Research and Innovation Conference Day 1 – Wednesday 3 May 2017

KEYNOTE SPEAKER - 09:25-10:10

Jane Austen Lecture Theatre

IT'S NOT JUST ABOUT BATTERIES: WHY THE UK NEEDS RESEARCH FOR THE CREATIVE ECONOMY

Professor Andrew Chitty, Royal Holloway, University of London

Professor Andrew Chitty, is the first Creative Economy Champion of the Arts and Humanities Research Council (AHRC). He has also recently taken up a new professorial role in Creative Digital Economy at Royal Holloway, University of London, working to foster new and exciting partnerships between academics and the rapidly growing creative industries.

Professor Chitty said: "There's never been a time where awareness of the social and economic impact of the Creative Economy and its potential for economic growth has been higher. It's not just about what we think of as the core creative industries but the value that creative, design and content skills add to other sectors like health, manufacturing and education."

PARALLEL SESSIONS - 10:15-11:15

FEATURED SESSION - 10:15-11:15

Silver Birch Suite (TS215)

SOLENT RESEARCH CHALLENGE: MUSICAL LIFE OF A CITY

Paul Rutter, Southampton Solent University

The concept of the Solent Research Challenge was launched at the Solent R&I Conference 2016. This session will introduce the first completed Solent Research Challenge. Paul Rutter, the Principle Investigator for 'Music Life of Southampton' (the 2016/17 Solent Research Challenge) will introduce the key contributors from Solent, the colleagues and students who got involved. The session will explore how the project evolved from concept to delivery, how the different participants got involved, and their experience. The session will also see the presentation of the preliminary results of the 'Music Life' project. Delegates will have the opportunity to discover more about this year's challenge, its goals and its future. This session will be followed by another on 4 May which will outline the plans for the 2017/18 Solent Research Challenge.

PRESENTATIONS - 10:15-11:15

TS103

Oral papers - Leadership, impact and wellbeing at sea

THE IMPACT OF RESEARCHING BEST PRACTICE FROM OTHER INDUSTRIES TO DEMONSTRATE THE BENEFITS OF STABLE TEAMS WITHIN THE MERCHANT SHIPPING INDUSTRY

Dr Kate Pike, Southampton Solent University

A safe, efficient shipping industry is vital to society as a global business depends on the international trade of goods transported by ship. Shipping accidents negatively impact on the lives of seafarers, the marine environment, and the trade and reputation of the shipping company and flag state involved. Creating the best team working environment onboard is crucial to advancing safe and sustainable ways of working, and with crewing commonly the largest factor in a vessel's operating budget, understanding the potential benefits of keeping the top management teams together on the same vessel for more than one voyage may have significant impact on the industry.

This paper explains the impact of a three month pilot study in the context of studying best practice from other industries, where more information and experience exists on stable teams, can help demonstrate the benefits and challenges for the merchant shipping industry.

AN EXPLORATION OF WELL-BEING AT SEA

Anne Longmuir, Southampton Solent University

Seafarers face a myriad of challenges in their under-recognised yet vitally important role of transporting the goods upon which modern society relies. The presentation uses case studies featuring in-depth interviews with seafarers to explore how they are affected by a multitude of simultaneous demands, including leaving family ashore, working as part of a multi-national crew and acclimatising to shift routines. The research looks at how they coped and the outcome in terms of well-being whilst charting a relationship between well-being, psychological stress, distress and mental health.

LEADERSHIP AND MANAGEMENT IN THE SHIPPING INDUSTRY

Emma Broadhurst, Southampton Solent University

Leadership and management are two important attributes for any industry, but especially in an industry as dynamic, unique and sometimes dangerous as the shipping industry. Whilst seafarers can be seen to be at the forefront of the industry, they are supported by a dedicated team of shore side personnel. Literature produced within this research area has identified several potential leadership and management challenges. This pilot research draws on the experience of shore side staff to explore their relationship with seafarers, and discusses potential issues relating to leadership and management that could be encountered in the context of the shipping industry.

WELFARE PROVISIONS FOR SEAFARERS AT CHINA'S PORTS: A SURVEY AND ANALYSIS OF THE AVAILABILITY AND ADEQUACY FROM THE SEAFARERS' PERSPECTIVE

Professor Minghua Zhao & Dr Pengfei Zhang, Southampton Solent University

Funded by the ITF Seafarers Trust (2016/2017) this project aims increase knowledge and understanding about accessible welfare services for visiting seafarers, in different types of ports in China. This knowledge will be harnessed to promote seafarers' welfare and delivery of relevant services among key stakeholders in the maritime sector. The research will be carried out by the China

Centre Maritime (CCM), School of Maritime Science and Engineering, Southampton Solent University with the endorsement of the Nautilus International (NI) and support of the Merchant Navy Welfare Board (MNWB) and the International Seafarers Welfare and Assistance Network (ISWAN). This oral presentation will report on important preliminary findings of the research so far.

PRESENTATIONS - 10:15-11:15

TS212

Oral papers - Contributing to making an Impact

KULITTA – SOUTHAMPTON IS A ROCK CITY!

Dr Cédric Mesnage, Southampton Solent University

Until the development of the Kulitta.com system, there was no central place for the people of Southampton to find a daily list of music events happening in town. Kulitta gathers data from Soundcloud, Facebook and ticket websites and enables users to browse current music events by time and city in the UK. Using data mining, namely the Kmeans clustering algorithm on genre information for each city, it is possible to discover genre clusters within and between cities and identify dissimilarities too. The paper describes the data science process taken to develop the application. The database currently accounts for 90K artists, 1M tracks, 500K music events. The paper will address the potential impact this could have on the UK independent music industry.

FROM ANGUS TO WILBERT: MAPPING COASTAL CHANGE WITH DRONES

Dr Paul Wright & Kevin Thatcher, Southampton Solent University

Coastal environments, particularly soft sediment coastlines, are significantly dynamic in nature. From tides to rising sea levels, via winter storms, sand dunes are susceptible to growth and erosion over relatively short time scales.

This paper outlines a number of Unmanned Aerial Vehicle (UAV or 'drone') surveys undertaken at East Head, a National Trust (NT) managed property within Chichester Harbour. Until now overflights by plane were the only way to take irregular snapshots of the changing coast, and then only in terms of aerial, or two dimensional, change. An initial survey gave NT managers an up to date picture of the whole sand dune system, particularly in regard to fencing off areas and restoring boardwalks. Post storm surveys were used to establish whether the unparalleled levels of detail afforded by UAVs, in three dimensions rather than two, could enable geomorphological change to be mapped both in terms of area and volume.

IT'S PANTS!

