MEDIA AND COMMUNICATIONS

Name: Brodie Edmead Faculty: Media and Communication FaD COM402 Tm [(C)5 (o)4 (mmu)3 (nic)8 (a)3 (tion)]TJ Tm [(N)5 (a)-3 (me:)] EMC Q3

some cases wrongly deported from the UK. The origin of this scandal goes back to the period between 1940 to 1971, when thousands of people from the Commonwealth were urged to migrate to Britain and help rebuild the country in the aftermath of the Second World War. Many were of Caribbean origin, and crucially, statutory protections 0 11.04 72.0

Some examples of this are:

- The use of symbolic language and metaphors to describe populism - such as describing the rise of populism as a natural disaster, which bears similarity to a common populist trope of describing immigrants.
- The categorisation of populist voters as a homogenous group of people guided by

W U D Q V I R U D W L R Q V H reflective thoughts on unturned areas in my character, and inspires me to tackle personal weaknesses and amplify my strengths. This also P H W H E \ R X D U & 2 (5 ' S O D W I R U P L Q J \ R X E O H G inspired by the Biblical principle derived from the d D Q G H V X U R H W L R Q & H K L P W K U R X J K E R G H U L Q R G J L Y H Q L Q R F R U G D Q & H R G $ V (S K H V L D Q - D P H V 9 H U V L R Q

Moreover, the ideas of Balázs and Carter anchored my approach to filmmaking as this allowed my subject, Fabiyi, to become transparent in the telling of his story, shifting my perspective when it came to issues such as gang violence and homelessness. From my new understanding of the following issues, I believe that by applyin W K H P H D S S U R D F K H I L G & R 9 (Q G H U will continue to educate the audience, specifically from a Biblical perspective.

Name: Olivia Ford

Faculty: FMC + FM

Faces are thought to be both perceived and recognised holistically rather than in parts/features. Much research show D Q Q G L Y L G X D O V U H F H L Y H V O L W W O H R U Q R H face recognition continuum; those with poor holistic skills commonly reside at the bottom of the continuum (prosopanosics), while those demonstrating exceptional skills reside at the top (super-recognisers). However, very little research investigates whether holistic processing skills impact a forensically-relevant form of face recognition, namely, facial composite construction. Composite construction is a method where individuals build a computerised visual likeness of an unfamiliar target face from memory, a process which necessitates recognition. A two-stage procedure will be employed. In stage one, participants will view an unfamiliar target for thirty seconds, describe the face during a cognitive interview, and create a composite using the PRO-fit feature-based composite system. Next, participants will complete the Models Memory Test (MMT) to measure holistic face processing ability. In stage two, a unique group of participants will rate the composites in terms of their likeness to the target identities they were constructed to resemble. A by- U H J U H V Q D R Q V O Q V D Z K H W K H U W L F K R R V H W D U J H W L G H Q W L W L H V W K H\ Z H U H F R Q V W U X F W H G W R U H V H P E O H . A by-participants/.1

way which best sustains them. This study examined the difference in invertebrate taxa between hedges which had been managed through regular cutting, compared to those which are laid. Insects are of particular interest becaus DF R P P IRRQRVGR X UPFHD Q LWQXJHDQF W D V

subsequent shortage of, trained IT security professionals across the world. Simultaneously, levels of cyber security awareness amongst the public remain at hazardous levels.
To help mitigate this issue, my work explores developing and commissioning an IoT cyber range; i.e.

D Q Q G L Y L G X D O $ V I D F L O L W L H ZR U N K R D E Q H V W L R Q W \
To measure facial recognition ability, the Cambridge Face Memory Test (Duchaine & Nakayama,
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victim's death. This is calculated using either predictions of development time for individual insects or by assessing the full ecology of the corpse and determining time since death based on succession patterns. Where individual insects are concerned, there are numerous factors that may cause an alteration in their speed of development, thus potentially giving an incorrect impression of the time since death. One factor that can affect the development of forensically important insects is the toxicology of the corpse. This study explores the effects of lead in the form PbCl2 at 0, 25, 50, and 100 mgkg-1 on larval length and instar duration of Calliphora vomitoria. Using an odourless food medium as a meat substitute, it was found that lead has a significant impact on the development of C. vomitoria. At 25 mgkg-1 it was found that lead can cause a developmental acceleration of 5.740 hours, while at 100 mgkg-1 it was found that lead can cause a developmental deceleration of 31.209 hours. While useful in the context of PMI estimations, these findings are also of potential interest to ecology, as high lead levels in the environment could enter the food chain and impact the normal development of C. vomitoria. Additional research could determine if lead has an effect on the imago and reproductive capacity of the insects.

