...to RISE. RISE is the Research, Innovation and Internationalisation Magazine from the Office of the Pro-Vice-Chancellor (Research and Innovation). The aim of RISE is to let you know about our expertise in research, innovation and internationalisation and to reach out locally, nationally and internationally.

Life throws many things at us as human beings, situations that take great strength and sometimes great courage to deal with, high points in working lives and low points that many are currently experiencing. However there are moments in a lifetime that will stay sharp in the memory, points in time when you will always remember where you were or who you were with when you heard or witnessed something specific, moments in time that become your personal memories and global history. Two such recent moments for me come to mind: the traumatic scenes around the coast of Japan following the tsunami, earthquake and Fukushima incident; and the wonderful emotive collective outpouring of happiness and pride over the Royal Wedding held here in the UK.

One of these moments, the Japanese Tsunami, is the topic of two articles in this issue. The images of the devastating effect of nature overpowering all in its pathway were heartbreaking and terrifying to watch on the many media channels that relayed the news around the world. How terrifying to actually have been a witness to and victim of these natural disasters.

Dr Richard Haigh and Professor Dilanthi Amaratunga (who are Academic Advisors to the UNISDR Making Cities Resilient Campaign) in their article focus on the research they have undertaken in the Centre for Disaster Resilience here at the University, and in around reconstruction post Tsunami. You can read more about Dilanthi and Richard’s work on page 4.

Not only did Japan have the aftermath of the loss of life, earthquake and tsunami to cope with but have also had to deal with the looming nuclear disaster at Fukushima. Professor Keith Ross, from the Physics and Materials Team in the School of Computing Science and Engineering here at the University, who acted as an expert on the Guardian Blog following the reactor incident, writes about his concerns around how the event might influence new build nuclear power stations in the UK and how it is imperative to keep a sense of proportion around the consequences of the earthquake. You can read more of Keith’s article on page 6.

Many of the images that came out of Japan were from mobile phones and hand held recorders, proving more than ever that the digital world is part of our everyday instant lives. Dr Garry Crawford, Director of the University’s Digital Cluster takes us through his busy working life where technology, media and the knowledge and expertise around it are moving quickly towards MediaCity and the University’s start up of its teaching and research at the site.

The University’s Psychologists are examining the fast paced and rapidly changing digital and technological environment with several new experiments to be conducted by their researchers, you can read more about these on page 20.

From psychological health to physical health, our School of Nursing & Midwifery delivers an insight into the partnerships they work to in conduct their research, partnerships that create good synergies that deliver better studies, which give the right answers to provide better healthcare provision for all. There are other interesting health articles in this issue: Dr Valerie Finigan tells us about her study (page 8) that highlights the need to listen to the users of a service, Valerie’s research was around the experiences of women immediately after giving birth; Dr David Pye tells us how he is using sugar as a weapon in the fight against skin cancer and we look at how the sexual health education of young British males is being given a digital makeover, and much much more, so read on!

If you feel that your research is of interest to you, is applicable to your needs or can support your business, policy or processes in any way, please do contact us. The University of Salford’s door is always open to conversation, collaboration and new partnerships.

All are welcome!

Professor Ghassan Aouad
Pro Vice Chancellor (Research & Innovation)

04 Stranger, safer, weirder – Sharing the knowledge
06 Fukushima - the fear reaction
08 The most basic of instincts
09 Exciting new partnerships and kiosks helping kids!
10 Moving along the digital highway!
12 Libraries are essential - Just ask the UISR’s
13 The Sweet Taste in Drug Design
14 Good Research, Good Practice, Good Health
16 More Sex Education please we’re British!
17 Human Response to Vibration in Residential Environments
17 Why obey?
18 You are the Weakest Link Goodbye!
19 Masters of Media - Psychologically Speaking
19 A Chemical Mix!
20 Decision Making in the Digital Age – Psychology’s Quest!
22 Art, the Heart and a Peaceful Mind
22 OAL and Rheumatic Diseases
23 Double Trouble - Mio Signore!
24 Migrant worker caps: a help or a hazard?
26 Creatively Writing a Bright Future
26 The Business of a Sustainable Environment
27 Jazz Times
28 Talent by design!
28 Type in the eye of the beholder
29 University challenge – Science style!
30 The past + the present = Retrofitting the future!
32 Illuminating Blackpool’s poor health

33 ‘Somewhere something incredible is waiting to be known’
34 Home Home on the Eco Friendly Range!
36 Time to pretend
38 A lean approach to a Radiology service
39 Theories of real working life
39 Retaining the talent
40 Blood glucose level prediction for diabetic patients using intelligent techniques
40 Reconstructing the Community – the people that matter
41 Waave Microstructure and woven composites
41 Hop in the water’s lovely!
42 Are you lost?
42 The Role of the EU in International Security – A Comprehensive Approach
43 Management, empowerment, economic development and poverty alleviation
44 Robots, “Ethically Toned”
44 Regeneration, trips and The Urban Centre
45 Eat well, live long
45 What’s It Really Like!
46 Representing inflicted terror and victimhood: A diachronic impact
46 Social Identity
47 In the swim
48 Enlightened research
50 Postgraduate Awards
52 International student film competition 2011
53 Vice Chancellor luncheon
53 Moving forward
54 Forthcoming Events

© The Yomiuri Shimbun. The Editor would also like to thank Saki Ouchi from The Yomiuri Shimbun, International Press Centre, for all her kind help.
Japan will soon be embarking on an extensive post-disaster reconstruction programme in the aftermath of a devastating earthquake and resulting tsunami. Dr Richard Haigh and Professor Dilanthi Amaratunga, from the Centre for Disaster Resilience, School of the Built Environment here at the University, are all too familiar with the challenges facing the country in the coming months and years. Much of their recent research enabled them to witness the devastating impact of the 2004 Asian Ocean Tsunami, particularly in Sri Lanka. However, as Richard and Dilanthi emphasise in their soon to be released book, the post-disaster period also offers a window of opportunity to tackle disaster risk in the affected areas and confront underlying problems in the local economy.

Over the past few weeks, much media attention has been focused on Japan, as it deals with the impact of the earthquake. The affected areas are clearly in need of both emergency relief and long-term rebuilding. Richard said: “so far the emphasis has been on an emergency response and humanitarian relief, including rescue, shelter, food, and medicine. Unfortunately, much of this relief work has been delayed by the on-going radiation threat from the Fukushima nuclear plant. However, as the situation stabilises, we can expect the priorities to move toward re-establishing some type of social and economic order, which relies on a complex network of infrastructure lifeline systems, including roads, water supply, sewers, power grids, telecommunications, schools, hospitals and civic buildings.

The damaged transport infrastructure will be placed under strain due to the need to remove debris and deliver large volumes of materials and humanitarian supplies. At the same time, the damage in Japan has disrupted production of automobiles, computer chips and a range of other goods, and could force prolonged shutdowns in key areas of the country’s economy.

Restoring the affected communities’ lifeline systems to an operational state will be at the heart of restoring social and economic organisation in the communities. Although the coming weeks will focus upon reinstating and installing base-level infrastructure to quickly put affected communities back on track, it will be vital that reconstruction plans are not seen as a simple restoration of buildings and infrastructure to their conditions prior to the incident. Recovery can and should involve rebuilding beyond the previous condition to a superior standard that is more resilient against future disasters. This may include efforts such as improving materials and construction methods to increase the strength of buildings and infrastructure, establishing redundancies in the infrastructure network, and improving the common links between transportation modes and communities”.

Japan has as significant advantage in the recovery process over countries in developing economies as it has a highly capable construction sector with a reputation for integrated teams of subcontractors, high levels of prefabrication and a military approach to logistical planning. Japan also has the benefit of considerable post-disaster reconstruction experience e.g. following the end of hostilities in August 1945 and such as the rebuilding effort post Kobe in 1995. The areas affected by the Tsunami in March this year were already in long term decline, and although the region now finds itself in a tragic situation perversely, it is also an ideal opportunity for the government to generously fund reconstruction and reinvigorate economic development of the north-east coast.

Richard continued: “These are some of the issues that Dilanthi and I are guiding on through our role as Academic Advisors to the UNISDR Making Cities Resilient Campaign, which is helping cities and local governments to get ready, reduce the risks and become resilient to disasters. The frequency, scale and distribution of disasters in recent years is evidence, if any is needed, that hazards, of both natural and man-made origins, are a global problem, threatening to disrupt communities in developed, newly industrialised and developing countries. Recent events are a timely reminder that the developed world cannot afford to be complacent”.

In May, Dilanthi and Richard will be attending the UN led Global Platform in Geneva, a biennial forum for information exchange, discussion of latest development and knowledge and partnership building across sectors, with the goal to improve implementation of disaster risk reduction through better communication and coordination amongst stakeholders. Recent events will most certainly focus the minds of those attending.

If you would to know more about the Centre’s research contact: r.p.haigh@salford.ac.uk or visit: www.disaster-resilience.co.uk

Stronger, safer, wiser – Sharing the knowledge
Fukushima
the fear
reaction

Professor Keith Ross, from the School of Computing Science and Engineering here at the University, has had his expert opinion consulted recently, over the international concern around the Fukushima Nuclear Reactor accident following the Japanese Tsunami. Soon after the event Keith was approached to act as an expert by the Guardian Blog and since has been contacted by a range of journalists including Russia Today, seeking his views. Keith said: “the news media have naturally been very concerned about the accident at the Fukushima Nuclear Reactor Power Station. The final outcome of the nuclear incident is far from clear but perhaps one can hazard some tentative conclusions, particularly in so far as this event might influence the “new build” programme for new nuclear power stations in the UK.

The first thing to emphasise is the need to keep a sense of proportion about the various consequences of the earthquake. Even now, it is clear that the earthquake itself seems to have caused remarkably little damage to buildings – although there has been footage of damage to roads indicating earthquake damage. This is a major endorsement of the ability of engineers in an advanced economy to factor-in earthquake protection in high rise buildings. Also, as we know, at the first shake, the power station automatically shut down all the reactors ending the neutron chain reactions in each reactor core and the buildings seem to have survived the shocks well, although these were more intense than the Richter Scale events that the buildings were designed to survive”.

It was, we know, the arrival of the tsunami which caused the damage to human life and destroyed hundreds of miles of coastline towns, villages, cities and which compromised the safety measures in place at the nuclear plant, causing the reactor problems. With the loss of all back-up power supplies and emergency systems and the virtual submergence of the reactor (and given that these reactors are of an old design, BWWR (Boiling Water Reactor) being already over 40 years old) it’s a considerable testament to the essential safety of the system at the plant. So what are the consequences? Keith continued: “The major problem arises from the fact that nuclear fuel goes on producing heat at a decreasing rate after the neutrons have been switched off - by the insertion of a neutron-absorbing rod. Most of the nuclear heat is released instantaneously when the neutron causes the nuclei of uranium-235 (and plutonium-239 in MOX fuel) to split into two “fission fragments”. However, both these fragments are unstable, and will continue to undergo various nuclear decay processes over a period of time. Each isotope decays exponentially according to its own specific half life but when you add up the effect of all the isotopes produced, the heat generation starts by decreasing quickly, due to the short-lived isotopes present, and then progressively more slowly as the short lived isotopes decay away. There is roughly a factor of 10 reductions in the first 10 days. This would not be a particular problem in a graphite reactor, which is like the majority in the UK, because the cooling is gas phase and the graphite can absorb a lot of heat before the fuel melts. However, in a water-cooled reactor system, you have to provide additional cooling during this period. This extra cooling is known as the ECCS (Emergency Core Cooling System). It takes the form of pressurised jets of water aimed at the fuel elements. It was this system that failed, so the engineers had to improvise, using fire hoses and seawater, confirming what must have been evident very early on, that these reactors would never work again. This loss of power generation will mean that the Japanese may expect to experience periodic power cuts for several years to come”.

The unseen nuclear hazards are worrying the world at large, with concerns around the release of iodine and caesium and the possibility of extra cases of cancer in an affected population. Given the precautions that the Japanese government have taken against such a result the total number of deaths should be quite small, negligible compared with the death toll of the tsunami. Keith said: “a major consequence of the Fukushima incident is likely to be over-reaction in the rest of the world. To comment on the risk associated with the new designs of a reactor, you need to realise that the nuclear industry has had thirty years to perfect their designs for the new build reactors which will be PWR (Pressurised Water Reactors) which themselves are significantly safer than the BWWR design. Given that the UK has no history of earthquakes, I think we can assume that this loss of power generation will be safer than any other source of power”.

If you would like to know more about Keith’s research or are interested in finding out more about the nuclear physics of reactors contact Keith at: d.k.ross@salford.ac.uk

Addendum: at the time of going to press overall at the Fukushima Daiichi plant, the situation remains very serious.
Dr Valerie Finigan, Infant Feeding Coordinator at the Pennine Acute NHS Hospitals Trust, and a recent graduate of the University, completed, as part of her PhD, a study, which highlights the necessity of listening to the service user when planning the service.

Val’s PhD study, funded by the Trust’s R&D Department, focused upon women’s experiences of immediate skin-to-skin contact in the period following birth. The unique contribution of this study is the shared experience of English, Bangladeshi and Pakistani women and the capturing of the women’s voices. They reported experiences that went against received wisdom and this made a fascinating contribution to the evidence base.

Val gives the background to the study: “I recruited 22 women from three diverse communities asking them to capture their voices and thoughts on an audio-recorded diary over a ten day period following the birth of their babies. Four of the women also completed an hour of video recording and one lady put together a series of photographs to show her experience visually and to enable me to observe what was actually happening during the hour following her giving birth. The data received during this ten day period was rich and highlighted several areas, most importantly that women liked skin-to-skin contact with their newborns. They reported it to be both a mother-and-baby and mucus around the time of birth were repugnant to women from minority ethnic groups, as they might find them unacceptable from a religious or cultural point of view. This belief was completely discounted after the study as Bangladeshi and Pakistani women said that birth secretions were not abhorrent and that they actually normalised their births and if the baby was cleaned up too quickly then birth became a ‘conveyor like experience, in that, the baby is born, whisked away from you, washed and then you and your pristine baby are moved to a postnatal ward’.

The women felt that the 30 minute period of skin-to-skin contact recommended in current UNICEF guidance was too short and following discussions with UNICEF new recommendations are that this time period is increased to a minimum of one hour. The immediate gaze between mother-and-baby, and father-mother-and-baby captured in the video data and explored by the women was of significance, as the new mothers felt that their babies were looking at them and realising they were their mothers and fathers’.  

Val’s research findings support UNICEF and NICE(2006) recommendations to implement UNICEF standards into current maternity units, labour ward practices. If you would like to know more about Val’s research contact her at: val.finigan@live.co.uk

The most basic of instincts

Designed to encourage creativity and provide a reassuring and positive outlet for anxiety whilst children are staying in hospital, KICK is not yet in Europe but popular in the USA and Australia. The University received from Carnegie Mellon University in Pennsylvania two of the kiosks and has donated one of the KICK kiosks to the Royal Manchester Children’s Hospital as well as Pennygate Medical Centre in Wigan. Both kiosks will be maintained by the University free of charge. This is a fantastic tool to be used in the healthcare environment in treatment and care of young children, but behind every great idea is great research and good research partnerships, Brian said: “as part of its development of a number of streams of activity with Carnegie Mellon University in Pittsburgh, the University has been working closely with the Entertainment Technology Centre (ETC) at Carnegie Mellon. The ETC is at the forefront of what is now often called ‘serious gaming’, which in this case involves the development of computer game technologies and practices to address social, political and business issues in a variety of settings. The ETC has evolved an innovative model based on the confluence of computer technologies, performance and drama, which involves groups of postgraduate students from different disciplines collaborating on projects for external clients as a core part of their studies. With spin off businesses including Electric Owl, co-sponsor with the University of the KICK game kiosks at the two local sites, ETC and the University are furthering their collaborative interdisciplinary relationship working on joint initiatives and developments at the University’s MedicaCity, with regard to; student exchanges, staff collaboration and further practical developments including a symposium at the world famous Lowry Centre in May this year entitled “The As Yet Impossible in Human Performance”.