Kathryn Sanders, Southampton Solent University

The Beatrice Project aims to restore dignity to young impoverished girls in Zimbabwe by providing them with sanitary towels which will encourage them to stay in school during menstruation. Up to 70 days a year can be lost in their education causing them to fall behind in their studies and ultimately lose confidence in their ability to succeed in life. BA Fashion students are collaborating with the charity

by making 300 pairs of PANTS to be given out with the towels. Recipients will receive supportive message from our students and view photographs of the team involved.

We realise pants can be bought very cheaply in Primark but they have potentially been made by young girls also in poverty. How much better for them to be made with love at Solent University?

ASK FOR ANGELA

Bronwyn Mauchline, Southampton Solent University

First used in Lincolnshire, the Ask for Angela campaign poster was found in the toilet facilities in nightlife venues. It states that if you are feeling uncomfortable or unsafe and you require assistance, you can go to the bar staff and 'Ask for Angela', which is code for asking for help. Nightlife venues in the Southampton City centre and Bevois Valley: bars, clubs and pubs, have met with the campaign team and agreed to support this work.

Led by Southampton Solent University, this city-wide initiative will be rolled out with the support of Southampton City Council, Hampshire Constabulary and the Safer Student Forum.

USING COLLABORATIVE EVALUATIVE RESEARCH TO 'MAKE MORE OF AN IMPACT'

Lisa Binney, Kev Harris & Kola Adeosun, Southampton Solent University

Evaluation of the 'Family FUNS' Programme, a collaborative research project involving Southampton Solent University, Energise Me (formerly Sport Hampshire and Isle of Wight) and Create Development. This paper describes the main objectives, results and recommendations of the evaluation. The results highlighted the positive impact that the programme had through its ability to bring families closer together within a physical activity environment.

EXHIBITION-10:15-11:15

Hawthorn Suite (TS315)

STUDENT POSTER COMPETITION

The University is pleased to present two conference poster sessions. This first session will be a closed session while the judging panel review the presentations by student presenters. The second presentation session at 11:30-12:45 will be open to all delegates. All posters will remain on display throughout the conference in all the active demonstration sessions and in the breaks. Delegates are welcome to visit the space for viewing and networking throughout the conference.

Improving food in residential care

Laila Charlesworth, Leeds Trinity University

Digital Beauty

Bethany McMillan, Southampton Solent University

Genre Clusters of United Kingdom music cities

Catherine Newman, Nelson Tiago de Jesus Coelho & Darren Holloway, Southampton Solent University

How can the content of University websites be made more female friendly? Deborah Russell-Langton, Southampton Solent University

Digital music landscape of a city

Beritan Seven & Agnieszka Kogus, Southampton Solent University

Comparing the design and use of gyms in China and the UK for improving health Chen Shen, Southampton Solent University

The importance of ethical organic cosmetic products in contemporary society Karina Skurko, Southampton Solent University

Grey Beauty

Terri-Anne Smith, Southampton Solent University

Comparing education system between degree of Construction Management in Chinese universities and UK universities

Liyuan Sun, Southampton Solent University

Comparing public buildings between the UK and China

Xinyue Tian, Southampton Solent University

Critical examination of the economic value of using LNG as a marine fuel Yifan Wang, Southampton Solent University

Comparing public large parks in China and the UK and through designs for public parks

Mengyue Xu, Southampton Solent University

Comparing small gardens between the UK and China

Xiaoyu Zhang, Southampton Solent University

PARALLEL SESSIONS - 11:30-12:45

FEATURED SESSION - 11:30-12:45

Silver Birch Suite (TS215)

WORKSHOP

CONCEPTS FOR IOT IN FASHION AND BEAUTY: FASHION STUDENTS AND IBM MENTORS

Jennifer Anyan, Southampton Solent University, Dawn Ahukanna, Senior Designer IBM, Andrew Gatford, IBM Hursley Design Studio Manager, Chatura Fernando, IBM Designer-Mentor, Ashley Brimsted IBM Designer-Mentor, Greg Lubel IBM Designer-Mentor, Luke Firth, IBM Designer Mentor & Sam Winslet, IBM Designer-Mentor

The Internet of Things (IoT) in simple terms is connecting objects and devices over the internet. The IBM Watson IoT platform provides a way to easily and securely connect devices, enabling relative

beginners to explore the potential for using IoT. IBM Watson Cognitive technology allows sophisticated analysis of data including unstructured text, video, audio and image. IoT and cognitive technologies are fast becoming an integral part of business and lifestyles; fashion and beauty industries are no exceptions. This session will demonstrate prototypes for concepts developed by MA Creative Direction for Fashion & Beauty students that use IBM Watson IoT and cognitive tools. The concepts include an app that creates personalised sportswear, a personal styling aid, and a monitoring system for cosmetic products and a tool for analysing the condition of hair. MA Creative Direction for Fashion and Beauty students Sasha Halsey, Ellie Simons, Danika Sandhu and Jane Sullivan have been supported in developing these concepts by the IBM Design Studio, Hursley through a mentoring project that has run for the duration of the 2016/17 academic year.

FEATURED SESSION - 11:30-12:45

TS212

WORKSHOP

Professor Tansy Jessop & Osama Khan, Southampton Solent University

TEF/REF: WORKING TOGETHER: LINKING REF AND TEF THROUGH RESEARCH INFORMED TEACHING

Being an inspiring teacher is challenging. So is being a ground-breaking researcher. Doing both at the same time is doubly challenging. How can academics draw on enduring and evidence-based approaches to teaching, while advancing their research agendas? Taken together, the TEF White Paper (2016) and The Stern Review of the REF (2016) provide food for thought about achieving excellence in both teaching and research. In this presentation, the common ground between REF and TEF will be explored in order to understand how teaching excellence and research may thrive in the new policy and metric-driven environment. The session will place research informed teaching at the heart of making both REF and TEF flourish.

PRESENTATIONS - 11:30-12:45

Jane Austen Lecture Theatre

2 MINUTE DISSERTATION & THREE MINUTE THESIS®

The University is pleased to be running Three Minute Thesis® competition for Postgraduate Research Students for a second year, and also the Two Minute Dissertation competition for undergraduate and masters students based on the international 3MT® concept.

