change to yourself, through these different apps, isn't always necessary. The project aims to create awareness of the importance of acceptance and celebration of the real self.

Heloise Saint

Does the use of a constraint strategy in lower limb Constraint-Induced Movement Therapy lead to additional gains in balance outcomes compared with lower limb Constraint-Induced Movement Therapy without constraint in stroke survivors?

Background: Stroke is a leading cause of disability worldwide. Post-stroke hemiparesis causes balance problems and increases the risk of falls. Constraint-Induced Movement Therapy (CIMT) has proven successful in treating upper limb hemiparesis since the late 90's. Massed practice (MP) being the key element of CIMT, some studies have explored the application of CIMT to lower limbs (LL) with and without constraint.

Objective: To assess whether constraint in LL CIMT lead to additional gains in balance outcomes in stroke survivors.

Methods: A search was conducted in November 2018 using seven databases and hand-searching. Studies were included if the intervention group received the same amount of MP as the control group with the addition of a constraint strategy. The Downs and Black checklist was used for quality appraisal.

Findings: Six studies from five different countries were found, all published between 2012 and 2017, and including a total of 154 participants. Five studies were Randomised Controlled Trials and one was a quasi-experiment. Outcome measures included the Berg Balance Scale, the Timed Up and Go test, the Functional Reach Test and the modified Functional Reach Test. Five studies found that LL CIMT led to a significant improvement of balance outcomes in both control and intervention groups. Only two studies found a significant intergroup difference in balance outcomes.

Conclusion: Although the results provided strong evidence that CIMT principles applied to LL improved balance, there is limited evidence to support the addition of constraint in LL CIMT to improve balance in stroke survivors.

Imogen Stockman

Investigating if Vegans meet the reference nutrient intakes for calcium and Vitamin D.

Background: There has been a rise in people, especially young adults switching to a plant based diet such as a vegan diet which implicates no consumption of any animal-derived food (González-García et al. 2018). Consequently, there has been an increase in dairy alternative products fortified with calcium and vitamin D (Sobiecki et al. 2016). This dietary restriction has led to a great concern for the risks associated with suboptimal intakes of dietary calcium and vitamin D (Allès et al. 2017). The lack of research into the levels of calcium and vitamin D in a vegan diet has led to question if vegans are currently meeting these nutrient requirements.

Aim: This study aims to look further into the nutritional adequacy of females aged 18-49 years of age following a plant-based diet and find out if they meet the recommended nutrient intakes for calcium and vitamin D in the UK. A secondary aim is to get an insight into the dietary plant sources consumed by vegans and evaluate whether these plant-based dietary intakes are adequate to prevent a risk of calcium and/or vitamin D deficiencies.

Method: An estimated 3-day food diary was given to 30 participants along with an instruction sheet and space to fill out self-reported anthropometric measurements including height and weight (Davey et al. 2003). Participants were recruited using social media sites and word of mouth.

Current status_of this research study

Data collection is ongoing and it is estimated to be completed in February. Statistical analysis will be undertaken to estimate average consumption levels of dietary Vitamin D and Calcium of vegan participants. This data will be compared to national dietary reference values (DRVs) and percentage coverage of DRVs will be calculated.

Contribution to Knowledge

This study will provide an insight into the calcium and vitamin D intakes of vegan individuals and will additionally deliver valuable information on the effect of alternative dairy products on the nutritional status of this population group.

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Isobel Butler

How prepared are general registered nurses for recognising and caring for hospital in-patients with an eating disorder?

Eating disorders (EDs) are chronic, multifaceted conditions which affect individuals globally, and have the highest mortality rate among psychiatric disorders. They often take a long time to identify and treat, and are associated with many comorbidities, which may require hospital admission. Registered Nurses (RNs) in hospital settings spend a relatively long time with patients, therefore they are ideally positioned to recognise any undiagnosed cases. This study aims to explore non-specialised RN's experiences with EDs, to ascertain their ability to recognise and care for patients with these conditions.

Methods: A literature search utilising Bournemouth University's my-Search database and the Preferred Reporting Items for Systematic review and Meta-Analyses framework identified seven studies, which were individually reviewed and compared using thematic analysis.

Findings: The five themes identified were: RN emotional preparedness, RN empathy toward patients with EDs, RN knowledge and understanding of EDs, RNs ability to communicate with patients and their families, and the influence of the hospital in-patient setting on RN care delivery.

Discussion: Stigmatisation, pre-judgement and a lack of understanding were displayed by many RN's toward patients with EDs, which can impede care delivery and recognition of undiagnosed EDs. Influencing factors include personal experience, emotional-resilience, and the hospital environment. The impact of the

mental-health training RN's receive in different countries was considered, as well as the lack of studies regarding other EDs besides Anorexia Nervosa (AN). Recommendations include a more ED specific care-integration policy, and education focussed on improving RN's empathy, communication skills, emotional resilience and understanding of different EDs.

Jack Wallis and Joshua Rhodes

The Apple of Amazon's eye: Dissecting a strategic alliance between two global powerhouses.

In early 2017, Amazon and Nike attempted to build a strategic alliance that would see Nike sell their newest products on Amazon as a 1st party for the first time – the result was Nike failing to achieve sales targets through the Amazon's online retail platform. Yet, Amazon and Apple formed a similar alliance in 2018, with Apple selling 1st party products through the Amazon platform for the first time. This presentation will analyse the strategic fit of the Apple-Amazon partnership and why it has been formed, and it's potential to succeed where the Nike-Amazon alliance did not. The number of strategic alliances has grown significantly since the 1990s, leading to the creation of the Generic Fit framework. This framework was applied to the Apple-Amazon alliance and discussed it's various degrees of fit, as laid out in the framework. This is a significant analysis to perform, primarily due to how the Generic Fit framework shows how the Apple-Amazon alliance could succeed as opposed to the Nike-Amazon alliance, and how building this new alliance based on fit will likely be successful. This would further cement the Generic Fit framework as an invaluable tool for strategic alliance planning, if the Apple-Amazon alliance does see success in the future. The conclusion was reached that the Apple-Amazon alliance has been built around specific caveats that improve the strategic fit of the alliance, where the Nike-Amazon alliance did not.

Jessica Leverton

Does attending and engaging with Peer Assisted Learning provide any measurable impact on learning and personal development to students from widening participation backgrounds?