Aaron Hart Faculty: Science & Technology

Gonopod removal, an effective Pacifastacus leniusculus management technique?

This study investigates the effect of signal crayfish (Pacifastacus leniusculus) gonopod removal and regro (o/0)-588 (a)-3 (nTe33 (s)8 pea)-4 (r)3 (m)8 (a)-3 (P)13 (o)3 (h(o)4 (r)3 (e)173 (p)8 lae)5 (c)-5 epment a

led thmd o 18 (i)-3 (n)4 tegorats ino 18 (ec)-7 (o)3 sstmus amany groilvel s 42 (p -)4 (r)3 (s)8 (a)7 (d)-4 (i)-3 (n)4 g
riungrodciionn 333 (s)8 uaial nrsænv154 (i)-3 (r)3 (o)3 (n)4 (m)-2 (enn)14 ts. 221 (P58 (a)7 (c)-5 (i)-3 fh)4 (a)7 (ta

fish host Pseudorasbora parva. P. parva has colonised > 32 countries in 60 years and has been declared a high risk for European fish biodiversity. In Britain, P. parva was eradicated 20 years after its first introduction. 57% of eradicated P. parva populations in the UK tested positive for S. destruens increasing the likelihood that S. destruens has now spread into adjacent water bodies and native fish communities. In this study the persistence of a generalist pathogen Sphaerothecum destruens was investigated in Tadburn Lake Stream in Southampton, UK, post eradication of its primary reservoir host topmouth gudgeon Pseudorasbora parva, by using eDNA and by testing native freshwater fish three-spined stickleback Gasterosteus aculeatus, and brown trout Salmo trutta for S. destruens infection. Water samples were collected from Tadburn Lake Stream, filtered and DNA extracted. A real-time PCR tool was used to detect S. destruens from the eDNA samples. Native freshwater fish were provided for the study. Two separate nested-PCR protocols were performed in order to detect the S. destruens from the fish tissue samples. This work was undertaken under a Fisheries Society of the British Isles (FSBI, reg. UK charity #256475) Undergraduate Student Research Internship.

HEALTH AND SOCIAL SCIENCES

Brogan Isabelle Mulrow Faculty: Health and Social
+ 6 6

Market evaluation of soft drinks available in the UK and Europe to understand differences in sugar and energy content and whether there is a link to sugar tax

Global prevalence of obesity is on the rise accounting for 28% of adults and 47% of children. Alongside this overweight and obesity is present in 63% of UK adults with over a quarter classed as obese (Public Health England 2017).
Simple carbohydrates known as sugars are often added to manufactured foods and soft drinks (Rippe and Angelopoulos 2016). Excessive consumption of these high sugar products increases risk of becoming overweight or obese as well as developing numerous non-communicable diseases (Aeberli et al. 2011).

Objectives: The aim of this literature review will highlight the effects of non-invasive interventions to aid in reducing DRAM in women post-partum. Non-invasive interventions include kinesiotaping, targeted transverse abdominal, pelvic floor and rectus abdominal exercises.
Methods: A systematic search was carried out on EBSCOhost and mySearch databases, including articles from 2015 to present to avoid a previous literature review resulting in 42 papers. These were reduced to 5 through assessing eligibility and criteria. The final papers were critically appraised using the Downs and Black checklist.
Results: Papers used included a randomised control trial, cross-sectional experimental study and a pilot study. Having reviewed the literature analytically, it is the consensus that exercise can reduce the separation in DRAM post-partum. The available literature was unable to specify which method was more effective in treatment. Three main themes were highlighted; reduction in separation, coping with pain and the appropriate treatment.
Conclusions: The literature reviewed is limited, although multiple methods have shown to be effective in reducing the distance, no absolute method for treating DRAM has been identified therefore more studies with larger groups are required before a clear protocol can be prescribed.

Connor Hutchison Faculty: Faculty of Health and Social Sciences

How does vertical loading rate and landing pattern alter in adult habitual shod runners when acutely trialling barefoot running? A literature review

Background: Running injuries are a prevalent occurrence and have been correlated to a greater vertical loading rate (VLR). Barefoot running is reported to reduce VLR by promoting a forefoot strike landing, however, a synthesis of the research investigating how VLR and landing patterns (LP) alter in adult habitual shod runners when acutely trialling barefoot running has yet to be conducted.
Objectives: To determine how VLR and LP alter in adult habitual shod runners when acutely trialling barefoot running.
Methods: A systematic search of the literature identified eight studies matching pre-specified inclusion criteria, which were critically appraised using the Quality Assessment Tool for Observational Cohort and Cross-Sectional Studies.
Results: Average group VLR was higher in the barefoot condition in all but one of the studies identifying VLR irrespective of LP. VLR was lower in the barefoot condition in runners with a non-rearfoot strike landing in all but one of the studies assessing VLR in correlation to LP. Whilst the four studies assessing foot strike patterns found mixed adaptations to this variable in the barefoot condition, all studies classifying LP via sagittal ankle angle at initial ground

Name: Daniella Whiting Faculty: Health and Social Sciences

Does Aquatic therapy improve balance in people with osteoarthritis?