What’s the best kind of research? The kind that you can see in place working and putting a smile on someone’s face, that’s the best kind! Professor Brian Longhurst, Pro Vice Chancellor for Media and Digital Futures here at the University, got to see good research results in action recently when the University designated the donation of a touch screen and software suite called a Kid’s Interactive Creation Kiosk (KICK). The research links don’t end there! The University is working closely on a number of other projects with Carnegie Mellon including significant regeneration activities with the School of the Built Environment, research opportunities with the world class data mining group at Carnegie Mellon and a seminar on cyber bullying at Salford in September as part of an ongoing collaboration with the information security group at Carnegie Mellon. Over there or over here the research partnerships go from strength to strength!

If you would like to know more about the research ongoing at MediaCity contact Brian at: b.longhurst@salford.ac.uk

Experimental Technologies Centre (ETC) at Carnegie Mellon.

The most basic of instincts

The University received from Carnegie Mellon University in Pennsylvania two of the KICK kiosks and has donated one of the KICK kiosks to the Royal Manchester Children’s Hospital as well as Pennygate Medical Centre in Wigan. Both kiosks will be maintained by the University free of charge. This is a fantastic tool to be used in the healthcare environment in treatment and care of young children, but behind every great idea is great research and good research partnerships, Brian said: “as part of its development of a number of streams of activity with Carnegie Mellon University in Pittsburgh, the University has been working closely with the Entertainment Technology Centre (ETC) at Carnegie Mellon. The ETC is at the forefront of what is now often called ‘serious gaming’, which in this case involves the development of computer game technologies and practices to address social, political and business issues in a variety of settings. The ETC has evolved an innovative model based on the confluence of computer technologies, performance and drama, which involves groups of postgraduate students from different disciplines collaborating on projects for external clients as a core part of their studies. With spin off businesses including Electric Owl, co-sponsor with the University of the KICK game kiosks at the two local sites, ETC and the University are furthering their collaborative interdisciplinary relationship working on joint initiatives and developments at the University’s MedicaCity, with regard to; student exchanges, staff collaboration and further practical developments including a symposium at the world famous Lowry Centre in May this year entitled “The As Yet Impossible in Human Performance”.

What’s the best kind of research? The kind that you can see in place working and putting a smile on someone’s face, that’s the best kind! Professor Brian Longhurst, Pro Vice Chancellor for Media and Digital Futures here at the University, got to see good research results in action recently when the University designated the donation of a touch screen and software suite called a Kid’s Interactive Creation Kiosk (KICK). The research links don’t end there! The University is working closely on a number of other projects with Carnegie Mellon including significant regeneration activities with the School of the Built Environment, research opportunities with the world class data mining group at Carnegie Mellon and a seminar on cyber bullying at Salford in September as part of an ongoing collaboration with the information security group at Carnegie Mellon. Over there or over here the research partnerships go from strength to strength!

If you would like to know more about the research ongoing at MediaCity contact Brian at: b.longhurst@salford.ac.uk

Experimental Technologies Centre (ETC) at Carnegie Mellon.

The most basic of instincts

The University received from Carnegie Mellon University in Pennsylvania two of the KICK kiosks and has donated one of the KICK kiosks to the Royal Manchester Children’s Hospital as well as Pennygate Medical Centre in Wigan. Both kiosks will be maintained by the University free of charge. This is a fantastic tool to be used in the healthcare environment in treatment and care of young children, but behind every great idea is great research and good research partnerships, Brian said: “as part of its development of a number of streams of activity with Carnegie Mellon University in Pittsburgh, the University has been working closely with the Entertainment Technology Centre (ETC) at Carnegie Mellon. The ETC is at the forefront of what is now often called ‘serious gaming’, which in this case involves the development of computer game technologies and practices to address social, political and business issues in a variety of settings. The ETC has evolved an innovative model based on the confluence of computer technologies, performance and drama, which involves groups of postgraduate students from different disciplines collaborating on projects for external clients as a core part of their studies. With spin off businesses including Electric Owl, co-sponsor with the University of the KICK game kiosks at the two local sites, ETC and the University are furthering their collaborative interdisciplinary relationship working on joint initiatives and developments at the University’s MedicaCity, with regard to; student exchanges, staff collaboration and further practical developments including a symposium at the world famous Lowry Centre in May this year entitled “The As Yet Impossible in Human Performance”.

What’s the best kind of research? The kind that you can see in place working and putting a smile on someone’s face, that’s the best kind! Professor Brian Longhurst, Pro Vice Chancellor for Media and Digital Futures here at the University, got to see good research results in action recently when the University designated the donation of a touch screen and software suite called a Kid’s Interactive Creation Kiosk (KICK). The research links don’t end there! The University is working closely on a number of other projects with Carnegie Mellon including significant regeneration activities with the School of the Built Environment, research opportunities with the world class data mining group at Carnegie Mellon and a seminar on cyber bullying at Salford in September as part of an ongoing collaboration with the information security group at Carnegie Mellon. Over there or over here the research partnerships go from strength to strength!

If you would like to know more about the research ongoing at MediaCity contact Brian at: b.longhurst@salford.ac.uk

Experimental Technologies Centre (ETC) at Carnegie Mellon.

The most basic of instincts
Moving along the digital highway!

The building is built the fit out is nearly complete and the staff are almost ready to go to MediaCity. But the digital discussions are not all going on at the side of the Manchester Ship Canal down at Salford Quays, because, as Dr Garry Crawford, Director of Salford University’s Digital Cluster can demonstrate, research has no boundaries and technology, knowledge and expertise travels far and wide!

Garry and his colleagues Professor Ben Light and Cristina Vasillica recently represented the University of Salford’s Digital Cluster at the second annual North West Universities Association Digital Pathways event at the Bridgewater Hall in Manchester. The event featured displays and representatives from the region’s higher education institutions, who were all there to meet local digital technology and media business leaders, in order to promote the work of North West Universities to foster greater collaboration with industry. Keynote talks on the day were provided by Dr Mike Short of O2, Lars Lindstedt from Microsoft, and the BBC’s North Lab Project Lead, Adrian Woolard.

Garry said: “This was a really useful event, with a large number of small to medium sized business leaders wanting to engage more with academics at the University. Compared with last year, many more people were enquiring about the University, our location at the Quays, what will be happening at our MediaCity site and how they can work with us at MediaCity.”

Garry’s travelling farther afield with his expertise soon, taking it across the waters to the Entertainment Technology Centre at Carnegie Mellon University (CMU), Pittsburgh. Carnegie Mellon is one of America’s top universities which is generally seen as a world leader in technology related teaching and research. Professor Brian Longhurst, Pro Vice Chancellor for Media and Digital Futures, is at the forefront of building closer and collaborative links with Carnegie Mellon which has long established links with many major American and global business partners. Their Entertainment Technology Centre (ETC), sees their students working on and delivering projects for leading entertainment providers, including Disney, Microsoft and Electronic Arts. Relationships with CMU and the ETC has already brought real benefits for the University and local community. Recently a games kiosk developed by a CMU spin-out company Electric Owl Studies, designed to combat stress in children in hospital, was, through the University of Salford donated to, and installed at the Royal Manchester Children’s Hospital. Garry will strengthen this relationship further when he, followed by Ben Shirley and Andrew Cooper, take their research expertise to work with CMU students.

Time for a cup of tea and a rest you’d think? But no! In between his research, his role at the University as Senior Lecturer in Cultural Sociology, Garry will be having published his 5th and 6th books on video game culture later this year. The fifth book, Online Gaming in Context is a collection of essays edited by Garry, Dr Victoria Gosling and Professor Ben Light, which explores the opportunities, challenges and patterns of gameplay and sociality afforded by the Internet and online gaming. Bringing together work from academics from twelve different nations, the book considers key issues crucial to understanding online gaming and associated social relations, including patterns of play, legal and copyright issues, player production, identity construction, gamer communities, communication, patterns of social exclusion and inclusion around gender and disability, and future directions in online gaming.

Garry’s sixth book is the monograph Video Gamers. Video gaming has, in a relatively short period of time, firmly cemented its place within contemporary social life. Video Gamers is the first book to explicitly and comprehensively address how digital games are experienced and engaged with in the everyday lives, social networks, and consumer patterns of those who play them. In doing so, the book provides a key insight into video gamers, the games they play, and their location within contemporary culture.

If you would like to know more about Garry’s research contact him at: g.crawford@salford.ac.uk
The 6th International Evidence Based Library and Information Practice Conference – valuing knowledge and expertise will be hosted by the University in June this year (further details in the Forthcoming Events section, back page of the magazine). With the library and information staff across the University, showcasing library research and highlighting collaborations between the Library, across disciplines and beyond, combined with a bright and informative website this conference is stamped to be a winner!

D r Alison Brettle, Lecturer and information specialist in the School of Nursing and Midwifery is involved in two projects being presented at the conference. Alison said: “The first of these projects involves evaluating the impact of clinical library services across the North West region. As well as demonstrating that clinical librarians can provide a good service, which saves clinician’s time, the project is seeking to demonstrate where and how the library service can make a difference to patient care and hospital services. At a time when libraries are justifying their worth in a difficult financial climate, this regionally funded project will provide important data on the value and importance of NHS library services. The second project is an international collaboration funded by the Canadian Library Association. Along with colleagues from the University of Alberta and McGill University, a tool is being validated and used to identify the impact of research summaries on library practice across the world. Initial findings from the project will be presented at the conference and will seek to reduce the gap between research and library practice”.

University Library staff members will also be presenting their own research. Rachel Adams, Jenny McTighe and Natasha Lucas will be reporting on a project to train library staff in Web 2.0 technologies which has led to the use of tools such as chat and blogs which have been incorporated into library services for the benefit of students. Elsewhere in the conference programme, Sue Slade and Karen Bates will be reporting on how the University Library is using the repository (USIR) to promote Open Access and increase the visibility of Salford’s research output, a topic which will be further highlighted by the University’s Vice Chancellor, Professor Martin Hall’s, keynote entitled “Openness – an essential quality of knowledge”. In his keynote Martin will ask the question: “What would a fully open-access university, structured around an open access repository for publications, resources and data sets, look like?” With 62 papers and 24 posters from 14 countries, “madness sessions” where delegates and poster presenters will have a 1 minute opportunity to address a plenary audience on their topic plus the opportunity to network and learn from colleagues experiences this is going to be a busy and exciting conference! Don’t worry if you can’t make it physically though, because you can join the event remotely by following the conference via Elluminate software, (see the website for further details).

If you would like to know more about the conference contact the conference chairs Dr Alison Brettle and Maria J Grant: at a.brettle@salford.ac.uk or m.j.grant@salford.ac.uk or visit the conference website at: www.eblip6@salford.ac.uk

The Sweet Taste in Drug Design

What comes to mind when you hear the word sugar? White granulated stuff, good in coffee? Or do you think of sweets, white glossy icing, hyperactive children or rotting teeth! Well how about sugar in the fight against skin cancer? Dr. David Pysz, Centre for Molecular Drug Design in the School of Environment and Life Sciences here at the University is researching into just this, sugar as a weapon in the fight against skin cancer.

David said “The growth of new blood vessels from pre-existing ones, a process known as angiogenesis, has been one of the most intensively addressed areas of biomedical research in recent years. Particularly in cancer research, where there is great interest in developing drugs that inhibit the growth of solid tumours such as skin cancer. The ability to switch angiogenesis ‘off’ will be the determining factor in the treatment of this disease, and has led to much research into the development of so-called anti-angiogenic drugs.

According to the World Health Organisation, one in three cancers diagnosed is skin cancer. These figures have risen significantly over the last 30 years, with at least some of this increased exposure to increased sunlight linked to increased exposure of skin to UV light from the sun and artificial tanning equipment, and this so-called ‘epidemic’ is set to accelerate still further. Skin cancers are highly angiogenic, with the cancer containing many more blood vessels than the normal surrounding skin. Cancers linked to UV exposure (sun damage) e.g. melanomas, actinic keratoses, basal cell carcinomas, squamous cell carcinomas are particularly angiogenic and angiogenic factors, such as fibroblast growth factors (FGFs), make skin cancers especially good targets for anti-angiogenic drug therapy. Control of angiogenesis is extremely complex and requires activation of specific angiogenic factors. As with many biological signalling molecules, other molecules regulate the activity of these factors. Surprisingly, the control molecules in question here are sugars!

However, not the type you stir into your tea or coffee, instead they are long polymers of sugars that won’t be sweet to the taste but do instead have the potential to shut down the growth of cancers. Here in the KidCan laboratories we have been investigating exactly how these sugars control cancer growth. We have shown that sugar fragments can act as anti-angiogenic drugs and slow down the growth of cancers. The challenge now is to discover which sugar fragments do this best and to design new anti-angiogenic drugs based on the structure of these sugars and knowledge of how they bind to angiogenic factors released by the cancer. Research staff here at the University have been isolating sugars from many marine sources including shellfish and testing fragments of these sugars to identify those with the best anti-angiogenic properties. We have now identified a number of sugars that show great potential as the basis for new drugs and are currently engaged in a process of rational drug design that uses computer molecular modelling software to predict how these sugars bind to the angiogenic factors secreted from cancers. This information will be used to design and synthesise drugs for the treatment of human cancer that mimic the activity of these complex sugars”.

If you would like to know more about David’s research contact him at: d.pysz@salford.ac.uk
This dedicated research group within the School are interested in enhancing the care and experiences of living with dementia from the perspectives of the person experiencing it and their family/caregivers. Dementia Research lead Natalie Yates-Bolton said: “We would like to foster stronger research relationships with partners who have a built environment and care environment perspective. We are particularly interested in taking work forward around human rights, support for informal carers or spouses/partners of people with dementia and experience of dementia care in relation to residential and nursing home care settings. We wish to build on our research experience around assistive technology and adaptation of existing environments in personal home, nursing home and hospital settings, and the integration of dementia friendly design into new hospital and nursing home building projects. The Research Centre recently organised and hosted an Erasmus and British Council supported conference: Human Rights, the Care of Older People and End of Life Care Issues, a successful and informative day for all involved”.

You’re given medicines to manage a chronic condition at home. Sounds fine and copeable? but what if you’ve 10 or more different tablets to manage and the next lot of medicines you get don’t look the same as the first? Medicines Management Strategies and Experience is a research area within the School, led by Tracey Williamson and Michelle Howarth that is focusing on patient experiences of managing medicines in their home environment and especially in relation to change. Such change may relate to the medication itself e.g. appearance or in the transition people make from being safe to unsafe at self-management. Building on two previous research projects, whose findings were requested by the Department of Health in the 2010 consultation on implementation of ‘automatic substitution’ of some branded medicines for generic ones by pharmacists, we wish to undertake further study to examine the research evidence base in relation to strategies for self-management and are seeking partners to join us.