Increasing numbers of students from disadvantaged backgrounds are entering higher education, yet a gap remains between them and other students in relation to continuation, completion and classification. Peer Assisted Learning (PAL) is an academic scheme that fosters cross-year support between undergraduate students on the same course (Ford et al., 2015). Spedding et al. (2017) identified a positive correlation between attending PAL and academic performance in students, whilst Ediger (2007) found that through PAL, the achievement gap reduced for students of colour and those with lower level of academic preparedness. The aim of this longitudinal study is to determine whether PAL at Bournemouth University has a positive impact on students from underrepresented groups. This mixed methods research consists of qualitative and quantitative approaches. In 2017-18, questionnaires were deployed to Level 4 students before and after receiving PAL. The questionnaires consisted of rating/ranking and free text questions. Wilcoxon

signed-ranked tests compared self-rating scores, showing a significant improvement in learning, life skills and personal aspects. This quantitative data was further supported by qualitative analysis on free text open ended questions. Thematic analysis identified themes relating to: the learning component, life skills and a personal component. Within the theme personal component, confidence, belonging at university and self-esteem were improved by attending PAL. Furthermore PAL enhanced understanding assignments and other academic skills in the learning component. Lastly, life skills, especially survival skills were significantly rated as better after experiencing PAL. These results suggest that BU PAL has a positive effect on underrepresented groups of students.

Jodie Pinnell

Using various survey techniques to better understand the changing historical occupation of the Wytch Farm landscape.

To gain a better understanding of the changing historical occupation of the Wytch Farm landscape, two magnetometry surveys, a crop mark survey and a field walking survey were conducted. The crop mark survey used aerial imagery gathered during a period when crop marks were most visible. The first magnetometry survey was conducted in a field near the Wytch Farm oil collecting station and produced anomalies indicating activity from multiple time periods, with possible links to the site excavated in the BU PLACE18 project. Following results from the crop mark survey, a second magnetometry survey was conducted in a field north-east of Corfe Castle. A field walking survey was also conducted here. This survey produced some remarkably clear anomalies which, when combined with the field walking finds, would appear to be Roman in date. However, the finds present in this survey also give evidence of activity from multiple time periods including possible Iron Age to Roman transitional occupation. This study will collate the results of these surveys which appear to suggest that there has been continued occupation of this landscape for many centuries. Whilst the occupation has been continuous, the use of this landscape had changed dramatically, from what appears to be agricultural land in the beginning of its history, through industrial usage in the medieval period and reverting to farming by the late 19th century.

Johnny El-Giathi

Creative Interpretation and Co-Authorship.

The idea of individual creativity, interpretation and co-authorship has been discussed both in academic fields and in the creative industries for years. As Stecker says 'The concept of interpretation is one of the key concepts of our century' (Stecker 1994). This practice-based research project will look at how people wanting to break into the creative industries interpret information, instruction and creative materials – specifically looking at film and art. Three student directors who are aspiring to work in the film and TV industries will be given a one-minute insert from a dramatic monologue and be asked to create the visuals to go over the top of the audio. Their work will then be placed over the three-minute monologue and this will create the final artefact. The participants won't have access to the rest of the monologue, only their 60 second section - they will also be limited to only using a mobile phone to complete their section of filming. By doing this, new opportunities and possibilities will arise for the filmmakers in the absence of conventional film production methods.

The project intends to take the directors slightly out of their comfort zone and to see how they react whilst producing creative material under these obscure circumstances.

Jonathan Faraoni, Constantinos Marios Angelopoulos and Panos Amelidis

The use of IoT as a means of artistic expression

In this paper we investigate the innovative use of IoT data as a means of artistic expression. In particular, we report on the design and development of an IoT testbed consisting of several state-of-the-art sensor motes organised in a distributed peer-to-peer ad-hoc network. The motes continuously monitor ambient environmental conditions, such as temperature, luminance and relative air humidity, and forward their sensory readings to a back-end via multi-hop propagation. The collected data are then curated and mined in order to elicit attributes that are mapped to melodies and notes. This enables their use in music composition allowing the creation of immersive experiences in smart spaces. We present in detail not only the architecture of the IoT network but also our methodological approach for eliciting musical elements from IoT data. The impact of our work lies is dual. On one hand, we demonstrate innovative use-cases of IoT data that help popularise future and emerging technological paradigms with ordinary people thus promoting their adoption. On the other hand, we provide the artistic community with a new means of artistic creation that entangles the cyber and the physical spaces.

Joshua Lucas

To build an IoT sensor network testbed for security and performance research.

The Internet of Things is growing rapidly, more and more things around us are becoming connected to the internet to improve our way of life. Gartner estimates that by 2020 over 20 billion 'things' will be connected to the internet. The data being produced by these 'things' will be huge; therefore, it is important to consider the security and performance issues around an IoT network. The aim of this project is to design and build an IoT testbed facility. This testbed supports a set of sophisticated functionalities that allows the end-user to easily programme sensor motes, configure parameters of the experiment and also monitor the operation of the network. We are then going to demonstrate the usefulness of such a facility by using it on a penetration testing framework for IoT protocols.

Joshua Rhodes

An analysis of the nature of opportunistic behaviour and it's impact on reciprocity amongst Ubisoft's consumers

Sometimes when provided with a large amount of power, and the platform and authority to exercise it selfishly on the consumer for personal gain, many companies will exhibit unethical behaviour for increased financial gain. This is a common sentiment with regards to the modern games industry. This presentation focuses on the concept of reciprocity, and how reciprocity in consumers may be impacted by opportunistic behaviour. The presentation centralises on one of the game industry's market leader publishers Ubisoft, who have recently been criticised for such

behaviour. This presentation will explore of the concepts of reciprocity and opportunistic behaviour, along with the link between them, whilst applying these concepts to Ubisoft, using a modification of Morgan and Hunt's (1994) KMV framework, developed based on the findings of this exploration. The new model integrates customer perceptions of value, sincerity and fairness as important factors in determining whether relational marketing strategy has a positive or negative impact on consumer trust and commitment. Finally, this presentation will conclude with a brief suggestion of relationship marketing strategy application to reduce the negative impact that opportunistic behaviour has been shown to have on reciprocity.

Kari Noriy

Texture synthesis using a generative adversarial network.

In the Visual Effects Industry, creating photorealistic textures can be very time consuming and laborious. So often, people use high quality photographs to create and extract texture maps from real life references; however, this technique can only capture a limited area and the equipment needed for capturing these kinds of images is not readily available.

