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Session 1	Bottoms up: Passive social cues and alcohol consumption at university	What predicts prejudiced bullying in our schools?
	Presenter: Nicci Contento	*Presenter: Rebecca Thornton*
	Alcohol consumption at university has been highlighted as a cause for concern due to the high levels of excessive drinking. The present study explored how social norms and social modelling affected the drinking behaviour of participants selected from the University of Brighton. Through the use of thematic discourse analysis five themes were identified: perception of social norms, being on the same level of alcohol consumption, alcohol as a facilitator for socialising, using alcohol to create a reputation and finally the "because you can" justification. The themes show that drinking at university is a complex matter and is subjected to many different factors. This study helps to increase knowledge of this problem and could be used to inform intervention techniques.	Prejudice bullying is now recognised as a global issue with victims suffering from a range of serious consequences, ranging from drug and alcohol abuse to receiving death threats and sexual assaults. Two constructs argued to decrease the prevalence of prejudice bullying are a positive school climate and anti-bullying prevention schemes. In the present study, 250 eighteen-to-twenty-three-year-olds' across the UK completed a retrospective questionnaire aimed at assessing their perceptions of the frequency and severity of prejudice bullying in their schools, their perceived levels of their school climate and the presence of prevention methods. Results from a multiple linear regression analysis showed that a positive and supportive school climate was the most significant predictor in reducing the frequency and severity of prejudice bullying. Interestingly, prevention methods that could be so readily implemented into school systems worldwide were scare and made little or no impact on the frequency or severity of prejudice bullying. This suggests that secondary schools across the UK should focus their time and funding on providing a happier, safer and more supportive school climate and should reconsider perceived effectiveness of prevention methods.

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Session 2	Pretty Hurts: Understanding Non-white British models perception of body image through the modelling industry	'Body On Fleek'! Exploring how young women think about their bodies after viewing images of and discourse surrounding 'ideal' women bodies on social networks
	Presenter: Kyle Frank	*Presenter: Marjorie Prempeh*
	This research investigates the assumption that non-white British models have a different experience to white models in the modelling industry, and that their perception of their body image can change based on the modelling industry's ideals. The study is important as existing literature addresses body image linking to it social comparison, ethnicity, and reasons for body dissatisfaction. But what we still don't is whether body-image perceptions can be altered because of an organisation (modelling agencies, designers, commercial work) ideals. To research this I will be using interpretive epistemology; and a constructivism position for the Ontology considerations for this study. The participants will be 5-6 non-white British models sampled from acquaintances, and be used as a focus group to discuss topics and questions. It will then be formed into a transcript for deductive thematic analysis. I found that that a few participants that had an initial positive body-image of themselves, felt the modelling industry's ideals somewhat constructed an internal dissatisfaction, because they sub-consciously processed that the white models being chosen over them for jobs was because they perfectly matched the modelling industry's ideal body-image and attractiveness. Which showcases the importance of this study, portraying that body-image perceptions can be altered and specific to environment's that possess their own ideal, and if it not matched it can lead to body dissatisfaction.	Psychological studies have witnessed a substantial increase in research surrounding women's body image and the media. Such studies have demonstrated that women are considerably more body dissatisfied after watching the media's unswerving portrayal of 'ideal' women's bodies as normative for society (Groesz et al. 2002) Taking the various research into consideration, this study aims to explore the images of women's bodies presented on new forms of media – the Web 2.0; which allows for user-generated content, participation and member interactivity. Using a qualitative approach, this research examines how young women think about their bodies after viewing the images and discourse around women's bodies, by interviewing eight female students with ages 19-22 from the University of Brighton. Thematic Analysis was adopted as the method of data analysis after reviewing interview transcripts. Emerging findings showed that, seeing images of 'perfect' bodies and reading comments which encouraged such body types on social networks, led to an increased body dissatisfaction due to constant bombarding from friends and celebrities but did not contribute to negative effects. Possible themes included; i) Social Pressure (friends and celebrities ii) Fat talk and body discontentment iii) Agency (Active not passive users of social networks).