Background: Osteoarthritis is a leading cause of disability worldwide. Osteoarthritis is associated with balance disorders which is a risk factor of falls. The warmth and buoyancy of water can help to reduce pain and dec (d)5 (u)-]TJETQq0 0 595.32 841.92 reW* <</BBox je 841.92 repcin s D841

Background: Cerebral palsy (CP) is non-progressive disease that affects the development of the brain which can lead to different impairments including muscle weakness, balance deficits and F R Q W U D 7 H [W E R R N V D Q G U H V H D U F K D U W L F O H V V K R Z W K D W K \ G U R W K H U D S \ the most common interventions for children with CP as it is likely to benefit fitness, function and participation. Regardless of this there is no current consensus on the efficiency of hydrotherapy in improving gait in children with CP.
Objectives: To conduct a literature review to explore if hydrotherapy can improve children with F H U H E U D O S D O V \ W
Methods: A methodical search of EBOSCOhost, MEDLINE and Web of Science was undertaken in October 2019. All studies included in this literature review were critically appraised by using a modified Downs and Black quality index.
Results: Five articles met the inclusion criteria and were included in this review. Studies included 19 participants, and all had a Gross Motor Functional Classification System level between one and three. Improvements were shown in walking, endurance and speed in all studies, however results may be inconstant due to varying outcome measures in the studies. Two studies used a six-minute walk test as their main outcome which significantly improved the walking distance and showed that walking efficiency improved due to increasing speed of walking.
Conclusion: This research did show significant improvement in gait when taking part in hydrotherapy intervention. The results suggest that further research is needed in this area due to the small number of participants.

Name: Kyla Sinclair Faculty: HSS School: Department of Rehabilitation & Sport Sciences

A Systematic Review of the Use of Transcutaneous Electrical Nerve Stimulation (TENS) to reduce hemiplegic shoulder pain in the subacute phase of stroke rehabilitation using Randomized Controlled Trials

Background: Stroke is one of the leading causes of death and disability with one in six persons experiencing a stroke in their lifetime. Amongst stroke survivors, approximately 25% will experience hemiplegic shoulder pain in the subacute phase of stroke. Pain is traditionally treated using pharmacological interventions, however, TENS has been found to have analgesic effects based on the principles of Gate Control Theory. There has been little research completed investigating the effects of TENS on reducing hemiplegic shoulder pain.
Objective: To explore the use of TENS in reducing hemiplegic shoulder pain in the subacute phase of stroke rehabilitation.
Methods: A systematic search of randomized controlled trials (RCTs) was conducted using the databases: MySearch and Web of Science, in October 2019. The Boolean search strategy used W K H W H U P V & V W U R N H R U K H P L S O H J L F V K R X O G H U S D L Q D Q G 7 (16 synonyms. Of the screened, eligible articles, quality was assessed using the Physiotherapy Evidence Database (PEDro) scale.
Results: The search strategy initially produced 461 articles, however, after applying inclusion and exclusion criteria, it produced five RCTs. All of the selected studies included an outcome measure for pain.
Conclusion: There is moderate evidence to support the use of TENS as a method of pain treatment in the subacute phase of a stroke. The differences amongst using TENS and an alternative analgesic mechanism are statistically insignificant, suggesting that TENS has

therapeutic benefits. Future research should aim to include longer follow-up periods and larger sample sizes to account for loss of participants in during follow-up.

Name: Lucy Dereham Faculty: Health and Social Sciences

Does cycling improve The Western Ontario and McMaster Universities Osteoarthritis Index (WOMAC) score for those with knee osteoarthritis?: A quantitative literature review