I have been researching, texture synthesis and image reconstruction to create an alternative method of extracting texture data from an image. This process will recreate and expand an image using a Generative Adversarial Network (GAN).

My technique can generate a high-quality image from a low-resolution input file, The GAN can synthesise the area around the input photograph and generate a larger texture than the input file.

This method would mean a faster and cheaper turnaround of textures; this could also allow you to use online images from Google to generate texture maps.

Katie Dennis

The development of UK vegan-related advertising. A thematic analysis of millennials perceptions of vegan related print advertising over the past 5 years.

The concept of veganism has evolved significantly within the past five years. Brands are turning to advertising to appeal to, what once a niche market, now a mass audience. Consumers perception regarding the movement has also developed and it seems an increasing number are becoming more receptive to vegan related advertising. This is a topic of interest as I have recently adopted a vegan lifestyle and personally noticed a variety of perceptions towards the movement. I want to harness this curiosity and explore how advertising effects Millennials and the techniques brands use to appeal to their audience.

Although there is still a variety of perceptions towards veganism this paper will explore whether UK vegan-related print advertising is effective. Through thematic analysis I will explore how vegan-related print advertising has changed over the course of five years. This will also give me the opportunity to compare and contrast the effectiveness of themes used and how Millennials perceive each technique.

Using thematic analysis, I will conduct in-depth interviews with a sample of Millennials, using strategic sampling with half of those who identify as vegans and the other half of those who identify as meat eaters. I will delve into their perceptions of veganism without visual aid and then I will use two advertisements per year across the past five years and understand their perception on each, identifying themes used and how effective these themes are.

Katie Quinn

Future career and employability

I came to university to take my career to the next level, from being a home baker to making a difference in relevant issues. Nutrition has been the main focus in the media for a while concerning different diets, what we should and shouldn't be eating. Between our final two years we are tasked with completing a placement relevant to our course. For me, even though I know my future career will involve nutrition I was not sure on what path this would take me. So, I took this opportunity to see two sides to nutrition the lower end of the spectrum, a Food Bank and the higher end a hospital. The minute I stepped into the hospital with the dietitians I soaked up all the information provided and was in awe of what they accomplish day-to-day. The rehabilitation on the stroke unit of a simple smoothie club, was enlightening to see how it would improve patient's motivation, letting SALT be able to make an assessment and to get them interacting. Using my knowledge from university and their teachings I was able to take forward that I would like to take my career towards teaching and rehabilitation. Taking this into my final year incorporating all the core competencies needed for a nutritionist, perfecting my knowledge to be able to share with others and hopefully so they can share it too. These placements although very different, gave me so much more confidence and belief in myself.

Laura Biondi and Laura Salvada-Boussi

Did consumer sentiment shift from the prior to the post point of the first menswear catwalk designed by the new Louis Vuitton creative director, Virgil Abloh?

The menswear market is currently experiencing economic growth, due to a new segment of consumers; liberal Millennials, who are not afraid to break boundaries and experiment with their sense of fashion. However, many luxury brands who are less keen to change, missed the opportunity for economic growth. The loss in profit has pushed many haute couture brands to renew their administration by appointing youthful artistic directors with a new approach towards luxury fashion, such as Virgil Abloh as menswear artistic director for Louis Vuitton. Through the use of the Gender-Identity Congruency Theory and the Self-Identity Congruency Theory, the aim of the research was to investigate whether gender had the critical impact to create a shift in sentiment from the prior to the post point of the first Louis Vuitton menswear catwalk designed by Virgil Abloh. We found that there was a shift in sentiment, with women providing more positive sentiment than men when it came to the post point of the change. Although research states that there is not a significant difference between male and female sentiment and attitudes when it comes to luxury brands, these findings show that this is not the case. This changes the practices of marketers and businesses and should encourage them to learn more about their audience.

Laura Heveran

What nursing measures can be taken to meet the support needs of haematological cancer survivors post treatment?

Introduction: This review aims to examine peer reviewed literature, discussing the post treatment care needs of haematological cancer survivors, throughout various stages of their post-treatment period.

Methods: A database search was conducted using CINAHL Complete, PsycINFO and Medline Complete. Multiple search terms were used to gain research relevant to the field of enquiry. Only primary studies were eligible for review, alongside other inclusion filters to provide the most relevant and up to date studies. The remaining articles were individually evaluated, with six articles being deemed suitable and critically analysed.

Findings: The data was thematically analysed to explore the identified care needs of the cancer survivors, with most studies reporting that patients felt a sense of abandonment, and a lack of education about the late effects and issues in becoming a survivor. Cancer survivors state a need for more support and education from professionals regarding the long-term side effects of treatment. Nurses do not feel competent in providing support for survivors.

Discussion: There are numerous unmet needs of cancer survivors, with nurses facing multiple barriers to implementing practice for this to change. Barriers such as time constraints, staffing issues and a lack of education regarding discussion of sensitive and specific side effects related to haematological cancer treatments.

Conclusion: A tailor-made survivorship plan is needed to be able to meet the holistic needs of haematological cancer survivors, in order to create a continual point of contact, led by a specialist nurse to ensure that continuity of information relayed is maintained.

Louis Burr

An investigation into how Milton Keynes Dons can build brand equity amongst dysfunctional football fans in Milton Keynes.

Milton Keynes Dons currently boast being the youngest club in the English Football League system (established in 2004); this association comes at a cost as the club look to grow their fan base and identified that a large group of dysfunctional football fans are present in their fandom; these are fans that attend a game sporadically in a season.

The problem lies in the disposition between reality and ambition of the club, this is a problem as major investment has been made into MK Dons and so a return on investment is expected, this expectation is to reach the elite tier of the English football system and become one of the nations best clubs.

Through understanding the balance of perception amongst the club and the fans, a more accurate recommendation can be made. Precedent amongst other clubs will

also be evaluated to support any suggestion or recommendation made, Atlanta United, Man City and Oakland Raiders provide interesting cases that are of interest in this study.

A qualitative study will be undertaken to gauge opinion and perception of the equity within the club, in-depth interviews with MK Dons employees, MK Dons fans and inhabitants of the local area to offer balance amongst the research. A focus group will be conducted also in support of the interviews with the aim to decipher motivating factors to attend a football match and then how MK Dons can meet these needs.