Engaging young people in mental health research for their views and feedback is a vital way of designing and supporting services. Leads in this area of the School’s research initiatives are Sue McAndrew and Debbie Fallon. Sue said: “our interest is in optimising the mental health of young people and families through research and to this end we have recently explored potential collaborations at a ‘World Café’ event that comprised focused multi-agency discussions on topics of interest and concern to participants, considering young service users and carers, voluntary sector, private sector, health and social care practice and education representatives. The event explored the need for promoting greater understanding of the mental health needs of young people and what part the University research agenda might play in helping them realise their aspirations. The event was led by two local young people’s groups with young people who are currently attending Mental Health day services and a young carers group. In furthering the mental health research agenda we would welcome future collaborations with potential partners and interested parties who have a commitment to enhancing the mental well being of individuals, families and communities”.

These are just some of the exciting research projects ongoing within the School of Nursing & Midwifery here at the University.

If you would like to know more about any of these research collaborations contact: nmmresearch@salford.ac.uk
More Sex Education please
we're British!

Young people and digital media, they use it to talk to each other, plan their lives, study, listen to music or podcasts and now, thanks to research ongoing here at the University and a Knowledge Transfer Project with the Brook Advisory in Manchester, digital media is helping them manage their sexual health.

n 2009, Professor Ben Light from the School of Media, Music and Performance, and Dr Paula Olomandy, School of Nursing and Midwifery began a project with Brook Advisory in Manchester. Brook is a charity that provides free and confidential sexual health, how could this be achieved? Working with Janet Morana from the University’s KTP office, and Stephanie Mallas, Brook Manchester’s Managing Director, Paula and Ben came up with the idea of developing and deploying a range of digital media to address the issue.

The team led by Dr David Waddington, Reader in Environmental Acoustics in the School of Computing Science & Engineering, in collaboration with colleagues for the Salford Housing & Urban Studies Unit (led by Professor Andy Steele) have recently completed their research project entitled: ‘Human response to vibration in residential environments’. The research, funded by the UK’s Department for Environment, Food and Rural Affairs (Defra) was carried out by the University with guidance from an expert panel including Colin Grimwood (Bureau Veritas), Henk Miedema and Sabine Janssen (NIO, the Netherlands Organisation for Applied Scientific Research), Richard Perkins, (Parsons Brinckerhoff), Colin Starworth (British Standards Institution), and Rupert Thorney-Taylor (Association of Noise Consultants).

The impacts of the project have been wide, the iDemo project was a finalist at the Brook National Innovation Awards and it has recently been agreed that the digital environment will be piloted in conjunction with the headquarters of Brook in London, taking the project national.

Through the team’s conversation with health outreach workers who were involved in a condom distribution scheme, it was identified that the traditional approach of using a demonstrator (a model of a penis), understandably could lead to embarrassment for young people. Such demonstrations of how to put a condom on had to be undertaken in a medical context, which public workers can alleviate some of the guilt that may arise from their eventual choice to obey the dictates of the current government.”

The recent demonstration by those same groups against the planned budget cuts, Peter noted, is not going to be sufficient. He said: “unless the protestors are prepared to go further, the demonstration will only be a means through which public workers can alleviate some of the guilt that may arise from their eventual choice to obey the dictates of the current government”.

The research, funded by the UK’s Department for Environment, Food and Rural Affairs (Defra) aimed at developing exposure-response relationships to vibration and noise in residential environments. The final report will consist of a short project report and a number of technical reports. The detailed technical reports will address the measurement of vibration exposure, the measurement of response, the calculation of vibration exposure, the measurement and analysis of noise exposure, the results and analysis of response data, and the determination and analysis of exposure-response relationship.”

The report is expected to be published and available from Summer 2011.

If you would like to know more about this research contact David at: d.c.waddington@salford.ac.uk

O ne question that underpins the work of resident political theorist Dr Peter Bratsis, School of English, Sociology, Politics and Contemporary History here at the University, is how we come to be active participants in our own domination? In his book Everyday Life and the State he examines how we create the state through our daily routines and actions, one of his key points being that once we recognize that we are the authors of the state, we also understand that we have the capacity to undo it.

Peter’s research and line of questioning caught the eye of those at the New York City newspaper The Indypendent, when he submitted an article on the recent anti government protests in London. He noted that the policies and decisions of any government can only be realised with the support and obedience of millions of bureaucrats and other public servants.

The recent development of standards and guidance when assessing vibration in residential buildings. The project has considered vibration sources that are outside the control of residents, such as construction, road and rail activities. In addition, noise is also a consideration as it is a frequent companion to vibration exposure. “The protocol involved the measurement of vibration outside and inside individual residences and a social study questionnaire based on face-to-face interviews with householders, with a final total of approximately 1500 case studies obtained.

The final report will consist of a short project report and a number of technical reports. The detailed technical reports will address the measurement of vibration exposure, the measurement of response, the calculation of vibration exposure, the measurement and analysis of noise exposure, the results and analysis of response data, and the determination and analysis of exposure-response relationship.”

The report is expected to be published and available from Summer 2011.

If you would like to know more about this research contact David at: d.c.waddington@salford.ac.uk

Why obey? One of the oldest and most pressing dilemmas in political theory is the acceptability by the many of their domination by the few. Although political struggles and developments occasionally take the form of violent confrontations, more often than not the dominated not only do not contest, they actively support and obey their dominators. For every Spartacus, Robespierre, or Biko, there are countless examples of cynicism, cowardice, and corruption.

P eter’s research and line of questioning caught the eye of those at the New York City newspaper The Indypendent, when he submitted an article on the recent anti government protests in London. He noted that the policies and decisions of any government can only be realised with the support and obedience of millions of bureaucrats and other public servants.

The recent development of standards and guidance when assessing vibration in residential buildings. The project has considered vibration sources that are outside the control of residents, such as construction, road and rail activities. In addition, noise is also a consideration as it is a frequent companion to vibration exposure. “The protocol involved the measurement of vibration outside and inside individual residences and a social study questionnaire based on face-to-face interviews with householders, with a final total of approximately 1500 case studies obtained.

The final report will consist of a short project report and a number of technical reports. The detailed technical reports will address the measurement of vibration exposure, the measurement of response, the calculation of vibration exposure, the measurement and analysis of noise exposure, the results and analysis of response data, and the determination and analysis of exposure-response relationship.”

The report is expected to be published and available from Summer 2011.

If you would like to know more about this research contact David at: d.c.waddington@salford.ac.uk

Human Response to Vibration in Residential Environments

Planners, designers, environmental health officers, acoustical consultants and practitioners in building design will be some of the groups awaiting the findings of the latest research project to come out of the Acoustics Research Centre here at the University of Salford.

A team led by Dr David Waddington, Reader in Environmental Acoustics in the School of Computing Science & Engineering, in collaboration with colleagues for the Salford Housing & Urban Studies Unit (led by Professor Andy Steele) have recently completed their research project entitled: ‘Human response to vibration in residential environments’. The research, funded by the UK’s Department for Environment, Food and Rural Affairs (Defra) was carried out by the University with guidance from an expert panel including Colin Grimwood (Bureau Veritas), Henk Miedema and Sabine Janssen (NIO, the Netherlands Organisation for Applied Scientific Research), Richard Perkins, (Parsons Brinckerhoff), Colin Starworth (British Standards Institution), and Rupert Thorney-Taylor (Association of Noise Consultants).

The objective of the study was to demonstrate a robust relationship between vibration exposure and human response (i.e. annoyance levels), to ultimately provide a reliable basis for the development of standards and guidance when assessing vibration in residential buildings. The project has considered vibration sources that are outside the control of residents, such as construction, road and rail activities. In addition, noise is also a consideration as it is a frequent companion to vibration exposure. “The protocol involved the measurement of vibration outside and inside individual residences and a social study questionnaire based on face-to-face interviews with householders, with a final total of approximately 1500 case studies obtained.

The recent development of standards and guidance when assessing vibration in residential buildings. The project has considered vibration sources that are outside the control of residents, such as construction, road and rail activities. In addition, noise is also a consideration as it is a frequent companion to vibration exposure. “The protocol involved the measurement of vibration outside and inside individual residences and a social study questionnaire based on face-to-face interviews with householders, with a final total of approximately 1500 case studies obtained.
Masters of Media - Psychologically Speaking

The way consumers engage with and use media is changing more rapidly than ever before, with web 2.0 turning passive audiences into creators and contributors and smartphones enabling access to a bewildering amount of media everywhere we go, 24/7.

We can live our social lives on-line, watch funerals streamed live (yes really!), and confess our sins to our phones. Understanding the psychology behind the ever-evolving media landscape is of interest to academics and media industries alike, with both seeking to understand how, and why, diverse audiences consume media content and interact with media platforms. The University of Salford will be offering, Media Psychology MSc, an innovative new Masters course, to be taught at the very heart of MediaCity UK led by Dr Adam Galpin and team.

Adam, Senior Lecturer in Psychology here at the University, said: “the course will build on the University’s particular strengths in research and teaching around cognitive-developmental psychology, visual perception, and health and wellbeing.

We currently have a number of projects where we are applying these strengths to understanding media consumption in a number of different initiatives, for example: I’m currently leading a knowledge transfer partnership with the BBC to develop methodologies for assessing web usability in pre-school children; I’m also involved in a cross-discipline project with Mary Oliver (Head of the Performance Research Centre) to examine emotional responses to empathetic computing systems; Dr Sarah Norgate is researching into digital media use in young people including one involving families and schools in use of technology to reduce carbon emissions during the primary school run; Dr Peter Eachus has recently been funded by the Ministry of Defence to explore collaboration across different communication platforms and once the MediaCity site launches there are plans to assess the psychological impact of working in media professions with the potential to compare with other environments, such as universities, led by Occupational Psychologist Dr. Ashley Weinberg”.

The dynamic nature of media provides a rich vein for psychology researchers; it looks like the University’s Psychology research area is poised to explore these opportunities!

If you would like to know more about the new MSc course or about Adam’s research contact him at a.j.galpin@salford.ac.uk

A Chemical Mix!

Dr Steven Rossington, Centre for Molecular Drug Design here at the University, was spreading the joys of science again recently when he along with colleagues and students from the School of Environment and Life Sciences enjoyed a joint Biochemical Society/Royal Society of Chemistry sponsored research symposium.

Invited speakers; Manchester University’s School of Medicine, Dr Sally Stringer and Dr Allan Jordan from the Paterson Institute for Cancer Research gave talks relating to cancer research and drug design to members of Salford’s student and academic communities.

Prior to the afternoon symposium, a morning session illustrating the university’s commitment to public engagement took place in the teaching laboratories of Cockcroft Building and was attended by Alexa Hime, Education Manager of The Biochemical Society.

Twenty two A-level students from Salford College joined Steven, who is the School’s Widening Participation Champion, on a workshop illustrating the concepts of drug design and cancer research and were treated to a tour of the university’s research laboratories.

The workshop was sponsored by The Biochemical Society and each A-level student participating in the session received promotional material from the society.

If you would like to know more about this research event contact Steven at S.rossington@salford.ac.uk

You are the Weakest Link Goodbye!

Dr Trevor Cox, Professor of Acoustic Engineering in the School of Computing Science and Engineering has been working with BBC Research and Development and the British Science Association to examine how people respond to television theme music for National Science and Engineering Week, at an on-line experiment where members of the public audition and rate the mood of BBC theme tunes.

Trevor commented: “As the public enjoy themselves on the website, they will be helping us answer some really interesting research questions such as how well theme tunes portray the mood of a TV or radio programme. There has been surprisingly little research into this. As well as helping us to understand theme music better, the public will give us vital data which will allow us to train computer programmes to identify the mood of theme music automatically”.

Trevor is working with engineers from BBC R&D on a project to train computers to automatically analyse different TV theme tunes throughout the BBC archive and determine what emotions and moods they convey. Sam Davies, Research Engineer from BBC R&D, said: “The BBC Archive records the BBC’s output over the past 80 years, in the form of TV and radio programmes, news reports, written documentation, sound effects, images, and programme listings. However, making the rich content available and accessible online is a difficult challenge. The Musical Moods experiment breaks new ground by examining how theme music might be used to make it easier to find material in the archive”.

So far 10,000 people have taken part and an initial analysis of the 144 themes has shown that Grandstand, Dr Who, Dad’s Army, Match of the Day and Grange Hill are among the most liked. Trevor said: “familiarity with the theme tune appears to be strongly related to how much people liked it, as the more popular tunes were those that people knew. Interestingly though, the theme tune that had a high level of recognition among the participants, but scored among the lowest in terms of likability was, ironically, the Weakest Link. The music is heavier and more serious than other entertainment show themes, but that fits the tone of the programme well”.

If you would like to know more about this research project contact Trevor at: t.j.cox@salford.ac.uk or visit the website at www.musicalmoods.org
Decision Making in the Digital Age – Psychology’s Quest!

One mantra uniting Nobel Memorial prize winner Daniel Kahneman, policy-makers at a recent European Commissioned conference and a host of authors of new generation popular science books, is the concept that, people are irrational decision-makers. For instance, even if we class ourselves as half sensible adults many of us would admit to consistently underestimating the true costs of our actions; we listen to music too loudly through various audio headphones when we know it can damage our hearing or we buy gas guzzling cars when we know the effects on the planet. Explaining these choices and the decisions people make falls under the rubric of behavioural economics.

Leading commentators like George Lowenstein and Peter Ubel argue that too much reliance is being placed on the bandwagon of behavioural economics i.e. on consumer behaviour. In fact, one glaring flaw in behavioural economics is that virtually incessantly the enterprise focuses on decision-making processes at the level of an individual person as opposed to the distributed ‘collaborative decision-making that occurs spontaneously in our anytime, anywhere culture. Never is this more relevant than in the advent of the digital age where decision-making between users of SMS, Blackberry, internet etc is characteristically spontaneous, dynamic, interactive and collaborative.

Within this fast-paced changing digital and technological environment the University of Salford’s Psychologists are innovating a new breed of research project specifically designed to capture the science of interactive decision making in digital and technical contexts, across the entire human lifespan and in a range of social contexts, they’ll be examining the behaviours of barely verbal children and young people right through to adults, with four new creative projects.

Dr Peter Eachus, funded by the Home Office, Ministry of Defence, the Security Services and the EPSRC, is currently creating an interactive visualisation-based decision support assistant which collects data, fuses it, analyses it and visualises the results in a way which can be shared by intelligence analysts. The project team includes experts in psychology, law, visual analytics, computational linguistics, operations research, machine learning, artificial intelligence, and human computer interaction and computer science. This research seeks to model hostile intent, i.e. terrorist reconnaissance, with the aim of detecting and deterring this type of activity. Intelligence analysis is vital for defeating insurgent activity in asymmetrical conflicts as well as understanding and anticipating acts of terrorism. The team are currently working on a project aimed at improving the way intelligence analysts work collaboratively on this type of problem.

Putting the spotlight on how transport users make decisions, Dr Sarah Norgate has been awarded RCUK EPSRC funding with four partners (University of Southampton, University of Lancaster, Edinburgh College of Art and the University of Bournemouth) under the EPSRC RCUK Transport Grand Challenge: Travel behaviour, habits and practice. Sarah’s input to this project will include a focus on reducing congestion around primary school gates.

How do preschool children make choices about which on-line content to look at? This is a question Doctors Adam Galpin, Stacey Birkett, Lynne Marrow, Simon Cassidy & Sarah Norgate are investigating through a Knowledge Transfer Partnership with the BBC using CBeebies content. CBeebies aspires to inspire children and help them to learn, to take an interest in the world around them and see their own lives reflected on screen. In the online environment children are engaged by interacting directly with content created for them. This project will help the BBC to better understand its young audiences, and in particular the way that children look at, consume and engage with digital media. Following on from this work, there is a PhD vacancy available from October 2010 supervised by Sarah and Adam to devise projects explore cognitive processing capacities during digital interruptions, task-switching and information ‘overload’ e.g. 85% of mobile and PC users access on-line content whilst watching television. Sarah and Adam will be researching into the relationship between digital tasks demands and attentional processes across different age groups.