2 MINUTE DISSERTATIONS:

An examination of the attitudes of adolescents involved in a laboratory based intervention to improve health literacy

Lucy Glen, Southampton Solent University

Supporting adults with learning and intellectual disabilities: A Discourse Analysis exploring how the job role and experiences of support staff are constructed

Recognising the negative experiences some women face in football and the effect it has had on their participation

Hannah Collier, Southampton Solent University

Research Consumer Perceptions & Understanding of the 'Smart Products' trend with a goal to identify if there could be value in a buyers' guide

Andrew Walter, Southampton Solent University

Workie.io - Online Platform for Field Engineers

Panagiotis Aristeidou, Southampton Solent University

An investigation into gender pay gap at Southampton Solent University and its subsequent consequence

Juhi Modha, Toby Allan, Beth Pethers & Aikma Stirling-Stainsby Southampton Solent University

THREE MINUTE THESIS®:

'We all fall from time to time': a realist evaluation of general practitioner falls management in Southampton

Wayne Bennett, Southampton Solent University

Educational Digital Content Strategy (EDCS) and Student RecruitmentOksana Razina, Southampton Solent University

The First Chinese Maritime Law Code in the Song and Yuan Dynasties (960-1368): Its Formation and Influences with a Comparative View in Europe

Yuan Li, Southampton Solent University

Occupational Stress amongst academic employees in Higher Education Institutions- A Comparative Study between the United Kingdom and Nigeria

Oluwaseyi Josephine Awotinde, Southampton Solent University

The Effect of Palermo Convention to Combat the Crime of Human Trafficking in United Kingdom & Kingdom of Jordan

Ahmed Al-Awamleh, Southampton Solent University

"Staying in touch: Haptic elements of interior architecture and their importance for successful ageing in place"

David Coates, Southampton Solent University

Educational digital content strategy (EDCS) and Student Recruitment

Oksana Razina, Southampton Solent University

EXHIBITION - 11:30-12:45

Hawthorn Suite (TS315)

Poster Presentations

World Heritage and Tourism: A Tenuous Relationship

Dr Bailey Adie, Southampton Solent University

Exploring the potential for improvement in wheelchair sportswear

Dr Sara Braganca, Southampton Solent University

Educational Digital Content Strategy (EDCS) and Student Recruitment

Oksana Razina, Southampton Solent University

Improving food in residential care

Laila Charlesworth, Leeds Trinity University

Should HEIs invest in networking for graduate employability?

Viara Duluerova, Southampton Solent University

Ethical conduct and the public interest in the accounting profession: the role and relevance of virtue ethics

Judy Finn, Southampton Solent University

Does it pay to be authentic? Positive adaptation to change in Higher Education Sally Holland, Southampton Solent University

How can IVE – Immersive Video Environment evoke presence in the audience and what tools would be appropriate to assess this?

Julian Konczak, Southampton Solent University

Digital Beauty

Bethany McMillan, Southampton Solent University

Genre Clusters of United Kingdom music cities

Catherine Newman, Nelson Tiago de Jesus Coelho & Darren Holloway, Southampton Solent University

Do salvage awards still encourage commercial salvors?

Nicola Pryce-Roberts, Southampton Solent University

IMAGINE – Innovation in Marine engineering diagnostics and feedback

Dr Sara Braganca, Southampton Solent University

How can the content of University websites be made more female friendly?

Deborah Russell-Langton, Southampton Solent University

Digital music landscape of a city

Beritan Seven & Agnieszka Kogus, Southampton Solent University

Comparing the design and use of gyms in China and the UK for improving health Chen Shen, Southampton Solent University

The importance of ethical organic cosmetic products in contemporary society Karina Skurko, Southampton Solent University

Grey Beauty

Terri-Anne Smith, Southampton Solent University

Digitising Video Nation

Tony Steygar, Dr Alex Reynolds & James Weller, Southampton Solent University

Comparing education system between degree of Construction Management in Chinese universities and UK universities

Liyuan Sun, Southampton Solent University

Comparing public buildings between the UK and China

Xinyue Tian, Southampton Solent University

Critical examination of the economic value of using LNG as a marine fuel Yifan Wang, Southampton Solent University

Assessing the role of appreciative inquiry (AI) in developing programme theory Mary White, Southampton Solent University

The Anthropocene comes to Warsash: post industrial contamination in the River Hamble

Dr Paul Wright, Southampton Solent University

Comparing public large parks in China and the UK and through designs for public parks

Mengyue Xu, Southampton Solent University

Comparing small gardens between the UK and China

Xiaoyu Zhang, Southampton Solent University

KEYNOTE SPEAKER - 13:30-14:15

Jane Austen Lecture Theatre

WHY WOULDN'T YOU WANT TO MAKE A DIFFERENCE?

Professor Mike Wilson, University of Loughborough

Michael Wilson is Professor of Drama and Associate Dean for Research in the School of the Arts, English and Drama at Loughborough University. He has led numerous RCUK and EU-funded projects that explore the application of storytelling to a variety of social and policy contexts. He is a member of the AHRC Strategic Reviewers Group. He is also Chair of the Arts and Humanities Panel for the British Council's Newton Fund programme.

PARALLEL SESSIONS - 14:20-15:20

FEATURED SESSION -14:20-15:20

Silver Birch Suite (TS215)

MENTORING FOR RESEARCH EXCELLENCE

this is the session for you.

Dr Shelley Duncan, Dr Anthony Gallagher, Dr Flavia Loscialpo, and Dr Esther Snell, Southampton Solent University

Mentoring is a highly valuable activity that benefits the mentor, mentee and their organisation. It provides a range of positive outcomes including professional development, enhanced communication and the growth of supportive relationships. For these reasons Southampton Solent University is launching its own research and innovation mentoring scheme. In this session we will be presenting the scheme, discussing its many benefits, how it will operate and how you can get involved. If your research activity, networking, and funding applications would benefit from having the support of a dedicated mentor, or if you would like to offer your skills and experience as a mentor (or both),

FEATURED SESSION - 14:20-15:20

TS311

WORKSHOP

HOW CAN I GET MY COMMUNITY TO TALK TO ME? #SCIROOM

Jamal Kinsella & Oliver Trojak, The Science Room

Many groups are inspired by the ethos of the National Co-ordinating Centre for Public Engagement (NCCPE) to strive towards three types of interaction in public engagement: informing (sending information to public), consulting (receiving information from public), and collaborating (working together). But how can we successfully achieve the last two?

We created The Science Room to improve on that, combining an interactive style, community-led focus, and creative evaluation techniques. With the collaboration of universities and other scientific bodies in Southampton, a bridge between the different technical/scientific sectors and wider community can occur.

We're going to discuss with you what's worked for us (and what hasn't), and ways we want to go forward with consulting, collaborating and interaction in the future, encouraging your thoughts and ideas in improving all community science projects in Southampton.

PRESENTATION -14:20-15:20

TS515

Oral Papers - Examining subjectivity, perception and bias

AUDIO BIASES IN THE COURTROOM - CAN YOU TRUST WHAT YOU HEAR?