Louise Gale

20-day placement experience at Honeybuns

Last summer I undertook my 20-day placement experience at Honeybuns, a small bakery in Dorset specialising in free-from and vegan cakes. My role was as a new product development (NPD) coordinator, working closely with the NPD manager. This involved the development of a bespoke vegan and gluten-free lemon cake requested for a wholesaler, existing product development of their Oaty Raspberry Bar and creating Christmas-themed recipes for their Christmas blog. Additionally, two days of my working week I gained experience of the production process by preparing mixes, and packing cakes into boxes to meet orders.

My study at BU helped me a great deal in carrying out my tasks at Honeybuns in particular the food processing and product development unit, which provided valuable theory of the of the food processing industry that I was able to apply to my practice. Furthermore, due to the nature of the business, the food safety and microbiology unit prepared me to understand the importance of food safety within the food sector. As a company specialising in free from foods being able to research and identify the presence of allergens and ensuring no cross contamination of ingredients was paramount to their success. Finally, research skills needed to meet deadlines on recipe formulations as well as organisation and communication skills developed from employability sessions, assignment writing, and presentations throughout the first two years of my course have helped me develop further as a professional nutritionist.

Lotachukwu Nwokolo

Examining the correlation between psychological behavioural factors and risk cyber security behaviours.

Research exploring the behavioural factors of users who are victims of cyber-attack is sparse. Fewer seek a definitive link between the presence of, or lack of, certain personal characteristics and an increased likelihood of higher risk cyber behaviours. This means there is currently little in the way of advice or guidelines for reducing risk personalised to a user's profile.

This project will attempt to discover a relationship between a device user's cyber-risk-taking behaviour and their unique variables and characteristics, assigning different levels of risk to user profiles. Using this research, recommendations will be made for each profile to individual device users and organisations to help mitigate against the unique threats faced.

Audiences of the findings of this project may include individuals wishing to avoid cyber incident, particularly the portion of the population that have little day-to-day involvement with tech and the internet who find cyber security to be a daunting and inaccessible topic. The findings of this project will aim to make it easier for these users to recognise and reduce their risky online behaviours.

Another audience of the findings of this project are organisations. Using the findings of this research, organisations can reduce the likelihood of incidents attributed to insider threat or human error by assigning risk profiles to employees and basing access controls, training and workshops and further components of their security programs on the assigned risk profiles.

Lucille Harvey

Self-compassion: a moderator of the negative effects of stress in mental health workers.

NHS mental health staff manages complex, emotionally difficult cases in a strained work environment, thus, risk work-related stress, as evidenced by recent staff surveys. High stress can result in anxiety, depression and sleep issues and in turn, this may impact patients and have economic repercussions.

Self-compassion defined as being kind and accepting of oneself, is consistently related to lower stress and higher psychological well-being. Self-compassionate individuals exhibit less anxiety symptoms in response to induced stress. Similarly, self-compassion training prior to inducing sadness curtails subsequent depressive symptoms. Despite apparent stress-related resiliency benefits, there is a paucity of evidence outside laboratory contexts.

An online survey was conducted within five mental health trusts with 281 staff (83.6% females, mean age = 39.64 years) using self-compassion, stress, mental well-being, anxiety, depression and sleep scales. Analyses found self-compassion moderated the stress-depression relationship: high self-compassion corresponds to a weaker relationship. However, no association was found regarding anxiety, mental well-being or sleep quality.

These findings support evidence regarding depression resilience. Being self-compassionate may facilitate coping with greater stress before negative consequences. This is of particular importance within a population where stressors are difficult or impossible to eliminate. Much of the working environment is controlled by NHS or governmental policy, and many stressors cannot be avoided since they are associated with mental health work. Empirical testing of the numerous self-compassion interventions should explore applicability and utility of present findings. Ultimately, self-compassion as a mechanism of resilience is an important finding, aiding prevention of stress outcomes without removing the causes.

Lucy Thomas

Why is milk so evil? The harrowing world of the abject in A Clockwork Orange (1971)

In this presentation, I will examine how milk is used in contemporary film as a device to evoke unsettling feelings amongst the spectators. I will argue that milk's

association with Julia Kristeva's ideas of the abject, as a transgressional bodily fluid, suggests impurity and filth, both qualities that "[apply] only to what relates to a boundary" and "represents the object jettisoned out of that boundary, its other side, a margin" (1982, p.69). Alternatively, literary critic Roland Barthes argues milk is associated with "the innocence of a child," and as a "calm, white, lucid, the equal of reality" (1972, p.60) which makes it pure. I will argue how when Barthes' and Kristeva's theories are used in conjunction the result is that of ambiguity and contradiction. Milk represents both disorder, murder and crime as well as it being a signifier for the mother, and childhood innocence, as Barthes would suggest. This paradoxical spectrum of milk is most fascinating in Stanley Kubrick's cinematic adaptation of Anthony Burgess' *A Clockwork Orange* (1971). I will argue how 'Moloko Plus' is presented as the abject and embodies Alex DeLarge's internal struggle of morality whilst reinforcing that he is a child yearning for a maternal direction. The shift in signification of milk from 'childhood innocence' to 'abjection' leaves the viewer feeling revolted; at both the milk in its drinkable form, and milk on a symbolic level. This symbolic unrest reveals ambiguities in the human condition that cannot be uncovered through language alone.

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Lynne Griffith

The experiences of male partners of women undergoing treatment for breast cancer.

This literature review sought to understand the experiences of the male partners of women undergoing treatment for breast cancer and identify where support is needed. Male partners are a primary source of support for women with breast cancer. Their adjustment to the diagnosis may affect the women's recovery. Understanding how the diagnosis and caregiving demands impact their lives and identifying needs for support will benefit the partner and the patient.

The literature review was undertaken using electronic databases and specific search terms. Seven research articles were identified and thematically analysed. Amongst the strongest themes emerging were caregiver burden, coping and marital relationship and these were analysed and synthesised.

The impact of breast cancer on the partner is often considerable and affected by qualities within the marital relationship. Certain relational qualities facilitate coping. Partners cope better if there is a good marriage relationship resulting in less symptoms of anxiety and depression. Women with breast cancer benefit from having a less anxious partner.

Partners at high risk of psychological distress are those who use negative coping strategies, are in a non-supportive marital relationship and who struggle with additional domestic responsibilities and those who are caregiving for a prolonged period.

The implications for nursing practice are that nurses need to provide patient-centred care which includes supporting the partner and the marriage relationship and using interventions to enhance coping strategies which will improve the cancer experience for the woman and her partner.