Background: Knee osteoarthritis (OA) is a debilitating condition affecting physical function, increased pain and stiffness. The Western Ontario and McMaster Universities Osteoarthritis Index (WOMAC) is a self-administered questionnaire which assesses these complaints. Cycling is a form of cardiovascular exercise commonly prescribed to treat the symptoms outlined. The effects of cycling for those with knee OA on the WOMAC score have not yet been synthesised.
Objectives: The purpose of this review is to synthesise the literature regarding the effects of cycling on the WOMAC score in those with knee OA.
Methods: A systematic search of EBSCOhost was completed 8th October 2019 and identified five relevant articles using inclusion and exclusion criteria. The modified Downs and Blacks critical appraisal tool was completed for each article used in the review to ensure quality; no articles were excluded.
Results: The included studies were two randomised control trials, two randomised studies and one randomised trial. Four of the five articles found a significant improvement in the WOMAC scores following a home-based or class-based cycling program for those with knee OA. However, only one study reported 100% adherence and small sample sizes were a common denominator throughout the studies. Each study lasted no more than twelve weeks, thus the long-term effects of cycling on the WOMAC score has not been explored.
Conclusion: Home-based and class-based cycling improved the WOMAC score in those with knee OA, therefore cycling can be recommended to treat OA symptoms. However, the limitations discussed indicate further research is required in this area.

Name: Madison Austin Faculty: Health and Social Sciences

Do natural apophyseal glides and sustained natural apophyseal glides reduce chronic neck pain?

Introduction: Most people will experience neck pain at some point in their life, and in most cases, it is characterised by periods of remissions and exacerbations. Mobilisation and manipulation applied to the cervical spine have demonstrable effects on the sensory system, neck range of motion and disability levels, but there is no consensus on the efficacy of natural apophyseal glides (NAG) and sustained natural apophyseal glides (SNAG) in reducing chronic neck pain.
Objective: 7 R H [S O W W U H H I L F D F * * R V 6 1 \$ * V Q H G X F W K R Q H F N S D L Q

Disability Index and the Global Rating of Change. The amount of NAG and SNAG treatment sessions varied between studies. Treatment ranged from one session to four sessions per week for four weeks. The effect of NAG and SNAG treatment was not significantly different from other interventions with chronic neck pain.

Conclusion: The results of this meta-analysis suggest that NAG and SNAG are effective treatments for patients with chronic neck pain.

prevalence of COPD was 251 million with an estimated continued increase. The main cause of COPD is smoking and 25% of long-term smokers will go on to develop COPD. Motivational interviewing (MI) has been effective in smoking cessation, however to date there has not been a synthesis of research investigating the use of MI specifically for smokers with COPD.
Objectives: To investigate the influence of MI on smoking cessation and rehospitalisation rate in people with COPD.
Methods: A systematic search of the literature was conducted using EBSCOhost and mySearch G D W D E D V H V N H\ Z R U G V F R Q F H U Q L Q J 3 2 5 W L Y D W L R Q D Q G V P R N L Q J V D Q G W K H L U K R V S L W D O V W D \ V 7 K H T X D O L W \ R I H Y L G H Q F H Z D V D V V H V V H G X V L Q J D P R G L I L H G 'R Z Q V D Q G % O D F N V F U L W L F D O appraisal checklist.
Results: Initially 134 results were found using the key terms. Using the inclusion criteria of & \$ F D G H P L F 4 X H V W L R Q Q D L U H 2 ' ' D W D E D V H V 6 F R S X V 0 H G O L Q H 3 O X V 0 R W L Y D W L R Q D O I Q W H U Y L H Z L Q J Motivational Interviewing in Health Coaching, the appropriate studies were reduced to five.
Conclusion: There are limited levels of evidence to support the influence MI may have on smoking cessation and hospital avoidance in people with COPD. There was a consistent reduction in hospitalization and rate of smoking, however, it was not significant when compared to control groups and intervention effectiveness lessened at 12 months. Future studies should increase sample size and increase intervention time to induce long-standing behavioural change beyond 12 months.

Name: Rachel Matthews Faculty: Health and Social, Science

Does hippotherapy improve the gait of ambulatory children with Cerebral Palsy?

Background: Cerebral palsy (CP) is a group of permanent disorders limiting the development of movement and posture, creating activity limitations. CP occurs in 2 to 2.5 per 1000 live births. Ambulatory children wiTT0 1-3 (t)4 (he g)5 (a)7 (it o)6 (f)-4 (amb)14 (u)-4 (la)-2 (to)6 (r)3 (y sbo-2 (S(ent 2

Exploring the association between caffeine intake and sleep quality of teachers and its impact

Name: Catherine Henderson Faculty Health and Social Sciences

The effect of simulation- E D V H G W U D L Q L Q J R Q U H J L V W H U H G Q X U V H V $ L Q W skills; a review of the literature.