Future plans include the team devising projects to explore cognitive processing capacities during digital interruptions, task-switching and information ‘overload’ e.g. 85% of mobile and PC users access on-line content whilst watching television. Sarah and Adam will be researching into the relationship between digital tasks demands and attentional processes across different age groups.

It’s a busy time ahead for this research group with lots of new and exciting opportunities on the psychological research horizon!

If you would like to know more about the Psychology research going at the University contact Sarah at: s.h.norgate@salford.ac.uk

Sarah and Adam will be researching into the relationship between digital tasks demands and attentional processes across different age groups.
Art, the Heart and a Peaceful Mind

Natalie Yates-Bolton, Lecturer in Nursing here at the University, has recently won a Florence Nightingale Foundation Travel Award to study non-pharmacological dementia care in the USA and explore methods used in the USA in comparison with those used here in the UK. Current guidance in the UK is aimed at reducing the inappropriate use of anti-psychotic medication for patients with dementia.

Natalie will be spending time at dementia care facilities in Massachusetts and New York, run by the Hearthstone organisation as well as spending time at the Hearthstone Research Centre in Ohio. The Hearthstone organisation promote non-pharmacological dementia care that includes attention to relationships, the use of an arts based programme and building design, with medication used as a last resort. The President of Hearthstone, Dr John Ziesel, is a visiting professor in the School of the Built Environment here at the University and this collaborative interdisciplinary link has resulted in further research discussions arising between Natalie, colleagues from Nursing and Midwifery and colleagues from the School of the Built Environment on future areas of collaborative research.

Natalie said: “As part of the study tour I will be delivering lectures in the USA on spiritual care, the wounded storyteller and wounded healer and involving nursing home residents in action research. I will also be sharing with the Hearthstone organisation, the outcomes of the Human Rights: Older People and End of Life Care (HUROPEL) European Union intensive programme, which I co-led with Professor Martin Johnson”. This opportunity means that Natalie can develop her knowledge of dementia care for future teaching and research at the University. Care of people who have dementia has become an area of keen interest for Natalie as a result of her PhD study of meaning and purpose in nursing home life. Natalie has also undertaken a study of human rights in the nursing home, as part of the Vice-Chancellor’s Research Scholarship scheme, which further contributed to her interest in dementia care.

If you would like to know more about Natalie’s research contact her at: n.yates-bolton@salford.ac.uk

QOL and Rheumatic Diseases

Professor Alison Hammond, from the School of Health, Sport and Rehabilitation Sciences Research Centre here at the University was recently invited to present at the prestigious EU Presidency Conference in Budapest.

The Fit for Work Europe Coalition hosted the conference together with the Hungarian Association of Rheumatologists, The Ministry of National Resources (Government of Hungary) and The European League Against Rheumatism (EULAR). The conference focused on the impact of Rheumatic and Musculoskeletal Diseases at EU and national level, as well as ensuring the EU’s Disability Strategy gives due focus to RMDs in the workplace across the EU.

Alison, who holds a lead position in the UK in terms of research and influence in the field of Rheumatology Rehabilitation, delivered a presentation on: ‘The importance of work for social participation and quality of life in people with rheumatic diseases’. She is currently funded by Arthritis Research UK to conduct a feasibility randomised controlled trial of a work rehabilitation intervention in inflammatory arthritis. Of her recent keynote Alison said: “It is an honour to actively take part and share knowledge at such a unique event, I was delighted to be invited and enjoyed sharing innovative approaches to maintaining employment in chronic conditions”.

Alison’s research and findings are used as evidence to support national and international guidelines for rheumatoid arthritis by the Department of Health as well as professional bodies in the UK and internationally.

If you would like to know more about her research contact her at: a.hammond@salford.ac.uk

Double Trouble - Mio Signore!

Professor Jim Newell, School of English Sociology, Politics and Contemporary History, here at the University is used to receiving requests of all sorts, but recently he received one with a difference, from Lord Norton of Louth no less!

Lord Norton requested that Jim address the All-Party Parliamentary Group on the Constitution. This Group holds monthly meetings on matters of constitutional significance and its 29th March meeting discussed reform of the House of Lords, focusing on the implications for the Commons of a directly elected Upper Chamber. Jim was asked to advise the Committee on lessons the UK might learn from the relationship between the Italian Chamber of Deputies and Italy’s upper house, the Senate, and the implications of direct election of both: following the UK general election last year, the Coalition Agreement led to the establishment of a committee, under the chairmanship of the Deputy Prime Minister, “to bring forward proposals for a wholly or mainly elected upper chamber on the basis of proportional representation”.

Jim said: “Unusually among parliaments, Italy’s two chambers have identical powers and functions and the Government must retain the confidence of both. It is often argued that this makes the Italian upper house redundant and adds delay and confusion to the passage of legislation. Jim doesn’t believe this is the case, he continued: “It provides an additional channel of access for minorities and interest groups. Two co-equal chambers of this kind may actually speed the passage of legislation by making it possible for two bills to be considered in each branch simultaneously.

What is important is that they have very similar electoral systems so that the political composition of one reflects the political composition of the other. There has been a massive increase in the demands to which the typical British MP has been subject in recent decades thanks to the growth in the volume of public business, in constituents’ demands and in the demands of organised interests. The not infrequent damage this does to the psychological and physical health of MPs is something we need to be concerned about if, as citizens, we want to feel reassured about politicians’ preparedness for crises and other significant situations. A democratically elected second chamber along the lines of the Italian senate would, thanks to the influx of parliamentarians, enable parliamentarians collectively to cope better with these pressures”.

If you would like to know more about Jim’s research or his address to the All-Party Parliamentary Group contact him at: j.newell@salford.ac.uk
Migrant worker caps: a help or a hazard?

In June 2010 the coalition government announced the introduction of a temporary cap on the number of workers from outside the European Economic Area (EEA). This was to be followed by a permanent cap introduced from April 2011. A wise decision? What will be the impact on competitiveness? Do we as a nation have the capacity and the ability to train workers to fill the vacancies? In a joint research initiative Dr Lisa Scullion from the University’s Salford Housing & Urban Studies Unit (SHSU) and Dr Simon Pemberton from the University of Keele’s School of Public Policy and Professional Practice have recently carried out a case study of the Health and Social Care Sector in the North West, addressing these issues.

The research, commissioned by Migrant Workers North West (MWNW) continues a partnership between MWNW and the University of Salford. This latest initiative explored the Health and Social Care sector as a case study area, given the historical reliance within this sector on international labour. A number of health and social care representatives across the North West were consulted in the study, including representatives from NHS Trusts and nursing homes, covering both urban and rural areas.

Lisa said: “a number of key issues emerged from the research. Firstly, the overwhelming response was that non-EEA migrants were required to fill skills shortages that cannot be readily filled by domestic workers, specifically in areas of medical specialisms such as Ear, Nose and Throat consultants, critical care nurses and middle grade doctors to work in Accident and Emergency. Another key issue was whether employers would be pushed towards EEA migrants as opposed to non-EEA migrants due to the restrictions that were being imposed. There was a degree of scepticism that EEA migrants offered a suitable alternative. While it was recognised that since 2004 there has been a large in-flow of Central and Eastern European (Cee) migrants, respondents highlighted that CEE migrants were not necessarily filling the specific skills shortages that they had. The substitution of non-EEA migrant workers by EEA migrant workers is not as straightforward as it might appear. Indeed, from the perspective of some health care representatives CEE migrants have differing skills sets, experiences, and linguistic capabilities whilst people from countries such as Pakistan and India receive training in systems very similar to the UK.”

It was also evident that there were potentially uneven geographical impacts in relation to the migrant cap with remote rural areas, often already experiencing problems recruiting, finding it much more difficult to be competitive and reduce their costs. In essence, the new restrictions were creating an imbalance between rural and urban areas and it became clear that new policies needed amending to respond to geographical variations in labour market conditions.

Lisa and Simon’s report highlights the necessity for Government to address the impact of recruitment and retention under these new rules, the quality of care provided to vulnerable areas of society and the potential problem for organisations being increasingly dependent on agency locums along with any financial impacts.

Lisa continued: “There was an overall sense of uncertainty from those we spoke to as to whether they were interpreting immigration legislation correctly. It was suggested that since the introduction of the Points Based System in 2008, employers, especially those in the private sector, had become much more cautious about recruiting non-EEA migrant workers. The unanimous consensus arising from the research was that: more flexibility is required on how the migrant cap should be implemented across the UK; there is a need to be more responsive to the specific requirements of labour markets; and an awareness that employers will vary according to the needs of particular areas and sectors”.

If you would like to know more about this research contact Lisa at: l.scullion@salford.ac.uk
We think, we research, we teach, we motivate. We know that Creatively Writing is part of our mission. As co-ordinator of the Vital Signs and Drama Workshop series, the last two winners of the Future Talent Award have also come from Salford University! Jennifer Combes, the New Writing Development Manager at BBC Writersroom, is the only Network of its kind at a UK university. Jennifer said: “It’s great to highlight Kate’s achievement. Kate was selected as a finalist for the BBC North Talent Award out of 160 submissions, many from MA students, and has been invited to develop a development meeting with the BBC!” Kate decided to apply to the award after attending the annual BBC Writersroom Workshop which she set up and has run for the last two years, as part of my role as co-ordinator of the Vital Signs and Drama Workshop series. The last two overall winners of the Future Talent Award have also come from Salford University!”

Jennifer has a busy time ahead, as next year, along with her colleague Jo Crotty, she will be building on the success of the Network and industry links by launching a BBC Writersroom North and University of Salford “Write by Media City for an audience of BBC staff to mark our joint move to Media City for an audience of BBC staff to mark our joint move to Media City.”

Jennifer at: j.tuckett@salford.ac.uk

The afternoon theme, opened with Calbert Douglas and Wing Kit Lau (University of Salford), and their theoretical model for measuring “Sustainable CSR” and its application to non-Western contexts. Susannah Fisher (University of Cambridge) then described the importance of political engagement when attempting to address climate change in provincial India. Jo and Sarah then presented their paper on environmental management and responsibility in the Russian Federation, concluding their presentation with the observation that within the current political climate, no one took responsibility for Russia’s environmental protection. Jo and Sarah were followed by Sam Wong (University of Liverpool) who explained how developed countries can learn from the experiences of developing countries with regards to sustainable water management, and the role of gender and governance in this process. Closing the presentations David Tyfield (Lancaster University) presented findings from his report for NESTA on the potential benefits of technological innovation in China’s transition to a low-carbon economy.

The Business of a Sustainable Environment

Salford Business School academics, Professor Jo Crotty and Dr Sarah Marie Hall recently organised an ESRC day seminar entitled ‘Environmental Sustainability in Non-Western Contexts: An Interdisciplinary Event’, the aim being to bring together papers that examined environmental sustainability, management and regulation in developing, emerging and transition counties.

At tended by delegates from across the UK, from a wide range of disciplines, the day was organised into two themes: Creating Environmentally Sustainable Communities and Environment and Environmental Governance and Regulation. The first of these themes, the morning session, opened with a paper by John Sturzaker and Urmila Jha-Thakur (University of Oxford) followed, presenting empirical findings from research in rural tribal villages in Akola, India, and the implementation of low carbon techniques by local NGO’s. Continuing with this theme, Pritham Singh (Oxford Brookes University) discussed Sikh visions of nature and alternative forms of sustainable development, also in India. The morning finished with Mikolaj Szweczowicz (Lancaster University and GSSR Polish Academy of Sciences) and a discussion of local environmental movements in Ropuzdo Valley, Poland, arguing that Western experiences of sustainable development can, in some contexts, be applied to transitioning states.

Of the event Jo said: “These stimulating papers and views gave rise to good questions and the event ended with a discussion around key emerging questions such as: what does ‘Western’ mean in this context? Is democracy necessary for sustainable development? Is it possible to envelop local interpretations of ‘sustainability’ into projects undertaken by western governments and/or NGOs in non-Western contexts? Given open-endedness and the enthusiasm displayed by participants, Sarah and I are hoping to organise another event on this theme in the near future”.

If you would like to know more about Jo or Sarah’s research contact Jo at: j.crotty@salford.ac.uk or Sara at: s.m.hall@salford.ac.uk

Jazz Times

Salford’s international profile for jazz research continues to go from strength to strength, with Dr Tony Whyton, from the School of Music, Media and Performance here at the University, recently delivering a keynote address at the prestigious Leeds International Jazz Conference.

Tony’s keynote, “Beyond the Binary: exploring the boundaries of jazz composition” set the agenda for the event. He said: “I used John Coltrane’s seminal album A Love Supreme as a springboard to challenge traditional, unreflective assumptions about jazz,” said Tony. “In addition to jazz composition as a complex and ideologically loaded practice.” The presentation included ideas from his forthcoming book Beyond A Love Supreme, which will form part of new Studies in Recorded Jazz series for Oxford University Press. Over the coming months, Tony will present his research findings in a range of international settings including the Majazz Festival in Norway, the Current Issues in European Cultural Studies’ conference in Sweden, the HERA-Knowledge Exchange Conference in Croatia, and the prestigious AHRC-funded CMPCP seminar series at Senate House, University of London. These will foreground his work as Project Leader for the HERA-funded Rhythm Changes project, a trans-national study of jazz cultures in 5 European countries.

If you would like to know more about Tony’s research contact him at: t.whyton@salford.ac.uk or visit the HERA project website at www.rhythmchanges.net

Creative Writing A Bright Future

As part of her teaching and research practices Jennifer has developed, for her modules, innovative links to and partnerships with the theatre industry, particularly developing The Playwriting Network for the University, which has created partnerships between the University and leading scriptwriting organisations and theatres in the region including: The BBC Writersroom North, The Royal Exchange Theatre, Liverpool Everyman Theatre and Playhouse, Birmingham Repertory Theatre, West Yorkshire Playhouse, Contact Theatre and Bolton Octagon Theatre. These innovative links have led to student placements at theatres and various other opportunities and, it is believed, that The Playwriting Network is the only Network of its kind at a UK university. Jennifer said: “It’s great to highlight Kate’s achievement. Kate was selected as a finalist for the BBC Future Talent Award out of 160 submissions, many from MA students, and has been invited to develop a development meeting with the BBC!” Kate decided to apply to the award after attending the annual BBC Writersroom Workshop which she set up and has run for the last two years, as part of my role as co-ordinator of the Vital Signs and Drama Workshop series. The last two overall winners of the Future Talent Award have also come from Salford University!”

Jennifer has a busy time ahead, as next year, along with her colleague Jo Crotty, she will be building on the success of the Network and industry links by launching a BBC Writersroom North and University of Salford “Write by Media City for an audience of BBC staff to mark our joint move to Media City.”
Talent by design!
Innovative and creative practices abound here at Salford and never more so recently than in the School of Art & Design.

It's been a winning and rewarding time for Lecturer Mk Pieniazek, Programme Leader in MA Product Design, as his students have recently designed the BBC North Developing Talent Conference Awards and the Salford Business Awards guided and aided by the expertise of Design Artisan Tim Bailey in the Adepth's 3D media resource area.