Maria Farnden

What are patient opinions on constraint induced movement therapy and it's modified versions after a stroke?

Background: Stroke is the second highest global cause of death and of those that recover, 65% are left unable to use their upper limb during activities of daily living. Constraint induced movement therapy (CIMT) has been found to improve functional upper limb rate of recovery but relies on patient compliance to be effective. There is limited synthesis of patient's opinions regarding CIMT that could potentially affect adherence to the technique.

Objective: To synthesise literature regarding patient's opinions of CIMT and determine common themes.

Method: A search was carried out in October 2018 across eight databases: Academic search complete, Complementary index, CINAHL, PsychINFO, SportDiscus, Supplemental index, Science Direct and MEDLINE. Modified thematic synthesis of qualitative data and descriptive analysis of quantitative data was completed to produce common themes. The quality of the quantitative data was assessed using the Critical Appraisal Checklist for a Questionnaire Study and the qualitative data using the Critical Appraisal Skills Program checklist.

Results: Five papers met the inclusion criteria. Of these, two were qualitative, two were mixed methods and one was quantitative. Four themes of time, lifestyle impact, motivation and satisfaction were found.

Conclusion: Patients follow the existing view of quantitative data that CIMT is an effective treatment. However small changes could be made to the technique based on individual patient needs to improve adherence and consequently efficacy of treatment. Future research should focus on qualitative data collection with larger sample sizes to confirm or amend themes found in this review.

Marie Regine Nsasi Ngungbe

Placement at Ellern Mede, an eating disorders hospital in North London

During the summer of 2018, I did my placement at Ellern Mede, which is an eating disorders hospital based in north London. The experience has helped me plan for my future career as well as prepare me for my final year in university. I was involved with researching and analysing meal plans of the patients. The complex meal requirements of each of the patients meant it was important to ensure each person was eating enough to recover both physically and mentally. Additionally, it was important to ensure they were eating the right foods that contained the right amount of nutrients that are essential for their growth and development as young people. Analysing meal plans was particularly exciting for me to do because I had previously

undertaken this type of analysis in my studies at University and I felt prepared and knowledgeable. Another task that I was assigned to do recording weight of each patient and then presenting this information to the multi-disciplinary team at one of their meetings. My course (BSc Nutrition) has greatly prepared me for this placement in particular Psychosocial Aspect of Health, Principles of Nutrition and Nutrition in Health and Disease as I felt I was fully informed of evidence base research practice in these subject areas.

Mariya Borodina and Nia Christova

An immersive educational experience into the arts.

The research project is a submission for the Innovations assignment of NCCA. It is going to be about raising interest in gallery exhibitions and how to make it accessible to a broader audience. In a team of two we will create a modern educational experience: an audience will enter a room where an animated video of a sculpture or a painting will be projected as a narrator delves deeper into the story behind the artwork. Thus the 'suspended moment' depicted by the object of art will come to life through the means of CG and will possibly add value to it.

Matthew Dray

Efficient and scalable landslide monitoring via internet of things and data analytics.

Following a landslide that occurred at Bournemouth's East Cliff site in 2016, the need for local authorities to have an efficient landslide monitoring system has become increasingly acute. Despite its small scale in geological terms, the landslide caused significant damage to public infrastructure and has severely limited access to the beach, especially for the disabled and elderly. The incident has so far incurred costs of over a million pounds in damage control and continuous monitoring. Traditional landslide monitoring methods employed by local authorities include on-site surveys with specialised equipment, inspections carried out by specialist contractors every six months and periodic terrestrial laser scanning. These methods have high incurred costs, are off-line, time consuming and do not easily scale to cover the entire ten-mile long coastline overlooked by cliffs. The presented monitoring system has been created by adhering to functional requirements set out by the Bournemouth Borough Council and constitutes an innovative alternative that is cost-effective, highly scalable and provides high-quality data of unprecedented granularity and timeliness. To the best of our knowledge, it is the first landslide monitoring system to employ IoT LPWAN technologies (SigFox) combined with state-of-the-art Big Data Analytics infrastructure and an intuitive web-based user interface. In this paper, we present our methodological approach in developing and deploying the system (August 2018) and we report on its performance evaluation and lessons learnt after the first six months of its operation. Finally, we discuss future extensions with plans including larger scale deployments across the UK.

Max Vykoukal

Eye movements in e-mail viewing, a phishing prevention study.

Study by Miyamoto, Blanc & Kadobayashi (2015) has identified that unlike information security professionals, regular users of the internet tend to focus their eye gaze on the content (text, images) of websites as opposed to, for instance, the address bar when they assess the credibility of a website. This hinders their ability to correctly identify a fraudulent website.

Given the above, this project aims to use EyeLink 1000 to investigate eye movements of participants during their assessment of the credibility of a string of purpose made e-mails. It will allow testing whether the “main body” bias laid by Miyamoto et al (2015) also applies to e-mails.

In order for a participant to successfully detect a scam e-mail in the present study, a participant must consult the validity of either A) the senders address or B) the pop up link in the lower left corner and not simply base his judgement on the content and visual appeal of the-mail. For instance, if the email’s visual content appears to come from SUBU, but the sending address is registered at a polish domain, then the e-mail is considered a scam in the study.

There are 2 independent variables that have 2 levels:

- 1) Safe e-mails (legitimate look/suspicious look)
- 2) Phishing emails (legitimate look/suspicious look)

The hypothesis is that e-mails appearing as legitimate in their main body will be marked as safe by the participants, despite their actual level of safety due to participants failing to assess other security indicators as outlined above.

Maya Zebian

Reconstructing Beirut

Beirut is filled with destroyed buildings attributed to the Civil War lasting from 1975-1990 . The main objective of this study is to take these ruins and reconstruct them using procedurally generated yarn patterns that reflect the Lebanese heritage. I focus on the computation of these traditional Lebanese stitching and knitting techniques. I produce a user friendly tool in Houdini which allows for the achievement of this goal, and outputs an artistic piece of a reconstructed Lebanon.

Mikko Hallamaa

An implementation of a radio station playing communally seeded computer-generated music

Computer-assisted composition tools can efficiently assist songwriters with the ‘hard work’ aspect of music composition, but what if the composer is struggling with inspiration? There are already many existing tools for generating new musical

material using computers. However, these require a lot of effort by the user to be able to hear different kinds of musical structures.