Patient safety is at the forefront of nursing care, yet ineffective communication in healthcare continues to cause harm or death to patients. Nurses and Doctors are trained in very different communication styles, nurses are more descriptive, whilst doctors use headlines. These differences can create communication barriers that may lead to misunderstanding, omissions or inaccurate information shared. Healthcare has looked to learn from other safety critical industries where communication has been identified as a key cause in adverse events and found they use simulation, which attempts to recreate real life scenarios without risk of harm, to enable learning by intent rather than by chance. This review seeks to examine the literature D V N L & Q J D W H G I R H W L W X O E D V H Q W K U D E Q L Q J V Q X U V H G W H U S U R I H V V L R Q F R P P X Q L F D W L R Q V N L O O V . A review of the literature was carried out searching databases Science Direct, CINAHL complete, MEDLINE complete, Education Source, PyscINFO and SOCINDEX with full text. Only peer-reviewed articles written in English between 2009 and 2019, that contained a focus on registered nurses interprofessional communication skills were selected, resulting in six papers for inclusion. Two themes were identified: team communication and debriefing. Simulation training was found to be an effective platform for improving communication skills, whilst debriefing enables nurses to recognise areas of strength and weakness in communication, facilitating improvement leading to better teamwork and patient safety. There is a considerable amount of research available regarding the use of simulation in

Conclusion:Physiotherapists education and experience of adopting person-centred care, significantly benefits overcoming the challenges associated to people with dementia. Incorrect judgement of rehabilitation potential in this population can have long term therapeutic consequences. Future research should expand views of physiotherapists managing people with dementia in various clinical settings, identifying common barriers and facilitators to improve

on infants with a higher severity of brachycephaly. All studies showed improvements in CI, however only three studies highlighted statistical significant difference in their results.
Conclusion:

noticeable changes towards personal relationships, psychological wellbeing and physical health) as a result of the change in our purchase and decision making behaviours.

Methodology:
The passion and focus for this investigation was triggered upon reading similar studies relating to retail convenience stores; and how they must stay in line and evolve to comply with the continuing demand for convenient purchasing.
My objective is to explore, and highlight the environmental, social and economic impacts caused by these purchase decisions. I intend to use the well-known delivery icons UBER (eats, travel) and Amazon as case studies.

Name: Paul-Ovidiu Feder Degree programme: BA (Hons) International Hospitality Management

Sustainability in the hospitality industry: Management and Innovation within the Food and Beverage department of luxury hotels

In recent years, sustainability has become an important topic considered throughout the entire world. The importance and need to implement sustainable practices in order to achieve sustainable development has been discussed and emphasised by different researchers throughout the years.
This research focuses on the sustainability practises found in the luxury segment of the hospitality industry, focusing particularly on the Food & Beverage departments within luxury hotels. The research explores sustainable practises that are already implemented within the Food & Beverage department of luxury hotels and reviews innovative approaches that could be introduced in order to enhance the sustainability level of the luxury segment of the hospitality industry. Furthermore, in order to achieve the aim and objectives of the study, primary research is conducted under the form of semi-structured interviews with Food & Beverage managers and directors of luxury hotels. Throughout these interviews the present implementation of sustainable practises will be analysed and interviewees are questioned regarding the possibility of improving the sustainability level within the organisations through introducing more innovative sustainable practises.
The findings developed through the primary research are compared and critically analysed in comparison with present good sustainability practices. Whilst it is too early to be explicit in the conclusions, the original aim of exploring innovative alternatives that luxury hotels could implement to enhance their sustainability levels whilst preserving or improving quality standards is expected to be met.

Name: Rhianna Puddifant Faculty: Management

An Exploration of millennial identity in the beauty industry

The purpose of this project is to explore the extent of diverse representation within the beauty industry, how beauty standards have informed this, and what the effects are of this for millennials identities from varying ethical backgrounds. The importance of this research is to recognise why

working in three London luxury hotels. A full analysis and evaluation of the results will provide
D Q V Z H U T X H V W L R Q V W K H I X W X U H V W X G H Q W V L Q W K H I L H O G R I H Y H Q W P D Q D J H P H Q W \ L Q G X V W U \

Name: Tilly Christmas Faculty: Management

Research into whether enjoyment is a motivation for grieving adults to attend events

Events are becoming increasingly prominent within society; it is therefore important that an understanding is developed on how events can be useful in aiding society in ways other than recreation. This research establis9 r f3blieRt (i)-3 (r)14 (t(ents (ety ca)-3 (me: l6 (h)4 ( )Tj a8-5 (a)-3 (i)7 6 (

Ignorance vs. Investment: A qualitative study to evaluate a sports coach's espousal of pre-match superstition.