Dr Greg Neil, Southampton Solent University

The way that audio is presented in a court room can lead to bias in people's perception of distorted and noisy audio. Vitally, when a person is biased, they are unlikely to know it, making the bias difficult to ignore, resulting in audio evidence being impossible to evaluate fairly. Consequently, audio evidence can seem more incriminating than it actually is to a jury. For instance, by providing a transcript with noisy, poor-quality audio, jurors will *clearly* hear the content of the transcript even if the transcript is inaccurate. If this misinterpreted evidence is seen as *reliable* a miscarriage of justice can occur. An experiment will be presented that shows that such transcripts will bias people in exactly this way, and that this bias will lead people to consider the evidence as more incriminating that it actually is. The implications for courtrooms will also be discussed.

COACHING COACHES: ADDING OBJECTIVITY TO FOOTBALL COACHING

Dr Zoe Wimshurst, Southampton Solent University

Football coaching aims to be a rigorous and methodical process that embraces the relevant stepping stones for player development: especially at youth level (Tromp et al. 2013). Coaches are constantly making decisions both during matches (e.g. tactical alterations, substitutions) and after matches when they often have to rate players on their match performance. These ratings can have a significant impact on the future of the players. There is very little previous research so show how coaches make these decisions and what they are based on. The current study aims to utilise eye tracking technology and performance analysis metrics to uncover more about the basis for coach decisions. The participants will be coaches at a Premier League club academy. Results of this study should enable coaches to become more objective in their decision making and therefore create a fairer system for all.

LOCAL INTERVENTION TO ADDRESS BINGE DRINKING AMONGST 16 TO 18 YEAR OLDS IN SOUTHAMPTON: A REALIST EVALUATION APPROACH

Michelle Hyatt, Southampton Solent University

This research aims to identify and test a cost-effective and sustainable intervention that will address binge-drinking with 16 to 18-year-olds in Southampton and explore the social norms that reinforce hazardous drinking for young people. Preliminary results from phase 1 of the project will be presented in this paper. Phase 1 uses literature review, realist synthesis and qualitative analysis to develop an initial programme theory for developing an intervention. The programme theory will describe how an intervention is expected to lead to its outcomes.

INCREASING THE SAFETY AND RESILIENCE OF THE ELDERLY ONLINE

Dr Esther Snell & Dr Mark Doyle, Southampton Solent University

Employing a quantitative and qualitative methodology, this multidisciplinary project examines provisions made by and for elderly people in Southampton regarding their online security and resilience to cybercrime. The research draws upon a significant body of work that reveals the vulnerability of elderly people to crime perpetrated online. In contrast to those studies, however, this present project asks what can society, government policy, and individuals do to better protect elderly people online? What measures can be implemented to both secure elderly people's personal

and information security, and also enable them to better protect themselves? The ultimate aim is to devise effective methods to increase the safety, skills and confidence of the elderly online.

With its focus on Southampton, but offering solutions that would be beneficial to the elderly demographic across with UK, this project offers the potential for real-world impact both locally and nationally.

EXHIBITION -14:20-15:20

Hawthorn Suite (TS315)

ACTIVE DEMONSTRATION

PERCEPTION OF SELF, PERCEPTION OF OTHERS

Alice Webb, Southampton Solent University

This demonstration presents a conceptual exploration of the idea of perception of self and others. The demonstration is an interaction between subjects and recording delegates perceptions and reactions to those interactions. The project uses ethnography and digital ethnography to highlight not only how people interact with each other but also how they react when viewing other people's interactions. I will be using phenomenology to delve deeper into human behaviour and how it can be perceived as an art form. This project will be documenting the concept of looking. Delegates themselves can 'look' and explore other ways in which perception can be documented.

NEVER REGRET A FASHION CHOICE, WHATEVER THE DAY!

Liam Charmer, Southampton Solent University

Fashion is all around and people rarely wear exactly the same outfit. Varied factors affect decisions of what a person may wear. It is common to regret a type of outfit and the time spent choosing it. Considering these dilemmas, this project aimed to create a smart fashion advisor using Artificial Intelligence which is able to provide a personalised fashion choice for a day with specific features. This demonstration will introduce a prototype named 'Fashion Mirror' based on a project to identify factors which influence fashion choices. It is now being tested with the target groups to understand more about its efficiency in catering the consumers' expectations and satisfaction.

PARALLEL SESSIONS - 15:35-16:35

FEATURED SESSION - 15:35-16:35

TS311 WORKSHOP

HOW DO WE FIND SPACE? TOWARDS A WORK CULTURE WHICH SUSTAINS OUR MENTAL WELL-BEING

Christine Hammond, Rachael Taylor, Anna Felton Southampton Solent University

Investigating how the creative practices of fashion and well-being can be brought together to provide methods & tools which enable students to sustain good psychological health, and to thrive in their chosen field.

Recent reports show that anxiety and mental distress are on the rise amongst UK university students, (NUS, 2013). Current pressures on young people ranging from academic performance, social media and not having time to create space to reflect, increases their anxiety. (Mindful.org). Students entering the fashion industry are potentially especially vulnerable to mental overload or anxiety, due to its insistent fast pace and constant pursuit of the new.

FEATURED SESSION - 15:35-16:35

Silver Birch Suite (TS215)

WORKSHOP

SPEED NETWORKING

We are always being told that attending conferences is all about the networking. But what does this mean, how do you do it, and what do you gain? 'Networking' can be a pretty vague concept, and even though there are many opportunities to interact at conferences, there's always the slight uneasiness about approaching strangers. We are inviting delegates to join in our 'speed-networking' session which will give participants an opportunity to meet with each other in a fast-moving session exploring the theme of impact, how it relates to your areas of interest, and to exchange ideas on the possibilities and barriers you each experience in making an impact.

PRESENTATION -15:35-16:35

TS103

Oral Papers - Managing HR, collaborative networks and risks

INFORMATION MANAGEMENT AND COLLABORATIVE NETWORKS IN INDUSTRIAL BUSINESS ASSOCIATIONS TO SUPPORT THE INTERNATIONALISATION OF SMES

Eric Costa, University of Porto and INESC TEC, Portugal

Globalization of markets and the consequent rise of competitive pressure lead SMEs to look at internationalisation as a main priority to sustain their business. However, only a few firms have managed to succeed in internationalisation in foreign markets. To increase their chance of going international and compensate for lack of information about foreign markets, SMEs can establish contacts and form networks and collaborations with different types of social, business and institutional entities. But the problem is how to manage, filter and convert information from collaborative networks into valuable knowledge for making better decisions in internationalisation.

These difficulties faced by SMEs call for stronger institutional network support, which can be played by IBAs. Therefore, this doctoral project aims to analyse IBAs and their support for SME internationalisation, as well as to study information management and collaborative networks solutions to improve this support.