The BBC North awards were held recently at the University of Central Lancashire (UClan), and due to unforeseen circumstances UClan couldn't design and produce in time the award to be handed out at the ceremony. The BBC contacted Salford University and in to the breach stepped our post grad design students! With an extremely tight turnaround the students designed, developed and produced the stunning awards to be handed out at the ceremony. The awards were commented on by Peter Salmon who thought they were 'fantastic'! The designs for the BBC and Business awards were originated by students on the 3D pathway, working with the students Mk and Tim employed e-manufacturing technologies and classic craft techniques in the development and product of the awards.

The awards are made from a new composite material which is 'Recycled from Salford' (trademark protected April 2011), and the Salford Business Awards has a design which features three incised grooves symbolising the EU Triple Helix Strategy for innovation & enterprise. Echoes of Salford's industrial heritage are captured in the cast trapezoidal inlet. This is sealed by a laser etched acrylic veneer of refractive blue, which reflects the new future of 'MediaCity'.

If you would like to know more about the innovative practices used in making these awards and the designs behind them contact Mk at: m.p.pieniazek@salford.ac.uk

Type in the eye of the beholder

What do you see when you read a piece of typeface? Just letters or art? To be creative in your practice is to be inventive, imaginative and innovative to constantly be exploring and discussing new ways of seeing or doing the everyday thing. John Rooney, Lecturer in the School of Art and Design and currently studying for a PhD at the University is doing just this. Along with colleagues from the Birmingham Institute of Art and Design and Huddersfield University John has recently set up the Typographic Research Initiative (TRI).

The aim of his research project is to create a set of location specific artefacts that map the creative gesture. John said: “We all engage with typeographic issues at some level every day, whether we are aware of it or not. We choose our newspapers for the content, and the way the page looks. Tabled news sources in print and online use condensed capital letters for headlines, italicised for extra drama. In contrast broadsheet journalism is presented in upper and lowercase, designed to present a more balanced presentation of the news. Email and word processor programmes include a vast range of fonts for us to set our words, however, in reality we stick with a tried and tested set of fonts, usually Times New Roman for the Serif and Arial for SansSerif. We have seen these used before so we know they are suitable”.

The research group recently had a presentation and discussion with Bruno Maag from Type design studio Dalton Maag, who was invited to present to his views on typeface design and discussed his displeasure at the use of Helvetica putting forward his argument that the true modernist typeface was Univers, John commented: “I agreed with Bruno about Univers being a better font to use than Helvetica. However, when one does express an interest in typography in such detail, you do notice variations in individual letterforms at a macro level everywhere, which can get in the way when you just want to read something”.

Typographic design can be viral. Type designer Henrik Birkvig recently presented an excellent conference paper in Birmingham on the use of pictograms in typography. This is where an object replaces a letter in a word, and the word is still visible. Birkvig showed several samples of signage around the centre of Birmingham that use this form. Commenting on Birkvig’s thoughts John said: “I was surprised how many there were in the city and of such poor design quality. I felt that the application of this form must be a viral trend. One store makes a sign in this way, it is successful and the shop is busy, therefore the competing businesses see this and they too develop a similar set of visual coding, not based on aesthetic judgement, just that it looks a bit like the sign down the road”.

Typography is not merely the act of designing another set of shapes, and calling this set of forms a typeface. An adaptable typeface is the true application of the written word designed to create a connective tissue between the author and reader at an emotional level. Typographic communication is therefore information aesthetics with emotional content. John, who ran his own Graphic Design consultancy in Manchester, producing international projects for creative sector arts clients including a longstanding commission with Tate Gallery Liverpool before coming to work at Salford, summed up the new research group thus: “The Typographic Research Initiative (TRI) was set up to address the issues discussed above and more too. We want the TRI to be an area that practitioners and researchers can discuss ideas for both public dissemination and academic appraisal. TRI are running a set of conferences and symposia this year. We also hope to expand into Europe and the US soon with colleagues in design education and practice”.

If you would like to know more about this new research group contact John at: j.rooney@salford.ac.uk

University challenge – Science style!

The University, in partnership with the Rotary International Clubs of Salford, successfully piloted a Science & Engineering Challenge competition for Salford Secondary Schools recently.

Based on a very successful outreach model from Australia, this innovative event saw four Schools from the Salford local authority take part in the challenge each bringing a team of 24 year 9 students to the event. Challenging local high school children again, this March saw the second Salford Science and Engineering Challenge take place, 8 schools were originally booked in but due to some unforeseen circumstances unfortunately only 5 could make the event over the two days. Never the less the atmosphere was electric and enjoyed by all!

The young people were split in to 6 teams that all took part in a challenge for the day including, Crash Landing (egg drop), Disaster Robot, Espionage Mission (balloon car), Renewable Energy (wind power), Solar Car Challenge and Buildings for Earthquakes. Their efforts were scored and then added to an overall school score for the day leaving us with two heat winners and an overall winner for the competition. The heat winners were Salford City Academy and St Ambrose Barlow, with St Ambrose Barlow taking the overall team win.

Helen Brown, The University’s College of Science and Technology Recruitment and Retention Officer said: “the ultimate aim of the project is to inspire young people about science and engineering and show them that they can be fun, creative and innovative areas to work in.

The activities this year were all delivered by undergraduate and postgraduate Student Ambassadors from the College of Science and Technology along with volunteers from the Rotary Clubs of Salford. By working with students and members from the local community the pupils are exposed to a generational times line that can show them the wide variety of routes they can take into science and engineering careers. The feedback from teachers and pupils has been very positive and all of the teachers were keen to take part again next year”.

If you would like to know more about this innovative practice contact Helen at: h.brown@salford.ac.uk

h.brown@salford.ac.uk
The past + the present = Retrofitting the future!

According to Dionne Warwick, “a house is not a home if there’s no one there to hold you tight”... well you could always try giving one of the researchers a squeeze if it makes it feel more homely! But the University’s energy house is definitely a home. A home from the past, in the here and now, designing planning and building for a better greener future.

The Energy house has seen great things recently with its official opening by Greg Barker MP, Minister for Climate Change and regional national and international businesses knocking at its front door to join the research teams researching into a better building future. But what causes the massive retrofit problem this country faces, is it technology? Is it people? Is it money? These are the questions leading academics at the University are researching in order to address the 2020 and 2050 carbon reduction targets for the UK. Nearly one third of all energy in the UK is consumed in our homes - many of which are poorly performing structures in terms of energy use. The UK population also wastes a considerable amount of energy through a lack of understanding and knowledge of how and where energy is used within the home. As energy prices increase, more and more people will fall into the fuel poverty trap.

The University’s unique interdisciplinary Energy Theme is where leading academics, the business community, policy leaders, government representatives and local community are working together to address the 3 main issues for UK energy policy; Carbon emissions, Fuel Poverty and Energy Security. All of which mean that we need to generate energy differently, but more importantly reduce the amount of energy we use through introducing efficiency measures.

In order to facilitate this, the University has developed Europe’s first Energy House in a fully controllable environmental chamber. The recent launch of the house saw all the energy supply chain come together for the first time to discuss the issues of domestic energy use. One of the first challenges the Energy House Team are working to improve is the building fabric, by collaborative research and development with industry we are looking, for example, at the development and testing of insulation products, the challenge being to develop and test products which can provide the maximum level of insulation while overcoming a house occupants’ worries about losing space and aesthetics.

Research shows us that one of the major stumbling blocks in retrofitting are the occupants of the houses and rightly so. In these difficult financial times a homeowner with a limited budget needs to know what the most effective and best value for the return of investment is for different products. However this is not just an individual homeowner problem but is also a corporate problem and we are working with housing associations and local authorities to give them insight into how to spend their retrofit budgets more effectively in constrained times. There is clearly an appetite for more joined-up solutions where the retrofit problem is concerned. The Energy House researchers believe that by bringing the people with the problems, such as the housing organisations, together with people who can solve the problems, the technical innovators and solution providers, a way forward can be found.

With the Governments plans around the Green Deal that will enable many households and businesses to improve the energy efficiency of their properties reducing energy consumption, carbon dioxide emissions and saving money, the question still is how? How to get people not only to install energy efficient technologies, like those being developed and tested within the Energy House, but to change the way they behave, to become more energy efficient; after all it’s not buildings that use energy, it’s the people in them. Knowledge that’s how; getting it, transferring it sharing it on a wide basis via Knowledge Transfer Partnerships (KTP), with organisations such as Fusion21 and businesses such as Salix Homes and local council providers. The Energy House will do its part and we’ll work with the general public to help them do theirs.

If you would like to know more about, or would like to visit the Energy House contact Steve Waterworth at: s.waterworth@salford.ac.uk
Illuminating Blackpool’s poor health

Dr. Marc Chrysanthou, Lecturer in the School of Social Work, Psychology and Public Health here at the University, recently appeared on BBC Northwest Tonight programme after the Editorial Team approached the University’s Directorate of Public Health asking for an expert in the field to comment on a recent news report that Blackpool had the lowest male life expectancy in England i.e. 74 years (this being 5 years less than people in Trafford). This serious research fellow gave us a humorous insight into what it felt like for a brief moment to be a BBC consulted expert. Read on to find out more!

Marc said: “after performing essential celebrity rituals, such as brushing my hair and rehearsing my academic pose, I mentally prepared my expert analysis. Watching the programme later on TV, I was mortified! not so much by my hair as by how my wide-ranging scholarly commentary had been truncated and warped to fit a one-minute slot bolted to the end of a Last of the Summer Wine-style feature about healthy ageing (complete with footage of sprightly septuagenariansambles enjoying the countryside). Oh well, if not my 15 minutes of Fame, at least I’d had my 45 seconds worth!

The next day I watched a TV programme, Aristotle’s Lagoon, in which a biologist visited the lagoon on Lytham where Aristotle had spent two years in the 4th Century BC observing and classifying natural phenomena. For some reason I thought of Blackpool, maybe ‘lagoon’ and ‘Blackpool’ had combined to trigger a memory of the horror film The Creature from the Black Lagoon?! What would Aristotle have made of the natural observation that ‘creatures’ living in Blackpool were dying seven years earlier than those further along the lagoon at Lyde? Would he have concluded Homo Blackpolicus, and Homo Fyldicus were separate species; or would he have observed the same species affected differentially by variations of climate and environment? Aristotle’s Historia Animalium is a monumental work. I pondered whether the comparative brevity of Northwest Tonight’s ‘investigation’ was symptomatic of popular culture’s resistance to deep thinking, a complex health issue reduced to a sound-bité epidemiology where the usual suspects e.g. diet, exercise and smoking are routinely wheeled out as the answer to poor health, the solution being ‘move to Cheshire, stop smoking and walk more’. Like Aristotle dissecting a cuttlefish to reveal its three hearts, a modern-day Aristotle would map the multifarious factors creating or negating health; peeling back the surface ‘causes’ of ill-health to reveal the underlying social, political, economic, psychological and emotional realities (as much an exercise in existential anthropology and psycho-geography as epidemiology). Then, following Aristotle’s naturalistic teleological philosophy of the good life, a person seeks to actualise his/her potential much like a seed becomes a plant, we could use such understandings to move beyond a disease focus to a salutogenic model, in which the environments that foster actualisation of health potential could be made available to everyone, whether they live in Blackpool, Fylde, Trafford or Levens”.

See he really is an expert academic!!

If you would like to know more about Marc’s research contact him at: m.chrysanthou@salford.ac.uk

English cattle making a comeback, enlightened poets, urban ponds, what’s it like being a PhD student young and over 50 and people who bring the role of fantasy media into their real environment through Cosplay, just some of the articles in the Post Graduate section of RISE. It’s my pleasure as Director of Graduate Studies to invite you to read on and discover the wonders of research exploring new and old environments!

This is just a flavour of the fantastic post graduate research on going at the University. We are keen to encourage the many ways that our research students can engage and share their work and new research findings with the wider community, nationally and internationally. If you are interested in any of the subjects found on the following pages and would like to know more about the research please do contact us.

Professor Vian Ahmed
Director of Graduate Studies

The Directorate of Graduate Studies (DGS) was established to provide a champion for graduate studies across the University. The office, in Faraday House, looks after all aspects of central Postgraduate provision, including Postgraduate Skills Training, e-learning and careers, and has responsibility for quality assurance and enhancement of Postgraduate programmes, as well as representing the University externally, in particular on graduate organisations such as vivate and the UK Council for Graduate Education (UKCGE).

Members of the Team

The current Director, Professor Vian Ahmed, School of Built Environment.
Email: v.ahmed@salford.ac.uk
Tel: 0161 295 6397

Linda Kelly is the Graduate Studies Office administrator, and responsible for running the office as the DGS PA, as well as organising the SPACRT programme.
Email: l.m.kelly@salford.ac.uk
Tel: 0161 295 3841

Cristina Costa is the Learning Technologies Development Officer, and looks after all e-learning resources on postgraduate research programmes.
Email: c.mendesdacosta@salford.ac.uk
Tel: 0161 295 6751

Fiona Christie is the Careers adviser with responsibility for postgraduate researchers, and is based in Careers within the Student Life division. Her PhD careers blog can be found here.
Email: f.christie@salford.ac.uk
Tel: 0161 295 5668

Dr Victoria Sheppard is the Research Skills Coordinator. She oversees the provision of skills training, the SPARC postgraduate conference and other events and resources to support postgraduate researchers.
Email: m.sheppard@salford.ac.uk
Tel: 0161 295 4452

Research Innovation and Internationalisation News

Dr. Ian Rice
Director of Research Innovation and Internationalisation

The Research Innovation and Internationalisation Team work with researchers across the University to develop and improve the University’s research profile and performance. The team work with researchers, departments, faculties and the wider University community to develop and support research strategies, and to grow and improve the University’s research profile and performance. The team also support the development and delivery of research training and development programmes, and work with colleagues across the University to deliver a range of research development programmes and initiatives.

This page contains information about the Research Innovation and Internationalisation Team, and the Research Innovation and Internationalisation Team’s work with researchers across the University. The Research Innovation and Internationalisation Team work with researchers across the University to develop and improve the University’s research profile and performance. The team work with researchers, departments, faculties and the wider University community to develop and support research strategies, and to grow and improve the University’s research profile and performance. The team also support the development and delivery of research training and development programmes, and work with colleagues across the University to deliver a range of research development programmes and initiatives.
The English Longhorn is regarded as the oldest pure breed of cattle in England, however by the 1960s these cattle were in decline as farming of more profitable breeds came along. This charismatic bovine was rare and becoming less and less a part of the countryside mosaic. It’s never too late to bring back a good thing and these enigmatic beasts with long sweeping horns are once again grazing a salt marsh on the banks of the River Mersey in Widnes, Cheshire, helping to invigorate the biodiversity on, and natural benefits derived from, salt marsh on this major arterial river.

PhD Researcher Damian Smith, from the Research Centre for Urban Change here at the University, and his supervisor Philip James, Professor of Ecology in The School of Environment and Life Sciences, are involved in a research study which is a precursor to much larger environmental management proposals that aim to maximise the natural value of the Upper Mersey Estuary, an area that links the centre of Runcorn and Widnes with Warrington, in a project funded by Halton Borough Council through the Mersey Gateway Project. Damian said: “That nature provides us with benefits is undisputed: it provides the means to live prosperous and healthy lives. In addition to providing food and water we know that spending time in nature leaves us with an enhanced feeling of well-being. These benefits have been codified into the ‘ecosystem service’ framework. Ecosystem services are the many benefits which nature provides to society. Salt marshes provide more ecosystem services to coastal populations than any other habitat. Examples of these services include habitat for wildlife, nutrient cycling, flood defence and recreation in the natural landscape. Conservation grazing on salt marsh has been shown to enhance biodiversity through increased species richness and there is a theoretical relationship between salt marsh biodiversity and recreational use by local communities.