The adherence to many superstitions and rituals within the world of sports suggests that appropriate preparation prior to competition extends beyond the ordinary. Sports continues to witness the manifestation of superstitious and ritualistic behaviours, despite their underlying F R P S O L F D W L R Q D Q G D E D V L V I R U W K H E H K D Y L R X U V W L W K S R Q V H D Q G G L O impact these unfamiliar behaviours have upon their contribution. Whilst athletes tend to deploy these types of behaviours, due to the belief that it will enhance their performance; perhaps the implementation of superstition amongst coaches has been somewhat overlooked. A qualitative study has been employed, complemented with the use of in-depth one-to-one interviews, to determine the level of approval a sports coach exhibits for the preparation methods adopted by their athletes. Current research has identified coaching efficacy as the extent to which coaches believe they can influence the learning and performance of their athletes (Feltz et al. 1999). Further research also justifies the purpose of this study, due to the advances made in understanding the concept of coaching efficacy, as a strong predictor of athlete behaviour and satisfaction. As they realise the importance of their role, upon completion of the relevant item(s) within the Coaching Efficacy Scale (CES) (Feltz et al. 1999), this will assist coaches in their appraisal of superstition, in support of their athletes. Ultimately, this exposure will offer the coaches greater reassurance, when an athlete engages in superstitious behaviours during an H Y H Q W K W F R D F K H V Q W U L Z E L X O G R Q E H G L V U H J D Q G K H G U W X V W Y H V O R S I driven athletes.

Name: Kyana Shyanne Gani Faculty:Faculty of Management

The impact of service design on a state of flow: improving customer engagement at pop-up events
The events industry has grown over the past decade and continues to at a rapid speed. This presents a need to focus on the improvement of service design of pop-up events to maintain the attention of attendees, to succeed.

&) O R Z H R Z D V G H Y H O R S H G D & V L N] H Q W L Q K L K D O V Z K L F K D V H G on the concept that consumers fully immersed within activities were able to temporarily escape their everyday lives. However, this could only be achieved with appropriate measures. For example, if a task was too challenging, consumers are more likely to be distracted and not fully immerse themselves. Furthermore, there had to be a sense of urgency, which could not be easily put aside like engaging in a hobby. This study sets out to investigate the impact of service design on a state of flow and improve customer engagement at pop-up events.

The methodology followed a qualitative method, which included walk along interviews with ten participants aged 18-25 whilst they attended the Bournemouth Winter Wonderland (BWW) and interviews post-event. These uncovered opinions and reactions to the service design.

Collected evidence showed that service design impacted upon attendee perception of the event. These opinions related to their ability to connect to it on a physical and emotional level. The analysis enhances that the event created negative effects, as too many distractions were found to allow full immersion. Therefore, design elements of the BWW need to be improved for consumers to reach a state of flow. The key recommendations are to have more interactive design elements for adults, as currently there are no real elements that challenge consumers to a level that allows them to reach a state of flow.

Name: Rachel Alexander
Faculty: Management

University marketing from the student perspective

University dropout rates are on the rise causing significant concern amongst universities. With this in mind, a research study was piloted with the goal of finding the root causes of these attrition rates and what could be done by universities to better market themselves to stop this. Whilst conducting preliminary research through further reading, it was found that mental health related issues played a large role, this was mainly because of uninformed decisions in the application process leading to a poor fit between the university and student. This led to many students not being able to find social happiness with the majority moving away from home for the first time, therefore resulting in effects on their work. Following this discovery, it was key that primary mary mh v(m)86er rappelaluf key

Neel Shah Entrepreneurship Faculty of Management

Education in India

Entrepreneurship is indispensable for economic development through creation of new firms, which in turn, create jobs and knowledge (Audretsch et al 2019, Acs et al 2018) An expansion of entrepreneurial activity is an economical goal, specifically for developing countries. Existing literature indicates the significance of culture, education and the institutions in shaping entrepreneurial activity in India (Audretsch et al 2007). In terms of primary research telephone interviews have be conducted with programme leaders of 10 reputed colleges in India to establish the current scenario of entrepreneurship education in India. However, these factors differ critically across nations (Apr(ep)6 (u)-3ip s etaa35 (Be)-29 (a)-(o)3 i (r)0-3ip s etaa25 (r. (r)0-3Inst)3 (

consumer behaviour within the fashion industry as it is an ever-growing industry influencing the UK GDP.

Name: Terri harvey Faculty: Faculty of Management

&: D\VVRFLDWLRQ VSRUWYLROHQFHFRHEXFDWLRQ&KDL

How sport coaches experience an explorative audio-visual art installation on abuse and coach-athlete violence in elite sport.