EVIDENCE OF STRUCTURE CONDUCT PERFORMANCE HYPOTHESIS IN MALAWI

Catherine Matupa, Southampton Solent University

This study tests the hypothesis of the SCP Framework in Malawian SMEs. This has policy implications for regulatory bodies and can facilitate a conducive environment for the SME industry in Malawi. The SCP framework argues that the structure of the industry in which a firm finds itself will determine the conduct of the firm. Industry structure includes the degree of product differentiation, buyers and sellers, and barriers to entry which in turn affects the conduct of buyers and sellers on how they price and promote their products, invest in research and development and whether they compete or cooperate with others in the industry. Performance is the economic result of the relationship between industry structure and industry conduct.

REALITIES OF CALIBRATING TERRORISM THREATS – (RE)LEARNING FROM THREE MARITIME EVENTS

Bryn Parry, Southampton Solent University

Given recent high-profile terrorist attacks it might not seem surprising that there has been an increase in concerns over terrorist attacks, calls for effective prevention and descriptions of the current situation being `new'. As is common with *Managing Risks*, however, this significant mismatch between perceptions of risks and the actual levels of risk threatens to lead to: under/over-estimating specific threats, potentially inappropriate initiatives and lost opportunities to, truly, understand what is driving perceptions. This presentation seeks to (re)learn from three significant, but oft-forgotten maritime events:

- [1862-4] CSS Alabama voyages: triggering Alabama Claims and Britain's \$15.5m. compensation, to USA
- [1961] Santa Maria cruise ship hijacking and coup attempt(s): triggering an international search, plus legal and political changes
- [1970s] QE2 cruise-liner: multiple terrorist attacks and use by terrorists

IMPROVING CYBERSECURITY IN ORGANISATIONS THROUGH HR:
ANALYSING HUMAN RESOURCE MANAGERS' PERCEPTIONS OF PERSONAL AND
ORGANISATIONAL READINESS TO TACKLE SECURITY BREACHES

Dr Paul Joseph-Richard, Southampton Solent University

This exploratory study aims to understand how and to what extent, Human Resource (HR) managers and their organisations are ready to tackle possible cyber security breaches. It considers HR managers' attitudes and perceptions on their professional readiness to recognise the security risks and cyberattacks, and also current practices that promote or hinder information security in their organisations. This paper integrates insights from different strands of HR and IT literature to offer a first understanding of why HR professionals must make cyber security their priority; it presents empirical data derived from purposively sampled HR managers (n=20) who work in various organisations in the Southampton area. Quantitative and qualitative data collected via an online questionnaire will be

analysed using both descriptive statistics and content analysis techniques. This study, on completion, can lead to recommendations to enhance cybersecurity in organisations.

EXHIBITION - 15:35-16:35

Hawthorn Suite (TS315)

ACTIVE DEMONSTRATION

THE BRAIN GAME

Dr Shelley Duncan, Southampton Solent University & Dr Angela Gosling, University of Bournemouth

In the demonstration today we will be providing an introduction to the use of electroencephalography (EEG) by viewing the equipment in action.

With the advance in brain imaging technology (i.e. functional magnetic resonance imaging and electroencephalography), the complex nature of the brain's structure and function can be evaluated. This includes the assessment of differences in both spatial (i.e. location) and temporal (i.e. timing) patterns of activity in response to performing varying goal-directed behaviours. Importantly, these technologies can be used to evaluate the influence of aging, neurological impairment, exercise, and sporting expertise, upon how the brain functions and the relationship to what we see in behaviour.

USING CITIZEN SCIENCE TO BUILD COMMUNITY AROUND AIR QUALITY

Joshua Taylor & Hector Durham, University of Southampton

An interactive and practical demonstration of the "Internet of Things" enabled air quality monitors, together with time-domain methods to pin-point sources of pollution. Southampton has some of the poorest air quality in the UK and is projected to continue exceeding EU air quality regulations by 2020. Without sufficient political incentive or strong public support to reduce emissions, the abundance of evidence and solutions to the issue amount to nothing. The presenters aim to engage the community in this issue by collecting air pollution data in an open and educational manner, organising public walks and bike rides with sensors, together with direct streaming to a publicly accessible platform, holding data on air quality, weather, ship movements and road traffic data. Participants will be able to view and explore their own sensor's data graphically and draw their own conclusions.

Research and Innovation Conference Day 2 – Thursday 4 May 2017

KEYNOTE SPEAKER - 09:25-10:10

Jane Austen Lecture Theatre

BRAVE NEW WORLD: HIGHER EDUCATION AND RESEARCH

David Sweeney, Higher Education Funding Council of England (HEFCE)

David Sweeney is Director (Research and Knowledge Exchange) at HEFCE, preparing to join Research England within UKRI. In his current role he is responsible for research policy, funding and knowledge exchange.

A statistician, David worked at two BBSRC research institutes, before becoming Director of Information Services at Royal Holloway and serving as Chair of the Universities and Colleges Information Systems Association. He became Vice-Principal (Communications, Enterprise and Research) in 2004, and joined HEFCE in 2008.

PARALLEL SESSIONS - 10:15-11:00

FEATURED SESSION - 10:15-11:00

Beech Room (TS215A)

SOLENT RESEARCH CHALLENGE 2018

Research and Innovation team & Paul Rutter, Southampton Solent University

The Solent Research Challenge is a live research project conducted by Solent staff and students exploring a research question involving public engagement across the city of Southampton. After the successful launch in 2016. The University is preparing to launch the second challenge for 2017/18. Looking to involve staff, students and the public again, this session will explore the learning from the first challenge with insights from those involved and launch the second challenge.

PRESENTATION - 10:15-11:00

TS209

Oral Papers - Interpreting the human

NON-VERBAL INTERACTION THROUGH VIBROTACTILE FEEDBACK

Dr Tychonas Michailidis, Southampton Solent University

This presentation proposes ways to create a corporeal link for non-verbal communication between performers through vibrotactile feedback. In recent years, many contemporary dance performances have been using technology to enhance the spectacle experienced by the audience. The majority of these digitally enhanced performances focus largely on exploring relationships between an individual and a group of performers with the present technology.

We examine in what ways vibrotactile technology enables and supports the interaction between two dancers as a means of communication. The research involves the creation of a wearable system that tracks movements and gestures of one dancer, processes the information and provides the vibrating signal to another dancer to experience.

By radically transforming the way communication links are established within performing arts, vibrotactile feedback can provide new creative possibilities to artists and researchers through the way we interact with the technology.

GHT - A REINCARNATION: RESEARCH - PRACTICE - COMMUNITY

Sara Filmer, Southampton Solent University & Daniel Crow, Aspace Arts

Many other cities have identities intricately entwined with their cultural qualities: with British Art Show 8 (BAS8) fresh in our memories, the status and public experience of art in Southampton is emerging and developing exponentially.