<u>Session 3</u>	**Foreign intervention in Afghanistan and a quest for a stable democratic political order: A study of the 2014 Afghan Presidential Elections** *Presenter: Ghotie Ahmadi* Afghanistan is in the middle of a remarkable process of political and social transition. In its history, the 2014 Presidential Elections marked the first democratic transfer of power. Despite the efforts to build democracy that have taken place since the Bonn Agreement of 2001-however there are factors ranging from ethnicity to regional terrorist groups that hinder the progression of democracy building in Afghanistan. This research explores the politics surrounding the objective of building democracy in Afghanistan? The historical context of Afghanistan illustrates various themes that have challenged any social or political changes that have been imposed on Afghanistan. It is crucial to understand the political roadmap these histories have made, and they continue to have consequences for Afghanistan to date. Ethnicity is deeply entrenched in the Afghan society, with the rise of the Persians taking offices in the government and the recent struggle for power in the 2014 Presidential Elections- we can see that ethnic divides alongside external interferences and regional terrorist groups pose great challenges for democracy building. The implications of such challenges are that, in order for democracy building to progress, Afghanistan and the international community needs to formulate a viable bottom up promotion of democracy. A stronger civil society can plough a ground to plant the seeds of democratic institutions and democracy.	**Does Mortality Salience manipulation have a significant influence on political affiliation? An adaptation of Terror Management Theory based studies in a UK Setting** *Presenter: Ollie Sawyer* Can the thought of death influence people politically? Testing terror-management theory's 'world-view defence' hypothesis this research studied the effect of mortality salience (MS) manipulation on political affiliation. Using an experimental design this research considered how existential anxieties could influence participants' political affiliations when provoked by death-related questions or death-based political statements. Overall MS manipulation was shown to have a significant effect on political affiliation. However the results suggest a behaviour that is beyond terror-management theory and beyond bolstering one's own political ideologies, which was an unexpected result. Participants that were asked to think about their own death increased their affiliation to Conservative and Labour simultaneously, this can be interpreted as System-Justification behaviour. This theory posits that individuals are motivated to vote for the established main parties rather than a system that will bring about social change - voting for minority parties. Reminding participants of the inevitability of their own death through questionnaire was shown to increase this phenomena. Political messages with embedded death-based sentiments could also increase political affiliation in a way that was not present for other messages. Here increasing affiliation was in line with the originator of the death-based message. However these findings are not capable of concluding what it is specifically in the message that produces this behaviour, and future research should aim to understand this further.

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Session 4	Title to be confirmed	Is Sex Education Enough? An exploration of violence with young people's intimate relationships
	Presenter: Katie Perridge	*Presenter: Carla Street*
	This dissertation explores how language used within pornography, specifically the terms whore, bitch and slut are constructed by male consumers, how they construct the female actor and how they impact upon male consumers continued acceptance of pornography. The ontology for this research stems from a social constructionist viewpoint, valuing feminist literature in the construction of pornography and the male consumer. Focus group methodology was adopted within which a vignette describing a sexual scenario was used to initiate discussions on the language being used. From the data collected Foucauldian discourse analysis was conducted to map out three discourses, the creation and maintenance of fantasy, functionality of pornography to fulfil a biological purpose and the creation of a sex worker discourse in relation to the female actors.	This study consisted of two interviews with two organisations who work within the domestic violence field. My aim was to explore the work done by both of these organisations and discuss their view and beliefs on factors surrounding education. The findings from my thematic analysis of the transcripts were very surprising with 5 themes around violence within adolescent relationships, these were; Education, there needs to be more emphasis on what is healthy and the warning signs rather than the biological side of sex and relations. Media and Television, how the media has a responsibility to young people about sending the correct messages and that a lot of TV is gender biased causing most storylines to be from a "violent males to a female victims". A shocking result was terminology and how agencies and society alike, we are more likely to label and criminalise someone for their violent behaviour rather than helping them change their behaviour. Access was a key finding and how there is so much support for the victim but nowhere for a young person to go if they are showing these behaviour traits. And lastly Gender change, is it societies view that men are more violent or is that as we closing down on gender roles, we are now opening the gap for more women to be violent towards men.