This study seeks to explore the use of arts-based learning as a means of educating and engaging sport coaches on inter-personal violence (IPV) in sport. IPV is a topic that has gained attention both in research and the media. However, little is known regarding the processes of educating coaches in this area. Therefore, to increase awareness of IPV in sport, this alternative method of education has been trialled. The installation was displayed at Bournemouth University as part of the ESRC Festival of Social Science 2019. Showcasing data from Kavanagh (2014; 2016) on the maltreatment of adult athletes in high performance environments. The room combined audio-visual material allowed coaches to interact and immerse themselves in the space as they wished. With ethical approval, a two-phase qualitative, multiple method approach was adopted. Post-event questionnaires were administered to capture F R D Fi K H Vi immediate reactions to the event, along with being offered the opportunity to take part in follow-up interviews (in February 2020). 60 participants experienced the installation, 31 completed the post-event questionnaires. Preliminary analysis of the questionnaire data is ongoing but shows that 97% of respondents had not previously experienced a workshop of this nature, and all respondents believe that this style of workshop was a beneficial method for bal-e2 i84[1192(n)21(t)]TJ ET -37

show how empowerment is a motive for lesbian tween girls to attend the Manchester FA futsal Festival. The Football Association hosts this futsal festival, aimed at young girls. The research first analyses the requirements needed for empowerment, focusing on coaching. Using the requirement of coaching to enable empowerment of lesbian tween girls brings the research to its final step, describing how this information can help build a suitable marketing mix that the FA could use, focusing on the marketing elements of product and price.

Name: Ella Pierpoint Faculty: Faculty of Management

The role of social media marketing in encouraging brand loyalty and improving brand experience for luxury automotive companies.

In recent years,the traditional transactional approach to marketing has been challenged to the S R L Q W Z Q K E H D X W K R U W H J H V W S D U G K L J E R ' F F X U W K Q L W L V called relationship marketing. Brands are increasingly using social media as a meth

form of social capital is directly interchangeable to economic capital as student involvement in volunteering is directly linked to professional development, thus potential career progression. The research is aimed to have a practical implication that will consist in examining the findings and informing the creation of specific guidelines aimed at enhancing student volunteers experience and ensure the long-term engagement of RELAYS volunteers.

Posters:

Name: Abbie Williams Faculty: Management

Coach and Practitioner Experiences in Managing Performance Blocks

Research into the sudden loss of previously automatic movements is beginning to flourish; despite previous disparity across the sporting arena (for example, the yips in golf and lost move V \ Q G U R JP\HP QLDQ V WW LKF-V W H U P # SEHOUR RIR VQ2QG accepted in describing the temporary and sudden loss of motor and cognitive control that is manifested as frozen movements (Bennett et al. 2015). Nevertheless, existing literature remains anecdotal, providing a wealth of detail into the symptoms of the athlete, but little on the experiences of coaches and practitioners involved in the support of the athlete through the debilitating affliction. Therefore, W K H RLVPKUHV HDV FWLSO RE F KDQVU D F W L WLSRQUHURVHU P R U P D Q F H blocks, in which a biopsychosocial approach will be adopted in ensuring a holistic analysis. An inductive, qualitative analysis will be undertaken through a series of semi-structured interviews, asking elite gymnastics coaches and practitioners of thei-5 (h m)-3 (n25 0 0 595.3 (e)3 (e)n Tf 5.966)-3 (s)8

This study is based on empirical qualitative interviews with holiday park employees and managers to investigate the use of UGC reviews as an engagement tool and its impacts on employee motivation and wellbeing. Preliminary findings indicate that employers use UGC as a reward-

print and paint the 3D models, with the exploration of 3D sculpting techniques, the printability of designs, printer settings, as well as the final preparations for a potential exhibition.
This project is innovative and insightful because synesthesia is not yet widely known or studied,

Results: A total of seven randomised controlled trials met the inclusion and exclusion criteria and were included in the review. Overall, all studies identified a decrease of pain in patients with CP following the application of the CLG. The studies used various pain outcome measures, such as the Visual Analogue Scale, Numeric Rating Scale of Pain, and Short-Form McGill Pain Questionnaire. Two studies favoured other interventions in the treatment of CP, such as upper limb neural tension test utilising median nerve and non-steroidal anti-inflammatory drugs.
Conclusion: The studies used in this review suggest that the CLG neural mobilisation is an effective treatment in reducing pain in patients with neural tissue related CP.

Name: Heidi Piper Faculty: HSS Physiotherapy

Can Physical Exercise for People With Dementia or their Carer help to decrease caregiver burden?