God's House Tower, a 13th century building in Southampton's walls, will be developed by A Space Arts into an arts and heritage venue. Sarah Filmer received funding from SSU to interrogate what that might mean for artists, organisations and members of the wider community of the city, devising 'ght - a reincarnation', an artist-led project comprising events, exhibitions, workshops and teaching sessions, alongside the artists' own making.

The project is ongoing, but material gathered to date has revealed much about the space itself, as well as the artists and the public who will be part of its future, making significant impact on A Space Arts' programming of GHT from 2018 onwards.

IMPLEMENTING EXPRESSIVE MICROGESTURES IN A CREATIVE DIGITAL ENVIRONMENT

Niccolo Granieri, Integra Lab, Birmingham City University

Musicians spend a great deal of time practicing their instrument. As a result, they develop a unique set of micro-gestures that define their personal sound: their acoustic signature.

This research bases itself around the concept of an instrument as a communicative vehicle: in order to convey expressiveness, the musician must attain fluency with the instrument. This fluency is automatically attained when the virtual instrument is able to recognise and react to the player's "already learned" gestures. Taking into account current interface development (Roli Seaboard and TouchKeys), there is clearly the need to develop a digital instrument able to better convey expressiveness. The analysed interfaces have achieved this goal by modifying the keyboard interface in order to accommodate physical ways of transforming micro gestures into control parameters.

Thanks to gesture detection sensors and machine learning, this research aims to achieve a high level of expressivity without changing the keyboard instrument itself.

PRESENTATION - 10:15-11:00

Oak Room (TS215B)

PECHA KUCHA

PechaKucha is a presentation format where delegates show 20 images, each for 20 seconds. Pronounced 'pet-cha-coo-cha-, this simple presentation format is enjoyable for both presenter and audience.

ART AND ARTIFICIAL INTELLIGENCE

Dr Cedric Mesnage, Southampton Solent University

The role of the artist is to bring new ideas into the world. The creative range has no limit, involves intuition and imagination. Artificial intelligence gives us a means to automatise the creation of new creations, i.e. images which did not exist beforehand. Current developments in Deep Learning such as the victory of AlphaGO are giving birth to new possibilities in the processing of art creations. We are developing Saraswati, a system which takes as input paintings and generate new images. Using Generative Adversarial Neural Network which can be implanted on the Python Opensource framework Tensorflow developed by Google, the presentation will include artworks from the presenter, from the Sarawati system and reflect on both Art and Artificial Intelligence.

VALUES AND ENTREPRENEURIAL INTENTIONS OF UK UNIVERSITY GRADUATES

Benjamin Wareham, Southampton Solent University

Greater levels of entrepreneurial activity, especially new firm creation, can spur on economic growth and development. Encouraging more university graduates to undertake entrepreneurship could foster further economic development. The purpose of this research is to investigate the influence of values on university graduates' propensity to undertake entrepreneurial activity and the role of culture in shaping these values. Schwartz (2004) is used as the framework to measure cultural values. In line with other research in this field, entrepreneurial intention (EI) is used as a proxy for entrepreneurial behaviour; applying Ajzen's (1991) theory of planned behaviour. The results show that culture impacts upon EI. Respondents sharing values associated with autonomy, egalitarianism and harmony were found to hold greater EI.

EPHP – A LEARNING TOOL FOR TEACHING THE VERY BASICS OF SERVER-SIDE WEB DEVELOPMENT

Dr Nick Whitelegg, Southampton Solent University

Many introductory-level students find programming web applications confusing, and are in particular confused by the various components of such applications (web browser, server, database) and how they interact. This presentation details "EPHP", a tool in development which aims to visually present these components and their interactions in order to give students a better understanding of how they work, and help them overcome common problems. This presentation reviews the use of the "EPHP" prototype was used with Level 5 students which gained generally good feedback. As well as the demonstration, the talk will summarise this feedback and future plans for the software.

SCHOOL-BASED PHYSICAL ACTIVITY AND SEDENTARY BEHAVIOUR: HOW ACTIVE ARE PUPILS IN SOUTHAMPTON

Emmanuel Defever, Southampton Solent University

This research sought to generate a city-wide map of current approach adopted by Southampton primary and junior schools to encourage physical activity and reduce sedentary behaviour amongst Key Stage 2 (age 7 – 11 years) pupils. All 44 state primary and junior schools in Southampton were sampled. The sources of information included a) short survey, b) PE and Sport Premium Impact report and c) Ofsted report. Data was qualitatively analysed to make sense of the current schools' approach. Collectively, schools seem to show an adequate approach; however, the variability amongst schools is wide-ranging. There is a necessity to conduct in-depth case studies to critically evaluate what approach works in certain schools.

GAMIFIED HOUSEHOLD BUDGETING

Michael Sievenpiper, Southampton Solent University

Finance management is an important aspect of everyday life. This presentation will demonstrate a mobile application that aims to improve a household's ability to manage finances by providing an online collaborative platform for households to communicate and manage finances. The application considers motivational factors for managing finances using gamification, the process of taking a task or objective; providing rewards and goals for the user of the system to increase engagement. The presentation will also show the results of a mixed methods study into the solution with documented progress towards the prototype demonstration conducted. With the potential to positively affect many household who lack the motivation, tools or the training to manage finances effectively.

EXHIBITION - 10:15-11:00

Hawthorn Suite (TS315)

ACTIVE DEMONSTRATION

CHILD DEVELOPMENTAL CONTEXTS, MENTAL HEALTH AND STRESS REACTIONS: EXPLORING HORROR BASED VIRTUAL REALITY

Dr Mark Doyle, Southampton Solent University

This study aimed to utilise stress responses to an immersive Virtual Reality (VR) horror experience to explore developmental contexts such as child trauma and attachment. Participants were randomly assigned to one of two experimental conditions: viewing a recording of a VR experience, and playing a video-game in VR. Psychological and physical measures were obtained before, during and after the experiment (including mental health, stressful experiences and blood pressure).

The analysis demonstrated that child trauma scores were negatively associated with systolic reactivity, anxious attachments were associated with higher heart rate reactivity and avoidant attachments were

associated positively with high diastolic reactivity. Child Trauma and insecure attachments predicted poorer mental health (general and schizotypy). High schizotypy predicted post-traumatic stress scores one week later.

This research emphasises the importance of developmental contexts in our stress response systems in adulthood and suggests that adverse childhood experiences and parent-child relations can have enduring consequences.

CAN IDIS (VIRTUAL BABY DOLLS) WORK TO REDUCE THE TEENAGE PREGNANCY RATE?

Dr Humaira Hussain, Southampton Solent University

This active demonstration of virtual baby simulator dolls (IDIs) used in schools, youth clubs and and teaching hospitals in the UK and internationally will be followed by an oral paper in parallel session 'Approaches to health, training and wellbeing' at 14.20. The demonstration and paper which follows address the impact of using 'virtual baby programs' in discouraging teenagers from adolescent parenting.