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| Session 5 | **How does computer mediated communication via social media affect the formation of romantic relationships and the quality of the resulting romantic bonds amongst undergraduate university students?**

Presenter: Jenny Boyd

My dissertation concerns the way in which computer mediated communication through social media affects how we find romantic partners, how we get to know them and the maintenance and dissolution of these romantic bonds and how these stages may occur differently online than in offline contexts. I conducted interviews with ten individuals, all of whom had had some experience of a romantic relationship. Within these, I asked them questions concerning how they met their partner, how they went about solving problems in their relationship through social media and how they felt more broadly about the affect it has on our romantic relationships. Having performed a thematic analysis, initial findings suggest that social media facilitates the finding of romantic partners, that early communication may be more easy online than in offline settings, that partners can remain constantly connected through new media (but this may have its issues), emotional issues are negotiated through different social media in different instances and that to some extent, partners still need to have some face- to face element in their relationship for it to be successful. | **A qualitative study of the psychological impact social media abstinence has on its users**

Presenter: Becca Grant

The social media realm is an ever increasing dynamic sphere, user generated and in constant development. With the vast changes in how people interact, socialize, communicate and form relationships through online platforms such as Facebook, Twitter, Instagram and so on, it is extremely important to look into the potential effects it has on its users, both positive and negative. This research study facilitated an explorative intervention whereby avid social media users avoided their accounts for one week, and investigated through thematic analysis their subsequent emotions and thoughts established from qualitative interviews. The results indicate improvements in participant image satisfaction, productivity and social relationships, as a result of abstaining from their social media devices. This suggests the addictive nature and ever-growing negative impact social media can have when used frequently. Implications for the research include the awareness of how social media can seriously affect people, as well as the potential harms it causes for young people (girls specifically). |

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Session 6	**A war of words: An investigation into the effect the Media has had upon the Tolerance of the White British youth, aged 18-25** *Presenter: Glen McGill* With punitive turns across our society increasing daily, with the rise of political parties like UKIP and with the UK facing news regarding war and terror for the last 14 years, this investigation attempted to identify whether the media had a significant statistical impact on the tolerance of white British youth aged 18-25 towards ethnic minorities specifically Muslims. The second stage of the investigation applied a thematic analysis to understand why the media is/is not influential after 3 half hour interviews.	**The price of prosperity? A critical examination of the environmental harms associated with China's rapid urbanisation** *Presenter: Tom Moseley* This research addresses the question: To what extent has Chinas rapid urban development created more harms than good for its urban population and environment? Looking at the unique features of Chinese urbanisation and its rapid shift to consumption and modernisation, this research examines the ways in which urbanisation and industrialisation have caused multiple environmental harms which have negatively influenced human health in cities. The research considers what it means to negotiate health risks dependent on social class, and the major policy shifts needed to address inequality, unclean fuels and social attitudes towards environmentally beneficial activity.

Session 7	**Facial or Cream Pie? What meaning do certain sexual acts, commonly represented in pornography, have for men? A qualitative analysis.** Presenter: Erin Gilger This dissertation explores the meanings men attach to certain sexual acts commonly represented in pornography – anal sex, facial ejaculation and deep-throat. Though pornography has become considerably more researched as of late, the main focus has been primarily on the effects consumption has on behaviour. This research aims to provide a qualitative insight to the meanings given to visualised sexual acts and the affect these meanings have on perceptions of women. As research into specific sexual acts is scarce this highlights a gap in this field of exploration. By conducting two focus groups consisting of six males in each, the results found that dominance was the main meaning attached to these three acts along with being regarded as taboo which increases appeal. Results also show that viewing pornography has a negative effect on perceptions of women due to the violence and degradation commonly inflicted upon them. Though focus groups have disadvantages surrounding a suitable dynamic and creating a comfortable atmosphere, invaluable responses have been gathered and analysed thematically. Thematic analysis has been critiqued for being unclear however it is suitable for this study as it has allowed for reoccurring patterns and opinions to emerge.	**"Clearly I'm turning you on…so why not try your luck?" A Foucauldian Discourse Analysis on how women account for female-to-male sexual coercion** *Presenter: Louise Elsey* This study involved conducting several focus groups with women to establish how they account for Female-To-Male Sexual Coercion. Due to previous studies reporting high prevalence rates of men experiencing coercion and women not acknowledging it as an issue this study aimed to provide a qualitative approach to make sense of its occurrence amongst university students. A Foucauldian Discourse Analysis was conducted which provided support to previous research as to how constructed notions of masculinity lessened the seriousness of male victims and also indicated the blurred perceptions women have on this form of misconduct. This study also produced several novel discourses into the field such as the ambiguity of erections and how men communicate their sexual refusal, both of which warrant future attention. The analysis that has been gathered from these discourses has also been framed in terms of gender power dynamics and equality discourses to place them into the wider context of our societal norms. The study concluded the importance of attempting to normalise the idea that women can be perpetrators of sexual coercion and that men too can be victims of sexual incidents.