Introduction: Dementia is a global disease with an estimated 46.8 million people diagnosed and is projected to increase to 131.5 million by 2050. Caregivers of people with dementia (PWD) tend to feel the effects of dementia, resulting in emotional distress, financial strain and social restrictions. Therefore, there is a requirement for caregiver focused interventions to help elevate caregiver burden. Generally, studies have hypothesised that physical exercise (PE) may slow down cognitive impairment, and in doing so as a secondary outcome reduce caregiver burden.
Objective: To determine if physical exercise for people with dementia or their carer can help decrease caregiver burden.
Method: A systematic Boolean search strategy was conducted with key terms and their synonyms into a search of thirteen databases (MEDLINE Complete, Library, Information Science & Technology Abstracts, OpenDissertations, PsycARTICLES, PsycINFO, SocINDEX with Full Text, SPORTDiscus with Full Text, ERIC, Education Source, CINAHL Complete, Academic Search Ultimate and Web of Science) in October 2019, to identify relevant studies.
Results: Seven studies were suitable for review. These included two randomised control trials

two showed negative results. Outcome measures includes Visual/verbal pain analogue scale, amount of analgesia, and time of first analgesia.
Conclusion: There is conflicting evidence to support the use of acupuncture in reducing pain and improving function in post-operative knee replacement patients. No optimum acupoints and frequency can be drawn from this review. A better result was found with longer duration of acupuncture.

Name: Katie Herbert Faculty: HSS

How has a young individual with Cerebral Palsy experienced exercise?

Introduction: Cerebral Palsy (CP) is the most common physical disability of childhood, effecting
L Q G L Y LFG XSD W HQ QG H J D WLLPY SHDF WQQK LV VF K R O R J L F D O S U R F H V V

Method: A systematic search of the electronic data bases through EBSCOhost, Web of Science and PubMed was conducted, including articles from January 2009 to December 2019. Using the inclusion and exclusion criteria, seven articles were identified and included within the literature review. Studies were assessed for quality using a modified Downs and Blacks critical appraisal tool.

Results: A total of 28 articles were identified, and after reviewing with inclusion criteria, seven articles remained for the review. Studies included; randomised control trials, pilot studies, pre and post design, and cluster randomised control trial study. Four studies identified using the 36-item Short Form Health Survey improved physical and mental health following a 12-week TC programme.

Conclusion: Moderate evidence identified change in QOL in chronic stroke following TC participation. Improvements were found in function however, studies used different outcome measures to assess function.

Name: Matthew Boyce Faculty: Faculty of Science and Technology

A cyber security assurance system for software supply chains in fintech

Fintech; the combination of finance and technology, is currently in its third generation. A rush to rapidly experiment and develop technology driven, non-intermediated alternatives to traditional services creates friction with existing stringent global regulations as well as increases the

holidaymakers to fall for fraudulent tourism information through social engineering attacks. Current research shows that the number of holidaymakers booking online will increase due to the continued growth in access to technology, with attacks becoming more sophisticated. Law enforcement agencies struggle to monitor the Internet for criminal activity due to the magnitude of the Internet and involvement of international laws. There is also a limited number of solutions available to the public with agencies only providing basic steps on identifying fraudulent tourism information. Furthermore, there is limited research from scholars on current fraudulent information trends in the travel industry. The poster will be based off my final year project

I R 7 R X U L V W S U R M H F W D L P V W R F 7 P H .

Name: Sophie Dunn Faculty: SciTech

Putting a name to the face: Improving face recognition with biographical information, moderated by recognition ability

Optimising fa

Name: Jake Idwal Whelan Faculty: SciTech

Protecting against stress; Investigating the effect of a superficial protective item on stress reactivity.

7 K H 7 6 R F L D O U H V W 6 L Z D # J R Z G D Q G E R F L D O Z H O O E H L Q J R I E R W K L Q G L Y L G X D O V D Q G V R F L H W L H V stress and gives clues about how people cope with everyday stressful events. Previous research has shown that providing participants with items that are symbolic but meaningful to them such D V # D X F N \ S H Q Q \ K D P V F D U G L J D Q V [illegible] environments. Furthermore, S U R Y L G L Q J S D U W L F L S D Q W V Z L W K H Y D X O D E O H S U R W H F W L Y H H Q Y L U R Q P H Q W D O F R Q G L W L helmet, have been shown to increase risk taking. The effect of using a significant, meaningful item of relevance requires further investigation, particularly under laboratory stress testing conditions. This study aims to examine whether stress reactivity is influenced by the addition of D # V L J Q L I L F D Q W V L J Q L I L F D Q W L Q G L Y L G X D O $ V W U H V V W H V W L Q J R I V W X G H Q W V I U R P was used to elicit stress within forty students (male = 8 and female = 32) students from Bournemouth University. Participants were randomly assigned to