This project will focus on designing and implementing an algorithmic system for computer-generated music, and an accompanying website that will allow users to tune in to a radio channel playing various computer-generated tracks produced by the system. The tracks will be based on Tweets from the social media platform Twitter to allow the listeners to affect the music being played as a community. The project will be evaluated based on how useful musicians and songwriters find it as a source of inspiration.

Natalie Burdett, Michelle Allen, Bethany Pawson, Zejneb Rissan and Paulina Proska

Explore UK trends in refugee and asylum-seeking and the priorities for the maternity services, with reference to the stories of women who are refugees and asylum-seekers.

The purpose of our presentation was to inform and educate the audience about the increasingly relevant issue of providing maternity service to asylum seeking/refugee women. We considered the UK's position in terms of the global context and found that, contrary to belief, the UK has less asylum seekers than other European countries. We reviewed literature and evidence, including current UK dispersal policy and considered the influence of political infrastructure. We discussed treatment costs, social discrimination, safeguarding (including FGM, housing and benefits) and the midwife role. We established that further research on this complex topic is necessary to draw stronger inferences. Following qualitative research such as the Maternity Action and Refugee Council joint report it is evident that there are gaps in our current practice and care models. By continuing in this way we are further increasing the vulnerability of pregnant refugees and asylum seekers. Our priorities for maternity services, in order to provide effective care going forward, should be the implementation of staff training and caseloading models of care. Whilst this is challenged by the UK boarder agency dispersal practices, such models of care could facilitate improved woman-midwife relationships at a time when the needs of these women may be greater. Whilst many of us work in areas where the requirement for this service provision is relatively limited, we all need to be equipped with the knowledge, training and equipment to affectively care and advocate for women in this situation.

Oliver Kozsla

Personal branding on LinkedIn and its implications for employee advocacy – a study of professional influencers in a pharmaceutical context.

Employee advocacy has been known to rely on general word-of-mouth for the transmission of brand messages. However, the emergence of digital and social communication now calls for a more strategic, sustainable method for encouraging advocacy among employees. Organisations are expected to utilize these technological advances to the best of their potential. A recent development has been the launch of LinkedIn Elevate, which allows companies to leverage employees'

efforts in personal branding and encourage them to promote the brand within their networks.

This research looks at how personal branding affects employee advocacy and how the amount of recommendations given on LinkedIn moderates the relations between the two constructs. Furthermore, we argue that employee advocates now fulfil the role of professional influencers, due to the organic and authentic nature of their activities.

The study focuses on 364 employees of a pharmaceutical company in a highly talent competitive environment. It uses qualitative research methods to quantify data such as levels of personal branding and employee advocacy on LinkedIn. Once quantified, the research will examine the strength of relations between variables.

This research contributes to our understanding of personal branding on online platforms, employee advocacy and how we can determine potential professional influencers. This will allow the organisation in question to increase organic advocacy without increasing costs. As there have been no previous studies on the use of LinkedIn Elevate, this research can be a stepping stone into the digital era of Employer Branding. The study's findings are to be revealed at the conference.

Olly Anibaba

An Analysis of Nike's use of diversity and inclusivity relational strategies and their impact on shared values with its consumer relationship.

This paper seeks to discover and analyse the strength of shared values between Nike and its customers as a mechanism for co-creation. The paper argues that the construct of shared values consisting of diversity and inclusivity are the drivers of Nike's relational strategy. The paper seeks to deconstruct Vivek et al.'s (2012) framework of engagement, with specific examination and conceptualisation of the antecedents of engagement. In addition, an analysis of the mediating variables prior to co-creation will be conducted. Shared values between Nike and its customers formed major findings. These findings derived from the relational outcomes, which include trustworthiness being the driver of trust, customer perceived value leading to loyalty, and organisational identification is what drives positive word of mouth (PWOM). Nike's implementation of diversity and inclusivity as a relational strategy resulted in the creation of a participatory environment. Finally, shared values as a common denominator feeds into co-creation as a relational approach, which then creates trust, value-based commitment, loyalty and positive word of mouth (PWOM) as relational outcomes.

Rebecca Brown

Diabetes public health project in Fiji.

My personal interest in non-communicable diseases led me to choose my placement in Fiji

working on a diabetes public health project. Prior to the placement I conducted some secondary research to further understand the reasons behind this country having the highest rate of type II diabetes globally, in order to prepare myself for the work I would be doing. The evidence base in the literature identified that low education rates coupled with the introduction of imported processed foods has led Fijians to move away from their traditional diets in recent years. Low incomes and rising food prices has encouraged higher consumption of energy-dense and micronutrient-poor foods, leading to elevated blood glucose levels and insulin sensitivity.

Prior to leaving for Fiji I reviewed my course notes from my units, in particular Nutrition in Health and Disease. I realised I was confident in understanding the aetiology and symptoms of diabetes. This also included the clinical nutritional guidelines for diabetes patients and providing culturally acceptable dietary modifications to help manage and prevent the condition.

The project in Fiji consisted of conducting individual health checks in village communities, large factories and companies. The data we collected included blood pressure, blood glucose levels and anthropometric measurements to measure diabetes risk. The data was recorded onto spreadsheets, which the organisation wish to analyse and further inform public health strategies. The rest of our time was spent conducting nutrition education in schools and companies on the risk factors of diabetes and prevention through lifestyle management. Group projects and presentations throughout my course have been confidence building and helped prepare me for team working and public speaking to these various groups.

Rebecca Fowell

Do hurricanes significantly alter the weather in south west England?

Natural hazards are increasingly impacting on society, causing significant damage in physical and economic terms. A large proportion of these hazards are weather and climate related, with hurricanes amongst the costliest in the United States. Regional and global scale climate patterns regulate the movement of North Atlantic hurricanes across the US coastline; however, little research has been conducted to determine the extent to which atmospheric conditions cause these same hurricanes to impact weather conditions in southwest England. By applying a point over threshold (POT) method of extreme value analysis on maximum monthly rainfall, wind speed and temperature, this research aims to demonstrate whether hurricanes significantly affect the weather in southwest England. Data spanning 1980-2017 will be analysed and a comparison with recorded hurricane events will be drawn to reach a conclusion.