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Session 8	**How do males internalise socio-cultural pressures towards exercise participation and how does this affect exercise motivation?** *Presenter: Callum Barney* This research explores the following questions: What are the different forms of socio-cultural pressures influencing males' motivation to participate in exercise and how this affects exercise motivation in terms of either intrinsic or extrinsic goals? What do men perceive as external influences on their body image/exercise motivations? Objectives: The major intention of this study was to explore the current understanding of essential contributing factors to male motivations for exercise as implicated by sources of body image, specifically the roles performed by peers, family and the media utilising the tripartite model. Methods: Semi- structured interviews were conducted with a sample of 6 males (ranging in age from 18-25) who were selected from a local leisure gym and transcribed. Transcriptions were analysed using thematic analysis. Results: Major themes included; the convoluted roles of peers within exercise motivations, varying from the essential role of romantic partners, the competitive yet community based nature of male peers within the fitness environment, as well as the introductory role of family and media. Conclusion: On the basis of these results it became apparent that the major contributor to exercise motivation derived from peers with influences found in a multitude of complex interactions of both motivation and competition. The research and analysis also highlighted the role of romantic attraction in exercise motivation, previously absent from the tripartite model.	**External motivations to exercise: changes for males across the lifespan** *Presenter: Lisa Appleton* The aim of this dissertation was to explore the types of external motivations which influence change in exercise routines across the lifespan for males. The purpose for this sample was based on the lack of qualitative consideration upon lifespan research, body image and exercise- studies were previously limited to adolescent participants. Semi-structured interviews were conducted with eight male participants (age 43- 65) and their responses were analysed using thematic analysis to identify themes that occurred within the data. The results demonstrated that changes occurred for reasons related to three broad categories; health and looking good, body limitations and social context/peers. The external factors which influence these changes additionally fitted loosely into three main categories, reflecting the tripartite model; the media, family and social context (Thompson et al, 1999). Conclusions argue we must look beyond models such as the tripartite and social comparison and acknowledge internal factors which are likely to interplay and change when encouraging exercise throughout the life course. The findings of this research may prove useful for future research when considering the possible effects of ageing in relation to exercise maintenance particularly concerning male body image, exercise motivations and psychological well-being.

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Session 9	**Title: Media as a persuasive communication: the effects of images and texts on general opinions and attitudes towards the death penalty.**	**An exploration of the links between the moral statuses of animals and how this affects the ways in which harms or crimes against them are perceived**
	Presenter: Samiera Hadi	*Presenter: Sophie Nash*
	Images used in advertisements, political campaigns and news reports, often serve to influence the observer in one way or another. Previous research has suggested that public opinion on the death penalty has a complex relationship with the media showing a strong correlation between public opinion and what is being covered in the news. This research aims to test whether general opinions and attitudes can be changed, and if so, to what extent. Terror management theory (TMT) and the elaboration likelihood model (ELM) will be tested in order to explain any changes in opinion. Emotionally arousing images and texts were inserted between tests in order to persuade opinion on the death penalty. A pre-test post-test repeated measures design was employed which was adapted from the Thurston capital punishment scale and the capital punishment attitude questionnaire in order to test the effects of text and images on general opinions and attitudes. In agreement with ELM, images were found to have a greater effect on persuasion scores in comparison to text due to the higher cognitive resources needed in order to process an image. However TMT suggests that it would be easier to persuade participants in line with their societal norms, proposing the direction against the death penalty would have a greater change in scores, regardless of which manipulating media was used. Although there was not a significant effect, the direction against the death penalty did have a greater change in opinion scores, future research may want to investigate this further. As a consequence of these findings, it can be said that images surrounding the death penalty are highly political, controversial and hold extreme political power. If the abolitionist movement were to use emotionally arousing images in their campaigns, they could achieve a higher success rate when persuading people against the death penalty.	The aim of this dissertation is to explore what it is that gives an animal moral rights or status and how this status affects how harms or crimes against them are viewed. Research situated within Green criminology is essential to the progression of the social sciences as it pushes past the social as an exclusively human space. Human ideas around who is and is not deserving of a moral status, and the treatment that accompanies are analysed and synthesised with current theories in order to provide an outline of the link in question. Five qualitative semi-structured interviews were conducted and analysed via thematic analysis; the results demonstrate what factors contribute to gaining a higher moral status and the effects this has on the treatment they receive and how this is perceived by humans. This study provides evidence that supports leading theories in the field and identifies areas within the topic of animal-human relations that need further focusing on.