During a three year study English Longhorn cattle will graze the salt marsh for the summers of 2011 and 2012. This project will evaluate the ecological effects of re-introducing conservation grazing on salt marsh and the benefits provided to those living and working in the surrounding area of Widnes. Damian continued: “In conservation grazing, the type of grazer plays an important role in improving diversity. When grazing, cattle use a tearing motion often uprooting entire plants, they create more disturbance and structural diversity (differences in height and density of plants) in the vegetation than selective grazers such as sheep which leave a uniform pasture. Variability in vegetation structure has previously been found to enhance the habitat for birds on salt marsh. During the breeding season, wading birds, for example, require a varying vegetation structure with taller areas providing opportunities for building nests that are protected from predators, and shorter areas of grass and open areas of wet sediment around ponds and scrapes being used for feeding: chicks can successfully penetrate the soft soil around these areas with their soft beaks. In order to provide such a habitat, grazing levels are kept to roughly one cow per hectare and is even reduced during the nesting season as trampling of nests by cattle becomes a danger. Overgrazing by cattle can be a problem as it leads to a short, uniform grass height, lacking in variability. In the current study the effects of grazing on vegetation will be examined using fenced off grazing plots to compare grazing and ungrazed areas. Additionally, this project presents a unique opportunity to examine the cultural effects that salt marsh conservation grazing has on the local area and people. While grazing salt marsh research has previously focussed on ecological effects, little is known of the relationship between conservation grazing on salt marsh and recreational aspects, whether they are positive or negative. To investigate this, we are collecting data to address questions relating to local resident and working communities’ perceived value associated with visiting patterns to the marsh”.

The results of the ecological and socially centred elements of this research will help understand how salt marsh ecosystem services change as a result of different management options. So bovine really is beautiful, research useful and eco-friendly!

If you would like to know more about this research project contact Damian at d.j.smith@edu.salford.ac.uk
David said: “The idea of linking reality and fiction is a key element of my artistic practice. In this respect Cosplay is of particular interest as it brings the characters of fantasy media into the real environment. The term Cosplay is a shortened version of Costume and Play. Dressed as a variety of animated characters from Manga, comics, graphic novels, computer games, film and anime, Cosplayers use the actual landscape as their arena. Creating wonderfully detailed and intricate costumes that match their preferred character in every detail, they bring these characters to life, literally becoming the heroes of their preferred fiction and inhabiting these identities as they interact with each other in the landscape. Rather than content themselves with exploring the digital landscape of a computer game, these Cosplayers transform their character into a vehicle (or a physical avatar) that they can use to explore the real world. By meeting up with other Cosplayers, they expand the digital realm into the real, extending their fantastical interactions into another social setting”.

In his portraits of the Cosplayers, David has attempted to mix the reality with the fantasy. His portraits are intentionally real, produced in pencil crayon in a photorealistic style; they not only give a true portrayal of the Cosplayer but highlight the details within their outfits. This is no stylised representation; instead we see the characters and their costumes as they really are. They have not been glamorised and any shabbiness or artistic flourish in the construction of the outfit has been highlighted. In addition to this David has incorporated fantasy elements from the original character into the portrait. One Cosplayer may be using their character’s special powers or have heightened their link to their real environment by incorporating subtle elements to signify their chosen location. These are portraits of avatars using the real environment as their gaming arena.

David continued: “In these portraits I have attempted to give an insight into the personality of the Cosplayer and particularly how they choose to represent their character. In essence I am representing two personalities simultaneously in an almost schizophrenic relationship. These works are essentially double portraits. When in costume the Cosplayer is in character and they are attempting to act like the character represented, accentuating the character beyond their current medium. Cosplayers expand the game narrative into the everyday. In character they perform mundane tasks such as shopping or meeting for coffee. In a sense these are the characters on their days off, on ‘down-time’ after their adventure, giving their characters an extra dimension and releasing them from the perpetual loop of their in-game narrative. The protagonists of the majority of these games are one-dimensional characters, allowing the player possibilities to extend their development by merging it with their own lifestyle. There is a desire in the audience to identify with these heroic characters, but due to the nature of the media in which they appear, there is little opportunity to do this”.

David is currently exhibiting in the Marmite Painting Prize III where he is one of the shortlisted artists. He has exhibited extensively both nationally and internationally and was included in the John Moores 21 and the BP Portrait Prize.

If you would like to know more about David’s research contact him at: d.r.hancock@edu.salford.ac.uk
A lean approach to a Radiology service

Amanda Martin, Professional Doctorate student from the School of Radiography here at the University, under the supervision of Professor Peter Hogg and Professor Stuart Mackay, is researching into the use of lean in transforming an orthopaedic radiology service, in relation to the lean outcomes of elimination of waste and improvement in respect for people.

The purpose of the study was to explore the proposition that lean is an effective methodology for service improvement within a healthcare setting by evaluating the changes brought about by the application of lean tools to an orthopaedic radiology pathway. Delivery of this service was poor with long waiting times and poor levels of satisfaction amongst patients and staff. A mixed model approach was used, with qualitative and quantitative data being collected from staff and patients both before and after the changes took place.

This service was initially evaluated using lean tools in order to identify areas for improvement. Following analysis of this new pathway was designed using lean principles. After a period of adjustment, the same levels of patient and staff satisfaction. Furthermore, there was a reduction of 54% in the median waiting time for Emergency Department patients attending radiology.

These results revealed that the new service offered a better quality of patient experience with higher levels of staff satisfaction whilst enabling an improvement in productivity.

Amanda’s research shows that these findings support the proposition that lean is an effective methodology for service improvement within a healthcare setting. Amanda continued, “A literature search has not revealed any comparative study when lean has been used within healthcare services. This study provides valuable information to clinical departments who are considering using lean methodologies for improving their service.”

If you would like to know more about Amanda’s research contact her at: amanda.martin@rbh.nhs.uk

Theories of real working Life

F roms said, “I took up the offer to do a part-time PhD at the University with full consideration of the work that would be involved because being a mature student at 53 years of age, I wondered if I would actually have the stamina for it! I felt strongly that my experiences as a manager who had worked in engineering business for 30 years might possibly make up some reading material. I was very motivated in accepting Salford’s offer because I regarded it as an honour and a privilege and it would give me the opportunity to lay down all of my past experiences and insight, perhaps in order to gain freedom for a new future.

My project concept took its first shape in a research proposal that, with some patient waiting and delay time-cutting met the challenges of the ethics committee. I was also confident that my supervisory relationship with Peter Jenkins would always be a professionally reliable one. After a one-to-one with Peter, his christening term ‘organisational analysis’ gave me the coherent point from which to springboard off. Within my workplace I became ethnographer, more than participant observer, who was also an officer of the company, a manager, group member, work-colleague and individual at work and in work with others. Using these everyday business activities as the observational research the outcome would always be an interpretative, creative narrative from my own perspective and parts of the findings I later framed in a grounded theory context. I hypothesized on how we work in conjunction with each other within an employee workgroup context; what are the threads that bind us together and to the needs of our own organisational village? On reflection of the workplace I saw more than just my own role and that of colleagues, I encountered the theories and concepts of those I had been studying such as: M. Heidegger in the concept of self-identity at work, W.R. Bion’s group complexities and Solomon Asch’s compliances at work.

The vagueness of our group movements put in mind of Melanie Klein’s splitting concepts theory and the work of anthropologist Bronislaw Malinowski educated me in the finer points of ethnographer and observer. My research will not have the standing that others might, but one employee, somewhere, one working day, might see a reflection of themselves, their closely connected colleagues at work and the everydayness of it all.”

If you would like to know more about Frances’s research contact her at: fryder@btinternet.com

Retaining the talent

Xiaoxian Zhu, PhD student in Salford Business School at the University, was recently invited to give a poster presentation at the British Council Going Global Conference 2011 in Hong Kong (GGHK2011).

Talent Management (TM) in High-Tech Industry in Hangzhou, China is Xiaoxian’s PhD research topic, she also assists in the Prime Minister Initiative 2 (PMI²) Project in the ERBEDU (European Regional Business and Economic Development Unit) Centre at Leeds Metropolitan University. Xiaoxian’s research project discusses talent management (TM) in several key developing industries in Hangzhou China (developing high-tech industries e.g. Alibaba, Leeds and Greater Manchester in the UK. It focuses primarily on talent attraction, development and retention and talent ‘brain drain’ issues. Xiaoxian’s research will look at the changing needs of universities, graduates, companies and the regional labour market in these key regional fast developing industries and implications for education in both countries. It aims to identify a joint research agenda conducted in the PMI² program between Leeds Business School, Salford Business School and ZJUT Dqiajiang University of Technology Business School. The GGHK2011 conference theme this year was: World Education: the New Powerhouse” and consisted of 35 sessions of Panel debates, presentations, poster presentations and exhibitions, attended by approximately 1,000 delegates.

Xiaoxian said: “I was very proud to attend this conference, to give a poster presentation and to share my research with academics, policy makers and government officers from all over the world. My poster presentation introduces the PMI² projects between the University of Salford, ZJUT and Leeds Metropolitan University.

PMI² aims to: share knowledge in higher education between UK and China; establish collaborative partnerships in higher education between UK, China, improve employability and entrepreneurship, facilitate global citizenship; inspire innovation and integrate internationalisation. These areas are of particular importance to Chinese companies seeking to develop a global presence and attempting to understand European business cultures and markets. PMI² is the first project to study TM brain drain and talent circle issues with specific reference to regional government policy and needs of talents”.

If you would like to know more about Xiaoxian’s research contact her at: xiaoxian_zhu@yahoo.com
Blood glucose level prediction for diabetic patients using intelligent techniques

Diabetes mellitus is one of the most common chronic diseases. The number of cases of diabetes in the world is likely to increase more than two fold in the next 30 years; from 115 million in 2000 to 284 million in 2030.

Khaled Edaf, PhD student in the School of Computing Science & Engineering is focusing his research around helping diabetic patients to manage their diseases by trying to predict their blood glucose level (BG) after 30 minutes on the basis of the current levels in order that they can administer insulin.

Khaled who is supervised by Professor Tim Pettigrew and Professor Osama Badawy has taken a slightly different approach to his research.

Standard approaches to management of diabetic conditions involve questioning the patients and adding many contraints to the diabetic patient’s day to day life activities; this study is based only on their recent blood glucose level. Khaled said: “This project will enable the diabetic patient to continue to live and be involved in normal everyday life activities as much as possible whilst reducing the risks of severe complications such as a heart attack or stroke, frequent infections, eye problems, kidney disease and nerve damage which can lead to the amputation of a foot or leg. In order to achieve this objective, three techniques were developed and evaluated: a Numerical Analysis Algorithm (NAA), an Artificial Neural Network (ANN) and a Genetic Algorithm (GA). These three techniques are widely used in computer science fields. Data was derived for a virtual diabetic patient from a web-based educational simulation package for glucose-insulin levels in human body using the ADA software. The Decision SEVEN System was used to capture the BGs of two diabetic patients and a non diabetic person for 24 hours for three weeks with a sampling frequency of 5 minutes. These two databases were used in all prediction algorithms. Three weeks of diabetic patient’s blood glucose levels (BGU) were recorded and used in a training phase in the first week, a predictive phase of blood glucose value in the second week and the third week for analysis phase. Finally, all practical results of our project show that the effect of our system is less than in other research studies”.

Khaled’s recent success with his research is a step further in making a diabetic patient’s condition easier to manage and enhancing the diabetic’s life. If you would like to know more about Khaled’s research contact him at: k.edaf@edu.salford.ac.uk

Weave Microstructure and woven composites

Rayudu Pasupuleti, a recent post graduate from the Aerospace Engineering Department, in the School of Computing Science and Engineering here at the University has been examining moisture diffusion in multilayer woven composites, supervised by Dr Yu Wang.

Through his research Rayudu aimed to find a simulation model which could predict the moisture concentration in the composite materials. Composites are light in weight, highly durable and stiff, which when used will reduce the weight of the structure and increase the efficiency which in turn reduces the carbon foot print. Rayudu said: “moisture concentration is one of the reasons for the composite structure to fail. The moisture can cause plasticisation of the polymer matrix, alter the stress state and degrade the fibre/matrix interface, understanding of moisture absorption and desorption behaviour is critical for predicting long-term material and structural performance. My research focused on the effect of weave microstructure on the moisture diffusion behaviour of polymer matrix woven composites”.

His research has proved successful and Rayudu has achieved the prediction model and practical testing. Based on this model the concentration of the moisture in a composite can be predicted exactly to the second thus predicting when exactly the structure is starting to fail.

So not only a success for Rayudu and his research but also a benefit for major industries. Industries which usually face these sorts of problems are aero-space/defense, marine, FMCG (Fast Moving Consumer Goods) and various other industries that use these composite structures. By using this prediction they can estimate the life time of the composite structure and take precautionary measures before failing. Rayudu is also, in an extension to this model, working towards finding the right weaving technique which when used during the manufacture of composite structures increases the strength and the stiffness of materials. Rayudu continued “Implementing this prediction model can save the time and financial investment in testing an unusual fabric and various other trial and errors methods to overcome the problems caused by the moisture attack on the composite structures”.

If you would like to know more about Rayudu’s research contact him at: rayudu.pasupuleti@gmail.com

Reconstructing the Community – the people that matter

User and participant involvement is key to good planning and decision making in any area of life, and never more so in areas affected by disaster. After the occurrence of a natural disaster, communities are often put in a weak position with little or no consultation of their basic needs and, with life as they know it drastically changed.

Empowering and involving an affected community actively in the reconstruction of their environment can be a key factor in bringing life back to normal, this empowerment itself though can cause risks in the reconstruction process. The vital questions are: to what extent should a community participate in decision making? And, how to manage the risks that may arise? Taufika ophiyanli, a PhD student from the School of Built Environment, under the supervision of Professor Dilanthi Amaratunga and Dr Channa Pathirage from the Centre for Disaster Resilience, is researching into just such questions.

Taufika said: “In recent years we have seen millions of houses which have been destroyed or damaged by natural disasters, leading to the construction of large numbers of housing units for disaster affected communities with different models of reconstruction strategies implemented. However, although this activity is vital to reconstruct communities, problems on providing houses for beneficiaries have always arisen; cost overrun, delay, low quality, low accountability and beneficiary dissatisfaction have become common problems. One procurement method that can be adopted to reduce the adverse effect of such issues is to implement a community based programme.”

This risk reducing method works by involving the community, inviting them to actively participate in and share control of the reconstruction project. In practice the community acts as the owner, as the supervisor or even as the contractor of their own housing reconstruction project. However, this method has its own problems and high risks. My current research aims to develop a risk management model for community based post disaster housing reconstruction project measuring the probability and impacts of identified risks e.g. the lack of understanding with regard to the concept of community based method by partners involved especially local government and poor coordination between stakeholders”.

Taufika will be reporting further on his findings in future issues, in the meantime if you would like to find out more about his project contact him at: tophiya@pgr.salford.ac.uk

Hop in the water’s lovely!

Picture the scene: still water reflecting the sky, dragonflies darting back and forth, ducks dabbling in the shallows, calm; a classic image of the English rural idyl. This pond, however, is in the centre of a housing estate, surrounded by urban development.