Rebecca Worbey

Origin

For this creative project I intend to answer the following question: can I use the evolution of life on Earth as a basis for composition? We all know of Darwin's theory of evolution and how far humans have come to get to where we are now, but just

how long did it take us? And how long has our species existed the way it is? I wish to answer these questions by composing a piece around the key events highlighted in Carl Sagan's 'Cosmic Calendar' (1977 p.8), which represents the "cosmic chronology" (Sagan, 1977 p.9) set within the timespan of a year. I will base the structure of my composition around these events, condensing them from twelve months down to just four minutes whilst still preserving the ratios between them. This means that humanity will last just a fraction of a second, highlighting the limited time humans have inhabited the Earth.

Each of these key events will be represented sonically at their correlating time, using a mixture of edited recordings and premade sound effects to tell the story of each chapter of life, from the first single celled organisms, all the way to present day humans. I chose to use these mediums as I wanted my piece to sound as recognisable as possible, so that the listener understands what is meant to be happening at any given time and is able to comprehend the overall meaning of the piece, to understand how little time humans have had on Earth.

Rosie Rimen

Exploration of risk factors related to the number and seriousness of offences committed by youth offenders

Risk factors in relation to youth offending are widely termed as a range of aspects increasing the likelihood an individual will engage in offending behaviour (Shader, 2002). The more risk factors a youth is exposed to, the more likely they are to offend (Spratt, Jenkins & Doob, 2000). A documented movement, 'risk factor paradigm', has led researchers to use a medical approach to youth offending (Farrington, 2000), proposing risk factors should be targeted in intervention pathways. Despite substantial research on recidivism risk factors, there is little research on risk factors for recidivism severity or on the predictive value of risk factors (Mulder, Brand, Bullens & Van Marle, 2011), thus current research proposes to address these limitations. Furthermore, very serious offenders have not been researched often. Better understanding of specific risk factors is needed to improve intervention outcomes, reducing persistence and severity of offending, another aim of the current study. A secondary data analysis was adopted with a correlational design, using primary data of 100 youth offenders from a South-England Youth Offending Team. Statistical analyses found a young age of first offence committed, heightened number of addresses moved, educational disengagement and divorced or separated parents, to all increase the total number of offences committed. In terms of the seriousness of offending, no predictor variables were significant. Findings are discussed, with implications and future research being suggested.

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Rose Owen

Behind the male body.

Through the development of two short films based around the sport American Football, the practice-based research will investigate the relationship issues between the male body and masculinity around contact sport.

The representation of the male gender is distinguished through masculinity and response to situations in our cultural society. Often, men and women distinguish masculinity through pain threshold, strength and authority. How do these three concepts portray themselves when placed in a sporting environment? Masculinity is a profound topic discussed within the theme of contact sport by few scholars, 'Sport, Masculinities and the Body' (Ian Wellard 2009). The films aim to questioning the ideologies of masculinity through sound and moving image and portray a more feminine approach to the male body.

Taking inspiration from 'WW1 In Colour' (2018) where the director Peter Jackson brought the footage to life after slowing down the frame rate and correcting the footage to colour, the practice-based research presented here explores how the audio taken from one moving image and placed on another, can cultivate different interpretations within an audience.

Sara Smith and Bethany Squirell

The importance of disseminating reflective practice through publication.

Reflection helps nurses make sense of their clinical surroundings and understand risks, challenges and opportunities¹; it enables improvements or changes in everyday practice to be made to enhance patient outcomes. To this end, it is a requirement of revalidation to maintain registration². The foundations of this skill are learned as a student and several theoretical models for developing such skills exist. The Rolfe, Jasper and Freshwater reflective model³ is based on three simple questions: What? So what? and Now what? These questions are used to firstly describe any given situation, then to analyse and explain it before making any changes or improvements. A second requirement for registered nursing practice is that nurses must '*be able to communicate clearly and effectively in English*'⁴. Practitioner written communication skills are enhanced through publication⁵ and, during their studies, students of the BSc (Hons) Children's and Young People's Nursing programme are afforded opportunities to enhance written communication skills and encouraged to develop submitted assignments for publication. The Rolfe, Jasper and Freshwater reflective model³ was used as the foundation to develop reflective practice skills cross three years of study. This model not only developed reflective practice skills but enabled two students to develop submitted work for

publication across two years of study. As a consequence, three publications have been achieved⁶⁻⁸. This presentation enables two recent graduates to share their experiences firstly of developing reflective practice skills and secondly of working with an academic experienced in publishing, to achieve successful publication outcomes.

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⁴Nursing and Midwifery Council. 2018. *The Code: Professional standards of practice and behaviour for nurses, midwives and nursing associates*. NMC; London; October; page 9.

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Sarah Bel Ayche

Does manual therapy improve the symptoms of axillary web syndrome (AWS) in breast cancer patients?

Background: Axillary web syndrome (AWS) is a sequel of breast cancer surgery and has an incidence of up to 85.4%. Symptoms of AWS including the development of cord like soft tissue structures, decreased upper limb range of motion (ROM) and pain, greatly affect quality of life and can negatively impact radiotherapy treatment. Physiotherapy is often chosen to address AWS, but a synthesis of the research focused on manual techniques has yet to be conducted.

Objectives: To determine the efficacy of manual techniques to improve AWS' symptoms in breast cancer patients.

Methods: Database search of Academic search complete, CINAHL complete, Complementary index, Google scholar, Medicine complete and SPORTDISCUSS with full text was achieved in October 2018. Seven articles matched with inclusion and exclusion criteria were discovered and critically evaluated.

Results: All studies used a form of manual therapy and overall there was a significant improvement on pain, glenohumeral (GHJ) ROM and cording status. GHJ flexion improved by 21.98%, GHJ abduction improved by 76.88%, pain decreased by 87.27% and 67.05% of participant no longer had cording after interventions.

Conclusion: Overall, there is moderate evidence to suggest that manual therapy can improve AWS' symptoms. Soft tissue mobilisations appear to be the most effective but manual lymphatic drainage remains pertinent to address other breast cancer co-morbidity. No recommendation on frequency of treatment was achieved due to the lack of understanding around AWS pathogenesis. Future research should aim to determine an optimal physiotherapeutic protocol for AWS based on a greater understanding of its pathophysiology.

Sarah Buckingham

Fibromyalgia: What are the patient perceptions of their disease and the health care system?

Background: Fibromyalgia is a disease of unknown etiology and is characterised by a multitude of debilitating symptoms. Its complexity has created difficulties within the health care system, including the delivery of diagnosis and treatment. Amongst health care professionals (HCP), there is a varying degree of opinions and beliefs surrounding the condition. A synthesis of the patient perspective will help to uncover if these controversial views effect the professional and patient relationship and management of their condition.