PARALLEL SESSIONS - 11:15-12:45

FEATURED SESSION - 11:15-12:45

Oak Room (TS215B)

CREST: WHAT IS THE POINT OF IMPACT? WHAT CAN WE DO ABOUT KNOWLEDGE EXCHANGE?

Matthew Guest, Guild HE

This double session will begin with a discussion on the theme of the conference and be followed by a workshop to develop knowledge exchange skills.

1. What is the point of impact?

Research impact has become a hot topic. This brief session will provoke discussion of what impact is, why we should care about it and when we should think about it.

2. Is knowledge exchange important and what can we do about it?

This practical workshop will follow from the discussion of impact and will offer some key tips and tools to help researchers in developing innovation and knowledge exchange activities.

FEATURED SESSION - 11:15-12:45

TS401

WORKSHOP

WHAT GOES AROUND, COMES AROUND: EXPLORING A CIRCULAR ECONOMY IN SOUTHAMPTON

Dr Laurie Wright, Southampton Solent University

In the face of increasing resource scarcity, supply chains volatility, environmental unpredictability, and competition, calls for improved efficiency and innovation for a sustainable future are becoming stronger. The circular economy (an alternative to a traditional take-make-dispose economy) has the potential to drive growth and productivity across the region.

This interactive session will explore the benefits and challenges of the transition to a circular economy across Southampton and the wider region. The session will include case studies of projects exploring successes and lessons learned; this will be followed by the opportunity to help define the challenges and solutions for the transition to a circular economy in the region. An opportunity to network and share ideas will be provided at the end of the session.

FEATURED SESSION - 11:15-12:45

Beech Room (TS215A)

WORKSHOP

HOW DO YOU KNOW YOU'RE MAKING AN IMPACT? EVALUATING PUBLIC ENGAGEMENT RESEARCH TO IDENTIFY VALUE, FUTURE OPPORTUNITIES AND EFFECTIVENESS

Charlotte Medland & Dr Stephen Kemp, University of Southampton

This workshop is part of a culture-change initiative supported by RCUK and the National Centre for Coordinating Public Engagement (NCCPE), and will focus on the following:

- Identifying how evaluation and impact interlink, not just in REF terms but for the quality of evolving HE research;
- Understanding the most effective methods of evaluating your own PER, and how to use these to identify future impact possibilities;
- How to use evaluation data to identify where impact has already been made, and plan for broadening or consolidating such impact

This interactive session will foster a supportive environment of best practice sharing, enabling all participants to take what they need for their own work from the activities.

Discussion facilitators:

Dr Anthony Gallagher, Southampton Solent University and Dr Steven Dorney, University of Southampton

EXHIBIT - 11:15-12:45

Hawthorn Suite (TS315)

ACTIVE DEMONSTRATION

REDEFINING SEAFARING PEDAGOGY – IMPACTS OF VIRTUAL REALITY ON SEAFARER TRAINING

Gordon Meadow & Dr Alan Whitcher, Southampton Solent University

WAVE 1.0 is a feasibility study answering questions raised in literature on traditional lecturing formats, particularly concerning the future of maritime education and training in light of the emerging use of virtual reality technology in a number of comparable settings.

The research primarily focuses on the notion that competency could be augmented through the use of immersive technologies. This project addresses a gap in this knowledge, concerning itself with the impact of new technology, supporting future transitional change in teaching and technological advancement.

NON-VERBAL INTERACTION THROUGH VIBROTACTILE FEEDBACK

Dr Tychonas Michailidis, Southampton Solent University

This active demonstration follows the oral presentation in the previous session. Here, I will present the technology and give the opportunity to participants to experience how vibrotactile feedback is felt. During the session two dancers will demonstrate the wearable technology in the form of a short dance piece and interact with participants.

KEYNOTE SPEAKER - 13:30-14:15

Jane Austen Lecture Theatre

THE UNSEEN

Lauren Bowker, THE UNSEEN

The UNSEEN is a material exploration house that blends science into materials, focused on seeing the unseen. Founded by Alchemist and RCA graduate Lauren Bowker, The Unseen uses chemistry alongside design and technology to develop simple visual solutions for everyday problems by visualising data through the primal language of colour change. For example, she has developed a fabric which can electronically detect emotions, a jacket that responds to air pollution and a hair dye that changes colour as temperature drops and rises.

PARALLEL SESSIONS - 14:20-15:20

FEATURED SESSION - 14:20-15:20

Beech Room (TS215A)

WORKSHOP

DATA SCIENCE IN THE WORLD OF BIG DATA

Dr Cédric Mesnage, Southampton Solent University

Data Science is a growing field which aims at making scientific discoveries using data. It spans multiple fields: database management, statistics, data mining, information visualisation, artificial intelligence and deep learning. This workshop introduces these topics and looks at real world examples. Market Basket analysis, Clustering, Classification, Prediction and Time Series Analysis processes will be explained. During the hands-on session we will use Orange3 a tool which enables the use of machine learning algorithms and manipulates data with simple visual programming.

Please bring your own laptop.

FEATURED SESSION - 14:20-15:20

TS212

WORKSHOP

YOUNG START-UP

Lorraine Nugent, Young Start-Up www.youngstartuptalent.co.uk

Come along to this workshop to find out more about the competition and the opportunity to win a prize fund of business products and services to kick-start your business.

Young Start-Up Talent is a community-based project and competition aimed at young entrepreneurs aged between 16 and 25, who are looking to start their own business. Bringing together enterprise, education and entrepreneurship, the project leads workshops in schools colleges and universities to inspire and encourage young entrepreneurs to put forward their ideas for the next big thing and enter into a competition which brings opportunities through a series of stages to learn more about business, to develop their business ideas and network with professionals who have come on board to share their expertise and mentor participants to take their plans to the next level.

FEATURED SESSION - 14:20-15:20

Oak Room (TS215B)

WORKSHOP

USING SOCIAL MEDIA TO SUPPORT AND ENHANCE STUDENT LEARNING AND ENGAGEMENT: IS IT A GAME CHANGER?

Sian Campbell & Ross Thompson, Southampton Solent University

This workshop will examine the impact of using social media to support and enhance student learning and engagement. For the past year, Sian Campbell has been using Facebook and Ross Thompson has been using Twitter as tools to communicate with their students, and have been keeping a blog of their experiences. The workshop will explore the relative advantages and disadvantages of both media, and conclude with some recommendations for using it to improve engagement.