The vast majority of the UK population now live in towns and cities, far removed from the rural idyl. Urban green spaces provide many city dwellers with their only daily contact with nature. Hidden away within those green spaces are more ponds than most people imagine. Ponds have been shown to hold a diverse array of animals and plants, more than larger water bodies such as rivers or lakes. However, 70% of ponds in the UK have been lost over the last 200 years. Researchers have tended to view urban ponds as degraded and of little interest. David Gledhill, a Postgraduate Researcher in the Research Centre for Urban Change, School of Environment and Life Science, has undertaken a study which has challenged this view. David’s research is one component of a programme questioning and re-evaluating the services delivered by ecosystems in urban areas. Part of David’s work, conducted in partnership with Halton Borough Council, was to record the aquatic species present in ponds in Runcorn and Widnes. This research revealed that ponds in Halton have a richness of species comparable to those reported nationally. David said: “The study also showed the importance of creating and conserving networks of ponds. These networks allow aquatic species to colonise even densely developed areas. There is though a cautionary note, although additional development has little impact on ponds in already urbanised areas, just a little development in rural areas can be disastrous. Perhaps its time to think again about neglected urban ponds. Next time; stop for a moment by that pond you, norm ally, walk past ignored. Ask yourself, do you know, the one with the shopping trolley. Watch the water; you may see more life than you expected!”

If you would like to know more about David’s research contact him at: d.gledhill@edu.salford.ac.uk
The Role of the EU in International Security -
A Comprehensive Approach

Dr Kamil Zwolski, PhD student, School of English, Sociology, Politics and Contemporary History here at the University has recently completed his research studies. Kamil has, as the title of this article suggests, been examining the role of the EU in International Security.

The European Union (EU) has come a long way in advancing its role in the field of international security policy, increasingly aspiring to be an important and effective actor on the world scene, and as such it is only one of a few highly significant non-state actors. Kamil said: “my thesis offers an original framework to studying the EU as an international security actor, by adopting a comprehensive approach and by not limiting its analysis to the framework of the Common Foreign and Security Policy, but also looks at the role of longer-term financial instruments, which are now at the disposal of the European External Action Service. For example these include: the Instrument for Stability and the Instrument for Nuclear Safety Cooperation”.

Taking his thesis beyond purely traditional, military security problems, Kamil includes three diverse case studies, these being: climate change, representing the so-called new security challenges; the danger of the proliferation of weapons of mass destruction, in particular from Russia and the former Soviet Union; and maritime piracy off the coast of Somalia. Kamil continued: “as a part of my PhD, I conducted a series of research interviews, mostly in Brussels, these interviews allowed me to get first-hand knowledge of EU policy-making. I also conducted a number of phone and e-mail interviews with experts in the US, Sweden, Germany and Africa, as well as Turkish navy officers in the Gulf of Aden. My PhD supervisors, Dr Christian Kaunert and Dr Sarah Leonard, are both experts in EU politics and international security.

My thesis drew the conclusion that the EU already plays a significant role as an international, comprehensive security actor by utilising more robust, military means as well as longer-term, preventive financial instruments”.

If you would like to know more about Kamil’s research contact him at: k.zwolski1@salford.ac.uk

Management, empowerment, economic development and poverty alleviation

Kathy Michell from the School of the Built Environment is a split-site PhD student based at the University of Cape Town in South Africa.

Her research originates in “real” problems that local government face on a daily basis in the delivery of social development and local economic development in communities marginalised by poverty and South Africa’s apartheid history. Kathy said: “in terms of the constitution local government in South Africa is required to promote social development and local economic development, and to encourage community participation. Particular emphasis is placed on communities dealing with high levels of unemployment and poverty. In this context my research revolved around whether or not a community-based facilities management approach to the management of public facilities could assist local government in the attainment of their duty to deliver on social development and local economic development in South Africa.

Field data was collected within the metropolitan area of the City of Cape Town. Participants to the study included people from local government, provincial government, social enterprises, the private sector and members of some of the communities. The data showed that, while a socially-constructed view of facilities management has the potential to act as a mechanism for local government to achieve its constitutional and legislative mandate, the management of public facilities is constrained by the structure of local government and an inability to harness community resources”.

A key implication of Kathy’s research findings was that where a community is characterised by poverty and high levels of unemployment, a social and community perspective of facilities management is necessary to manage public facilities. The change from a micro-level focus on the building, to a macro-level focus at an urban precinct scale is more likely to leverage the social and economic outcomes that are required of local government. Kathy continued: “the implication of this management approach requires local government and social enterprises to adopt a capacity-focused view of community assets as a means of achieving their social development and local economic development objectives. The application of a community-based facilities management approach would require local government to increase its focus on the well-being of communities in terms of their capacity to self-manage. In terms of the private sector the adoption of a community-based facilities management approach would require less of a focus on a purely financial return on these types of investments and to look to more socially-oriented returns on their investment. The need for further research on ways to effect change in the nature of the urban landscape for impoverished communities remains critical if we are to achieve sustainable human settlements going into the future”.

If you would like to know more about Kathy’s research contact her at: Kathy.michell@uct.ac.za
Robots, “Ethically Tuned”

Behaviorally ethics remains one of the biggest challenges in moral philosophy and neuroscience.

Technology is without a doubt transforming in many ways the traditional routes of human communication, relationships, reasoning and business. Such advantages are not merely functional but also raise many questions that we must address by promoting the study and discussion with inputs from many areas of expertise. One of the recent areas of debate in the scientific community is the applied ethics to Robotics Science which is formally known as Roboethics.

We’ve been following PhD student Antonio Espinagardens’s Research story for RISE, and Antonio is currently working on a pioneer project for developing an ethical framework for helping designers, engineers and Robotics stakeholders to design, develop, maintain and even use robots in an ethical way. Antonio’s new initiative is called “Ethically tuned”. Antonio said: “I think it is no very clear that Robots will represent the next technological step after the computer era, however would you rely on something that was not ethically tuned or at least prepared/untrained with high standards of safety and engagement in direct human care? How can we help me understand this paradigm, I’m currently programming a robotic platform that will include a special setup with some of the elements of my proposed framework. The objective of the initiative is to refine and test some of these elements in real HumanRobot Interactions (HRI) through observations and interviews. I do feel that the real feedback on the practical side of this study is extremely important for adding an academic contribution to the recent field of Roboethics”.

Antonio intends to expand the concept of “Ethically tuned” to new forms of technology and even rethinks the routes that we currently implement. Such an approach does not only guarantee an element of quality embedded into technological products but also conquers a new space of confidence relatively to what the future could bring.

If you would like to know more about Antonio’s research contact him at: a.m.m.espinagardens@edu.ac.uk

Regeneration, trips and The Urban Centre

A city centre that empties of its people at the end of a working day is neither vibrant nor viable, a vital hub needs people that work, play, live and use its city to its fullest capacity. Our country’s housing shortage and rapidly depleting green spaces means we need to look inwards, to the city, to develop further ‘old’ spaces turning them into new places!

One of Salford’s PhD Students, Firas Asad, from the School of Computing Science and Engineer- ing, is researching into this area. Firas said: “Contemporary UK planning policy aims to endorse a vital and viable city centre by promoting mixed use, high density developments with an adequate proportion of housing. This, along with a current desire of some people to relocate into central areas, motivates local planning authorities to develop more residential apartments on brown field or vacant sites in their strategic plan for city centre regeneration. This change in land use and the resulting travel patterns however, should be carefully researched because of its impact on sustainable travel outcomes, including the choice of mode, such as walking and cycling, car sharing and public transit.

My research attempts to answer the question; to what extent does living in urban centres encourage an environmentally-friendly approach to travelling? Furthermore, it seeks to examine the relative importance of possible underlying explanatory factors in people choosing to live in urban centres, e.g. is it the nature of the built environment within the urban centre, is the urban centre where people’s daily activities occur and residents can then be car-independent? Or do city centre residents already hold an environmentally friendly approach to travelling and because of this has chosen to live there? I.e their lifestyle choices dictate where they need to live? The general purpose of my research, is to enrich the trip making behaviour literature, in particular to investigate the characteristics of home-based trips in central development areas and to identify the potential traffic impacts of any land use changes on transport indicators. Outcomes can then be used to inform optimum land use and transportation strategies. Residential trip generation models is supported by national data resources including the UK Trip Rate Information Computer System (Trics), UK National Travel Survey (NTS), UK Census and UK Trip End Model Presentation Program (TEMPRO). Further, data analysis based on an original city centre travel survey is planned and this should lead to more extensive results than those derived from Trics”.

If you would like to know more about Firas’s research contact him at: f.h.a.asad@edu.salford.ac.uk

Eat well, live long

Ruth Wilson is a PhD student in the School of Health, Sport and Rehabilitation Sciences here at the University and “Gaining the user’s perspective of nutrition guidance and policy in the UK: to inform future approaches to improve eating behaviour” is the subject of her research.

At present in the UK, approximately 70,000 fewer people would die prematurely each year if dietary intake matched nutritional guidelines for saturated fat, added sugar, salt intake and fruit and vegetable consumption (Cabinet Office, Food Matters, 2008). The strong link between diet and developing disease highlights the need to understand the development of food choices, attitudes and behavioural traits. It is essential to work with the general population to better understand, from their perspective, what approaches may be necessary to increase awareness and provide the required skills to improve dietary intake. With the influx of international and public concern surrounding food, and the population constantly being provided with information that intends to help consumers make healthier informed choices, the ‘healthy’ message can be misconstrued often.

What’s It Really Like!

When reading through the Post Graduate section of RISE, you can read all about the fascinating research projects that are up and coming with our post grad students here at the University, but ever wondered what its actually like day to day to be one? Then read on! Sian Lucas will reveal just a small part of the emotional journey of conducting a PhD!

“I present in the UK, approximately 70,000 fewer people would die prematurely each year if dietary intake matched nutritional guidelines for saturated fat, added sugar, salt intake and fruit and vegetable consumption (Cabinet Office, Food Matters, 2008). The strong link between diet and developing disease highlights the need to understand the development of food choices, attitudes and behavioural traits. It is essential to work with the general population to better understand, from their perspective, what approaches may be necessary to increase awareness and provide the required skills to improve dietary intake. With the influx of international and public concern surrounding food, and the population constantly being provided with information that intends to help consumers make healthier informed choices, the ‘healthy’ message can be misconstrued often.

If you would like to know more about Ruth’s research contact her at: rwilson@edu.salford.ac.uk
With a first degree in Psychology and Sociology, a Masters from the London School of Economics in Social Policy and Social Work, Lisa is just about to finish her first year. Lisa’s research aims to examine the nature of the professional identity that exists in social workers based in multi-disciplinary mental health teams at the present time. The Mental Health Act 2007 has broadened the group of practitioners who can take on the title of social worker since April 2005, and strict registration criteria of the General Social Care Council (GSCC, 2008), the protection of the title of social worker since April 2005, and the introduction of the degree route to social work qualification. However, recent high profile cases such as the death of Baby Peter have compounded an already negative image of social work. It is critical that such social workers are able to articulate a clear, strong and positive social work identity in order to survive in an ever shifting multi-disciplinary multi-agency setting”.

Lisa aims to leave a clear impact with her research by contributing to a strong and positive identity for social workers in a practice setting, demonstrating how social work can continue to play a significant part in mental health services. Lisa aims to give the mental health social workers involved in her research, a useful and helpful experience which will have a positive effect on their social work identity, an outcome that will ultimately benefit the service user. If you would like to know more about Lisa’s research contact her at: tmorris1@edu.salford.ac.uk

Social Identity

With a first degree in Psychology and Sociology, a Masters from the London School of Economics in Social Policy and Social Work, previously working in the field of community mental health teams and currently involved in setting up an independent volunteer run Rape Crisis Centre, Lisa Morris is certainly up for the challenge of a PhD. Lisa, who is based in the Centre for Social Justice Research in the School of Social Work, Psychology and Polilcy here at the University, is supervised by Professor Steven Sharlow and Professor Ellen Fainhurst. Studying under an ESRC PhD Studentship in Social work Lisa is just about to finish her first year. Lisa’s research aims to examine the nature of the professional identity that exists in social workers based in multi-disciplinary mental health teams at the present time. The Mental Health Act 2007 has broadened the group of practitioners who can take on the title of social worker, thus for mental health social workers their very identity appears to be under threat by the erosion of their unique role.

Lisa said: “My interest in this area stems from my background in social work. I believe that it is crucial that social work research examines social work identity. In many ways the social work identity should be clearer than ever with the strict registration criteria of the General Social Care Council (GSCC, 2008), the protection of the title of social worker since April 2005, and the introduction of the degree route to social work qualification. However, recent high profile cases such as the death of Baby Peter have compounded an already negative image of social work. It is critical that such social workers are able to articulate a clear, strong and positive social work identity in order to survive in an ever shifting multi-disciplinary multi-agency setting”.

Lisa aims to leave a clear impact with her research by contributing to a strong and positive identity for social workers in a practice setting, demonstrating how social work can continue to play a significant part in mental health services. Lisa aims to give the mental health social workers involved in her research, a useful and helpful experience which will have a positive effect on their social work identity, an outcome that will ultimately benefit the service user. If you would like to know more about Lisa’s research contact her at: tmorris1@edu.salford.ac.uk

In the swim

Rachel Allen, an MPhil Student in the School of Health, Sport and Rehabilitation Sciences here at the University, is researching, as part of a collaborative research team (Dr Orla Flannery, Professor Lindsey Dugdill and Paul Wilson from the College of Health and Social Care at the University; Dr Claire Hulme, University of Leeds and Mike Parker, HM Partnerships) into the effectiveness and cost effectiveness of the Free Swimming Initiative on physical activity in Wigan, a borough of Greater Manchester.

Financial barriers have been well documented as predictors of lifestyle behaviours such as diet and smoking, yet in relation to physical activity have received little attention. Whether the removal of such a barrier would facilitate sustainable participation in physical activity is unknown. Economic interventions are believed to have a profound influence on physical activity participation as it is stated that pricing strategies may reduce economic barriers to participation however little is known with respect to swimming behaviour.

The Free Swimming Initiative (FSI) was a cross-government scheme designed to increase participation in swimming in England and lead to subsequent health and economic benefits (2009-2010). The programme, built on innovations at a local level, supported local authorities’ existing commitments to swimming by providing some form of subsidised swimming for various groups. Wigan Borough expanded the opportunity, offering free swimming for all, of one only 3 boroughs in the country to do so. During its participation peak in 2009, Wigan’s FSI was one of the largest universal free swimming programmes in the UK. Following a government change in May 2010, the national scheme was considered too expensive and was discontinued as part of £73 million savings made by the Department for Culture, Media and Sport. Wigan Borough managed to secure funding for the universal scheme until the end of December 2010. However, from January 2011 a new reduced offer was introduced, targeting school holiday periods for those aged 16 and under and year round free swimming for anyone aged 65+ only. Rachel said: “The manipulation of the entry-fee during Wigan’s FSI, 2008 – 2011, offers a unique opportunity to explore the impact of the cost barrier on swimming trends over time derived from a national-level campaign. Evidence from a range of free swimming schemes across the UK (e.g. in Wales) has found that when the financial barrier is removed a substantial increase in uptake can result. Yet whether this initial trend can be maintained following the termination of the intervention is uncertain. Further, the extent to which increases seen are attributable to new users, or to the more frequent use of existing participants, are uncertain”.

The case of making swimming free (or low-cost) remains unproven in terms of its potential to impact on population-level physical activity. However, a cost-effectiveness and cost-benefit analysis of the FSI, one of the first of its kind, is also being undertaken as part of this research project specifically by health economists, Dr Claire Hulme and Charlotte Kelly from the University of Leeds.