Objective: To explore and synthesise the experiences of people with Fibromyalgia to develop an insight into their lives and views of the health care system.

Method: A systematic search was conducted across four online databases; MEDLINE, PsycINFO, CINAHL, ScienceDirect in October 2018. Studies were assessed for quality using the critical appraisal skills programme checklist. Results were synthesised and five themes emerged as a result.

Results: A total of 141 papers were identified and screened against an inclusion/exclusion criteria; five papers met the criteria and are included in this review. Five themes emerged; the quest to be believed, it takes its toll, me and the HCP, over prescribed and wish list. To gain legitimacy and to build a trusting relationship with the HCP was deemed critical across the five papers .

Conclusion: The results identified a series of themes which overall demonstrates a level of dissatisfaction of the health care system amongst patients with FM. Participants viewed their relationship with their health care professional as highly important and integral to cope with their condition.

Sarah-Jane Addison

An exploration of the Dollar Shave Club's personalized relational strategies and their impact on affective commitment.

Dollar Shave Club is an online shave company providing razors and other grooming products through an online subscription model. They have broken into a saturated market, finding the customer's pain point (when it comes to buying new blades and the frequency of that process) and created a simple solution to the problem with said subscription model. A humorous video created by the founder went viral overnight. This was just the start of their success, acquiring millions of consumers on their side who then decided to subscribe to the brand. I argue that this is due to Dollar Shave Club's personalised relational strategies which drive affective commitment. The subscribers aren't tied into anything and can leave whenever they feel necessary but also have the ability to completely personalise the frequency of receiving their product as well as the products they receive in terms of their own grooming needs. This paper proposes a conceptual framework adapted from the work of Morgan and Hunt (1994) to explore my argument that trust and satisfaction are key drivers of affective commitment which, in turn, leads to outcomes of loyalty, positive word of mouth and cooperation. This framework is backed up with examples of Dollar Shave Club's online, personalised strategies including how their consumers cooperate with the brand. Limitations of the model are presented in order to critically analyse the research process. The paper concludes with a recommendation for practice.

Savani Liyanage and Michelle Muzangwa

Strategic marketing in action: The story of Amazon and Whole Foods.

A 10minute oral presentation was created to demonstrate strategic marketing in action using a real world example: Amazon's 13.7 billion-dollar acquisition of Whole Foods Market.

The nature of each company is quite different, Amazon is based on online retail and subscription services and is centred around technology whilst Whole Foods is a physical store selling food. The presentation set out to answer the question: why would Amazon want to buy a company which operate in a completely different market? The strategic planning for this merger was evaluated, where strategic planning "attempts to answer three basic questions: what is the business doing now, what is happening in the environment, and what should the business be doing (Hooley et al. 2012, p. 28).

A PESTEL analysis was initially conducted to identify the broad and uncontrollable forces affecting the company. From this, it was evident that the uncertainty of the political and economic state between the US, UK and China were to largely impact Amazon so they needed to take strategic action to protect themselves from the threats this posed on the supply chains and distribution networks. As Amazon's current market was threatened, entering a new market appeared to be a viable strategy.

A Porter's five forces and an Industry evaluation was also conducted and indicated the natural, organic groceries industry Amazon looked to enter to be attractive. In particular, the market was identified to be within the high growth/shakeout stage implying high profit potential. As such, the strategic move was largely successful.

Shavaughn Quavar, Kalaoyan Slavchev and Max Tunesi

Cyberbullying: an analysis of contemporary vulnerability on social media. Taking a closer look at mental health online.

'Today's teens are physically safer than teens have ever been. They're less likely to get into a car accident, have less of a taste for alcohol than their predecessors so are less susceptible to drinking's attendant ills. Psychologically, however, they are more vulnerable than Millennials were: Rates of teen depression and suicide have skyrocketed since 2011.' (Twenge, 2017, para. 9)

This presentation aims to outline the effects of cyberbullying across social media, with a particular focus on mental health and its consequences on a number of platforms including Facebook, Twitter and Snapchat. We will achieve this by incorporating a number of sources including experts in the field of Mental Health Consultancy, extracts from case studies and academic literature sources. Important aspects that we will cover are the fear and anxiety associated with victims of cyberbullying, including personal experiences, coverage on a media level and strategies to overcome the lack of emotional intelligence.

It has been noted that attempts to regulate and mitigate this world wide crisis have already been made by governments, associations and schools, but it is not common practice, it does not happen globally (Considering social media platforms like Facebook and Instagram and Twitter boast over two billion users between them) and the issues surrounding the effects on mental health and vulnerability communities on social media is often only slightly touched upon or completely ignored. The aim of this presentation is also to raise awareness about cyberbullying and its ongoing affects.

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Tim Greengrass

Audio-visual installation utilizing next-frame prediction models in neural networks.

A visual performance to music implementing pix2pix (an image-to-image translation convolutional generative adversarial neural network, or cGAN for short) as a next-frame prediction model that is trained with pairs of consecutive frames from video clips, so that it can generate an image sequence for an infinite duration by repeatedly feeding frames back into itself. The visuals will be projected.

Yana Miladinova

B2B PR: How can B2B PR agencies manage the reputation of SMEs in the creative sector?

Despite the practice of business-to-business (B2B) marketing being used and published for many years, B2B Public Relations (PR) studies do not exist in such vast amounts. Contributions to that area are based on the need for PR and communications activity that is coherent with the business goals and is a key part of reputation management. Therefore, this paper aims to explore if a collaboration between small-to-medium enterprises (SMEs) in the creative sector and a B2B PR

agency could be beneficial. Benefits, in this case, are considered to be new business leads, talent retention, and a good reputation. It focuses on services such as B2B media relations, thought leadership, and reputation management. This study aims to add to the currently limited discussion in the B2B PR sector regarding the role of a PR agency in reputation management for SMEs, specifically in the creative industry.

The paper takes a phenomenological approach operationalised through qualitative research methods such as semi-structured in-depth interviews. The 10 participants are identified as information rich, and are founders or managing directors of creative agencies in the UK. To gain comparative information, half of them work with PR agencies and the other half do not use external help when it comes to reputation management. The emerging themes and patterns from the interviews will be used to address the research question on the advantages of B2B PR and the benefit B2B PR agencies could bring to reputation management, specifically in the creative sector.