PRESENTATION - 14:20-15:20 TS210

Oral Papers - Engineering diagnostics and environmental vulnerabilities

COASTAL VULNERABILITY ASSESSMENT METHODS: A REVIEW

Dr Komali Kantamaneni, Southampton Solent University, Dr Xiaoping Du, German Aerospace Centre (DLR) & Dr Anthony Gallagher, Southampton Solent University

Coastal regions are vulnerable to extreme weather events, such as storms and floods, which incur significant costs to coastal societies. Globally, floods affect 46 million people every year and may rise to as many as 60 million a year by 2100 as a consequence of predicted sea level rise. In this critical situation, coastal protection and management have become vital issues particularly in the UK. Accordingly, several coastal susceptibility appraisal methods have been developed to rank the vulnerability areas based on the intensity of susceptibility. In this current review, we focused on different coastal vulnerability evaluations which were applied to the UK coast in recent decades (1990-2016). Vulnerability evaluation procedures help to identify the problem, intensity of vulnerability and risk. Most of the existing literature on the UK coast is based on geomorphological and GIS methods. However, proper planning and protection procedures for the UK coast must be taken promptly by policymakers and coastal engineers to safeguard coastal infrastructure and communities.

IMAGINE - INNOVATION IN MARINE ENGINEERING DIAGNOSTICS AND FEEDBACK

Gordon Meadow, Southampton Solent University

Current manned vessels will typically include engineering personnel - usually a Chief Engineer and their team - whose task it is to maintain the vessel's systems in an operational state, to diagnose and rectify problems arising, and to understand what maintenance will be required to keep the vessel appropriately serviceable. This capability is built upon interpreting the information that can be gained by reading and interpreting of engine room instrumentation and alarms, and an in-situ "feel" for normal operation. It is this latter, vital, element of system understanding that risks being lost in the operation of unmanned and autonomous vessels.

The IMAGINE project that aims to understand how engineering crews use their broader senses to characterize the state of vessel whilst on-board and to assess the mechanisms by which this tacit information may be communicated effectively to a remote location.

ARE ZINC SACRIFICIAL ANODES A MAJOR SOURCE OF ZINC IN THE ESTUARINE ENVIRONMENT: A CASE STUDY OF THE HAMBLE, UK

Aldous Rees, Southampton Solent University

Sacrificial zinc anodes are used to provide cathodic protection to metal components. Zinc anodes are not considered a major zinc source in estuaries, compared to sources such as wastewater treatment works. However, research on water concentrations in the Hamble estuary, with 3,000 pleasure vessels, indicates zinc anodes could be a major source.

MEASUREMENTS OF PILING FOR OFFSHORE WINDFARM INSTALLATION AND THE POSSIBLE EFFECT ON LOCAL MARINE MAMMALS

Ben Ford, Southampton Solent University

Marine mammals such as Cetaceans or Pinnipeds utilize sound for many important tasks in their lives, such as predator avoidance and navigation. Anthropogenic noise can often fall in the same frequency bands and can mask these sounds, effectively dulling an animal's ability to do these important tasks, causing either a permanent or temporary threshold shift in an animal, and negative behavioural changes. One noise source is piling which is used to install offshore wind turbines; they have been recorded as loud as 210 dB - 250 dB (ref. $1\,\mu\text{Pa}$) at $1\,\text{meter}$ away. The UK does not have legislated noise limits for off shore piling. This research measured piling at distances up to $2\,\text{km}$ and at different depths. Comparing these results with German noise limits shows that marine mammals at a distance of 4477m could have been affected.

PRESENTATION- 14:20-15:20

TS103

Oral Papers - Approaches to health, training and wellbeing

A REALIST EVALUATION OF EDUMOVE : AN INTEGRATED PHYSICALLY ACTIVE TEACHING AND LEARNING (PATL) MODEL

Henry Dorling, Southampton Solent University

The childhood physical inactivity crisis has been well documented and much research has looked to address the problem and the interrelated issues (Designed to Move 2012; Mandic et al 2012). The school environment has been a regular focus for interventions (Thul & LaVoi 2011; Sproule et al 2013). This research evaluates a more physical activity (PA) biased curriculum delivery in UK primary school classrooms using EduMove products and programmes to ascertain what works for whom, under what circumstances, and why in more physically active teaching and learning classroom environments.

CAN IDIS (VIRTUAL BABY DOLLS) WORK TO REDUCE THE TEENAGE PREGNANCY RATE?

Dr Humaira Hussain, Southampton Solent University

There has been a growing body of research in assessing the efficacy of using virtual baby simulator dolls (IDIs) in educating teenagers (13-17 years) about practical parenting responsibilities and discouraging plans for teen childbearing. Research from USA and Europe has produced mixed findings in the effectiveness of such 'virtual baby programs'. Overall, there seems to have been a growth in the UK of the use of the baby simulator projects within schools, youth clubs and teaching hospitals and

conclusions have shown promise. This research has evaluated the hypothesis that such projects are an effective tool in helping to modify unrealistic and idealized teen views of adolescent pregnancy and parenting, considering variables such as increases in meta-cognitive self-awareness, knowledge of parental responsibility, stress and time management and the degree to which caring for babies discourages teenagers from adolescent parenting.

CAN VISION TRAINING REDUCE THE INCIDENCE OF CONCUSSION INJURIES IN PROFESSIONAL RUGBY UNION?

Dr Zoe Wimshurst, Southampton Solent University

Concussion is one of the most serious injuries that arise on a regular basis from playing sport. Vision training produces functional and performance changes in athletes who regularly undergo training. This research proposes that changes brought about by vision training should be able in improve an athlete's awareness such that they are able to prepare themselves more effectively, or avoid altogether, the collisions which are most likely to lead to concussion injury. The study involves weekly vision training session over the course of one year with a group of 18 profession rugby players. At the end of the season their concussion injuries are compared to a control group who did not undergo the vision training to identify any differences. Preliminary results will be presented in this paper..

MEDIA INFLUENCES MALE BELIEFS REGARDING MUSCULARITY

Dr James Steele, Southampton Solent University

The media plays a role in influencing males' beliefs regarding body image and the drive for muscularity. Many media sources offer recommendations regarding achieving such goals, the most common being use of heavy load (HL) free weight (FW) resistance training (RT) despite recent research questioning the necessity of this approach. This study investigated the influence of this 'lift big-get big' culture and the role of imagery in males' beliefs regarding RT using an online survey-based study with an experimental design. 110 male participants, were randomised to receive one of five conditions of combinations of different images (muscular or standard male physique or control) and information regarding RT approaches ('lift big-get big' or 'Evidence based RT recommendations' or control). Belief in the necessity of HL and FW was pervasive. There was no effect of imagery alone, however, 'evidence based RT' combined with muscular male physique had some effect. Images of muscular bodies alone did not influence RT beliefs. Inclusion of a muscular male physique though did impact on acceptance of new information i.e. 'evidence based RT'. However, the 'lift big-get big' culture is pervasive enough that most conditions reinforced existing beliefs.