If you would like to know more about this research contact Rachel at r.allen1@edu.salford.ac.uk
William Blake, the artist, poet, and writer, avoids critical classification. He has often been depicted as a Romantic poet; however, some literary critics argue otherwise. One such critic is Mark Yates. Mark, a PhD student from the School of English, Sociology, Politics and Contemporary History here at the University, in contrast to popular opinion, argues that Blake was one of the last figures of the eighteenth-century Enlightenment.

Enlightened research

Mark, who is working under the supervision of Dr Carson Bergstrom, said: "Many contemporary readers of Blake will undoubtedly be familiar with the poet’s work as a result of their secondary school education: Blake’s Songs of Innocence and Experience (1794) continues to be a staple in most studies of Romanticism, a literary period that arguably began in 1785 and concluded in 1832, which also includes the genius of poets such as William Wordsworth and Samuel Taylor Coleridge. These Romantic poets are supposedly characterised by a similar interest in external nature that usually resulted in a solitary lifestyle for the apparent social nonconformist. This categorisation is not entirely correct in regards to Blake.

He may have been a solitary individual towards the end of his life, working on his engraved copper-plates with little other company than his wife, Catherine, and a few sporadic visitors; however, Blake did not undertake this isolation by choice. Blake believed that his “Public Duty” was to “rouze...Englishmen... from their fatal Slumber!” His works express this aim in spite of the poet’s characteristically Romantic unpopularity in social spheres. For instance, in “A Song of Liberty” (1790-93), Blake demonstrates his desired participation in society by calling out to the “citizen[s] of London[,...] France[,...] America...[and] Africa”, professing a vision of social progression and absolute equality. “For everything that lives is Holy”. The illustrious prophet envisions a land where political “Empire is no more!” because the “stony law” of State Religion has been “stamp[ed]... to dust”. In order for this future progression to occur, the inhabitants of England must first, in Blake’s words, “enlarge thy countenance”, meaning that the nation as a collective unit must become educated. This prospective education was rooted in the established principles of the Enlightenment.

The Enlightenment was a multifaceted social movement that focussed on the possible perfectibility of mankind. This perfectibility could only occur through an enlightened education, as initially documented in texts such as Obadiah Walker’s Of Education (1673) and John Locke’s Some Thoughts Concerning Education (1690), which sought to “weed out” the “evil seeds” of customary religious tuition.

The principles proposed by these early Enlightenment thinkers gradually gained momentum during the eighteenth century. Their writing, once targeted as heretical, eventually took root in the cultural framework of the nation and flowered into an enthusiasm for educational reform that occasionally, as time rolled on, left its original enlightened thinkers unacknowledged. Numerous writers towards the end of the century were consequently unaware of their involvement in an Enlightenment tradition. One such individual was Blake, creator of the educational chapbook, “There is No Natural Religion” (1788). In this work, Blake states that “Man has no notion of moral fitness but from Education”, attempting to educate his readers in the particulars of enlightened morality via the use of allegory, a popular, tested way to instruct and delight. Blake adopts the allegorical mode in order to illuminate creatively his ideas about the value of Enlightenment thought. This illumination emerges in both the text of “No Natural Religion” and the equally allegorical accompanying images, each of which present a cryptic educational scenario reminiscent of contemporary illustrations for children’s fiction”.

The allegorical shroud that obscures Blake’s philosophies is unravelled in Mark’s research. In casting off Romanticised notions, Mark hopes to paint an accurate portrait of Blake.
### School of Computing Science & Engineering
<table>
<thead>
<tr>
<th>Surname</th>
<th>Forename</th>
<th>Award</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Azemi</td>
<td>Awatif</td>
<td>PhD</td>
<td>&quot;A New Methodology for Designing a Multilingual Bio-Ontology: An Application to Arabic/English Bio-Information Retrieval&quot;</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Asmaa</td>
<td>PhD</td>
<td>The Effects of Interblade Phase Angle on Pitch Oscillating, Transonic, Cascade Flows</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Aisha</td>
<td>PhD</td>
<td>Climatic Design as a Tool to Create Comfortable Energy-Efficient and an Environmentally Wise Built Environment in Hot Climate Regions (Tripoli, Libya)</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Abdell Basset</td>
<td>PhD</td>
<td>An Investigation into the Factors that Influence the Intention to use E Commerce: The Jordanian Business to Business Market</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Ali</td>
<td>MPhil</td>
<td>Facial Reconstruction and Animation in Tele-immersive Environment</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Baraes</td>
<td>PhD</td>
<td>Semantic Based Indexing Technique for Optimisation and Intelligent Document Representation - Application to Structured and Unstructured Document Clustering</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Bithoke</td>
<td>MDR</td>
<td>Looking for a Low Cost Solution to Free Rotation, and Tracking</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Bussbas</td>
<td>PhD</td>
<td>Exploring the Level of Information and Communication Technology Applications and use in Secondary School Library Media Centre in Kuwait: An Interpretable Case Study Research</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Cavil</td>
<td>PhD</td>
<td>National Level Approaches to Increasing Participation Health-Enhancing Physical Activity</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Collisson</td>
<td>Graeme</td>
<td>PhD</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Canteh</td>
<td>David</td>
<td>MPhil</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Daveed</td>
<td>PhD</td>
<td>Decision Support System (DSS) Model to Facilitate StrategicPlanning of the Housing Industry in the Developing World</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Daveed</td>
<td>PhD</td>
<td>After Transnational Conversion, Female Masculinity and the Subject of Heterosexuality</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Eshenimou</td>
<td>Elias</td>
<td>PhD</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Gao</td>
<td>PhD</td>
<td>Improving Communications with Unreliable Feedback: Collaborative Middleware in Mobile Ad-Hoc Networks</td>
</tr>
<tr>
<td>Alstatou</td>
<td>Ghanbour</td>
<td>Heitham</td>
<td>MSc by Research</td>
</tr>
</tbody>
</table>

### School of Health, Sport & Rehabilitation Sciences
<table>
<thead>
<tr>
<th>School of Computing Science &amp; Engineering</th>
<th>Surname</th>
<th>Forename</th>
<th>Award</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Al Azemi</td>
<td>Andrew</td>
<td>John</td>
<td>PhD</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Richard</td>
<td>PhD</td>
<td>&quot;Krize Valqus Braces and Lateral Wedge Insoles in the Treatment of Medial Tibial Osteochondritis&quot;</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Liam</td>
<td>PhD</td>
<td>Numerical Modelling of Supra-Aural Headphones</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Hamid</td>
<td>MPhil</td>
<td>Experimental Vestibular and Computational Comparisons of an Ocean Flow Slender Body Theory</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Roman</td>
<td>PhD</td>
<td>Novel Heparin Mimics as Inhibitors of Metallo-BiasedActivation of MET Design, Syntheses and Biological Evaluation</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Taoying</td>
<td>PhD</td>
<td>Endothelium, Treatment and Follow-Up of HumanEndotheliosis on the Eastern Tibetan Plateau, China</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Matthew</td>
<td>PhD</td>
<td>The Influence of the Mechanical Properties of Tural-TibialProstheses on Amputee Performance</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Mohammed</td>
<td>MSc by Research</td>
<td>The Effects of Prosthetic Alignment on Gait Biomechanics</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Max</td>
<td>MSc by Research</td>
<td>An Investigation into the Relationship between Knee Xas Alignment and Swing Phase Hing During Tural-Femoral Amputee Gait</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Marny</td>
<td>PhD</td>
<td>Correction of Arbitrary Geometric Artefacts in Historical Documents</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Rettigan</td>
<td>Jan</td>
<td>MSc by Research</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Taggar</td>
<td>MSc by Research</td>
<td>Improving Operational Effectiveness at Vehicle Inspection Centres</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Iosannis</td>
<td>PhD</td>
<td>Interoperable Portable Haptic Interfaces for High Fidelity Tactile Feedback in Immersive Virtual Environments</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Alstatou</td>
<td>Wa'el</td>
<td>MSc by Research</td>
<td>Knowledge and Resource Sharing in Free and Open Source Software Community</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Salford</td>
<td>Andrew</td>
<td>John</td>
<td>PhD</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Salford</td>
<td>Richard</td>
<td>PhD</td>
<td>Extensive Reading: An Empirical Study of its Effects on EL Thai Students’ Comprehension, Reading Fluency and Attitudes</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Salford</td>
<td>Catherine</td>
<td>Glynis</td>
<td>PhD</td>
</tr>
<tr>
<td>School of Computing Science &amp; Engineering</td>
<td>Salford</td>
<td>Ian</td>
<td>PhD</td>
<td>The Evaluation of Pocial Plant Investments in the Korean Electricity Industry</td>
</tr>
</tbody>
</table>
The competition opened on 8 January 2011 and was open to all current international students at the University of Salford. Students were invited to make a short (approx 2 minute) film and post it on our YouTube channel - www.youtube.com/user/InternationalSalfordFeature+Jimun.

Entrants had the choice of two themes for their film; either they could film their journey from home to the University (designed to show the great transport links we have), or film their five favourite places in Salford and Manchester (designed to illustrate the proximity of the University to Manchester and the social offering).

Once the films were uploaded, students were told that the film with the most YouTube “likes” would win the first prize was an iPad 2 with two runner up prizes of iPod Shuffles.

The University channel received over 8000 views directly as the result of the competition, and we eventually received 10 entries from a student base representing countries from Pakistan to Brunei and Russia to Peru.

Wesley Hackett from the International Recruitment team said: “we’re extremely pleased with the response to the competition and the way that our students rose so well to our challenge”.

The competition, which was launched by general email to all current international students on 8 January, was followed up by an announcement on Facebook and with regular reminders via email and Facebook every fortnight. A film made by the International team was created outlining the competition and illustrating the standard the team were looking for. As expected the majority of hits came from the UK, but significant views also came from Brunei, Nigeria, India, Indonesia, Russia and Peru. Surprisingly, there was a definite split in the gender of our viewers with 8:19 ratio of male to female viewers. Again, maybe surprisingly, the largest age range of viewers fell into the 35-44 year old range – although this could be a result of the family voting.

Going viral?
Perhaps the most gratifying aspect of the competition was the element of viral discovery that appeared once the competition hit its stride. The statistics show that at the start of the competition, the vast majority of the views came from links from our own international student webpage.

As we moved through into our email and Facebook marketing however, the statistics increasingly show that there is less link referrer information recorded for the international channel, meaning that more students were accessing the channel either through YouTube search or via emails sent virally, most probably by entrants looking to boost their votes. In addition to this, 4:1 of total channel views came via the mobile channel meaning that there is an increasing audience viewing our content on mobile devices.

And the winner was…
At the end of the whole process we had our winner Benny, who was delighted to have won, “This is fantastic news for me – I can’t wait to pick up my prize” he said. His film, From Home to Home, can be seen at http://www.youtube.com/watch?v=U7JTRCcSWoA.

The real winners however, will be those potential University of Salford students who can now see what life in Salford is really like.

For more information please contact Wesley Hackett at: w.hackett@salford.ac.uk

International student film competition 2011

Indonesian student Benny Hidayat is celebrating winning an iPad after coming first in the International Recruitment film competition.

The competition opened on 8 January 2011 and was open to all current international students at the University of Salford. Students were invited to make a short (approx 2 minute) film and post it on our YouTube channel - www.youtube.com/user/InternationalSalfordFeature+Jimun. The competition opened on 8 January 2011 and was open to all current international students at the University of Salford. Students were invited to make a short (approx 2 minute) film and post it on our YouTube channel - www.youtube.com/user/InternationalSalfordFeature+Jimun.

The University channel received over 8000 views directly as the result of the competition, and we eventually received 10 entries from a student base representing countries from Pakistan to Brunei and Russia to Peru.

Wesley Hackett from the International Recruitment team said: “we’re extremely pleased with the response to the competition and the way that our students rose so well to our challenge”.

The competition, which was launched by general email to all current international students on 8 January, was followed up by an announcement on Facebook and with regular reminders via email and Facebook every fortnight. A film made by the International team was created outlining the competition and illustrating the standard the team were looking for. As expected the majority of hits came from the UK, but significant views also came from Brunei, Nigeria, India, Indonesia, Russia and Peru. Surprisingly, there was a definite split in the gender of our viewers with 8:19 ratio of male to female viewers. Again, maybe surprisingly, the largest age range of viewers fell into the 35-44 year old range – although this could be a result of the family voting.

Going viral?
Perhaps the most gratifying aspect of the competition was the element of viral discovery that appeared once the competition hit its stride. The statistics show that at the start of the competition, the vast majority of the views came from links from our own international student webpage.

As we moved through into our email and Facebook marketing however, the statistics increasingly show that there is less link referrer information recorded for the international channel, meaning that more students were accessing the channel either through YouTube search or via emails sent virally, most probably by entrants looking to boost their votes. In addition to this, 4:1 of total channel views came via the mobile channel meaning that there is an increasing audience viewing our content on mobile devices.

And the winner was…
At the end of the whole process we had our winner Benny, who was delighted to have won, “This is fantastic news for me – I can’t wait to pick up my prize” he said. His film, From Home to Home, can be seen at http://www.youtube.com/watch?v=U7JTRCcSWoA.

The real winners however, will be those potential University of Salford students who can now see what life in Salford is really like.

For more information please contact Wesley Hackett at: w.hackett@salford.ac.uk

International student film competition 2011

Indonesian student Benny Hidayat is celebrating winning an iPad after coming first in the International Recruitment film competition.

The competition opened on 8 January 2011 and was open to all current international students at the University of Salford. Students were invited to make a short (approx 2 minute) film and post it on our YouTube channel - www.youtube.com/user/InternationalSalfordFeature+Jimun. The competition opened on 8 January 2011 and was open to all current international students at the University of Salford. Students were invited to make a short (approx 2 minute) film and post it on our YouTube channel - www.youtube.com/user/InternationalSalfordFeature+Jimun.

The University channel received over 8000 views directly as the result of the competition, and we eventually received 10 entries from a student base representing countries from Pakistan to Brunei and Russia to Peru.

Wesley Hackett from the International Recruitment team said: “we’re extremely pleased with the response to the competition and the way that our students rose so well to our challenge”.

The competition, which was launched by general email to all current international students on 8 January, was followed up by an announcement on Facebook and with regular reminders via email and Facebook every fortnight. A film made by the International team was created outlining the competition and illustrating the standard the team were looking for. As expected the majority of hits came from the UK, but significant views also came from Brunei, Nigeria, India, Indonesia, Russia and Peru. Surprisingly, there was a definite split in the gender of our viewers with 8:19 ratio of male to female viewers. Again, maybe surprisingly, the largest age range of viewers fell into the 35-44 year old range – although this could be a result of the family voting.

Going viral?
Perhaps the most gratifying aspect of the competition was the element of viral discovery that appeared once the competition hit its stride. The statistics show that at the start of the competition, the vast majority of the views came from links from our own international student webpage.

As we moved through into our email and Facebook marketing however, the statistics increasingly show that there is less link referrer information recorded for the international channel, meaning that more students were accessing the channel either through YouTube search or via emails sent virally, most probably by entrants looking to boost their votes. In addition to this, 4:1 of total channel views came via the mobile channel meaning that there is an increasing audience viewing our content on mobile devices.

And the winner was…
At the end of the whole process we had our winner Benny, who was delighted to have won, “This is fantastic news for me – I can’t wait to pick up my prize” he said. His film, From Home to Home, can be seen at http://www.youtube.com/watch?v=U7JTRCcSWoA.

The real winners however, will be those potential University of Salford students who can now see what life in Salford is really like.

For more information please contact Wesley Hackett at: w.hackett@salford.ac.uk

Vice Chancellor luncheon

Following on from the inaugural Vice Chancellor’s International Scholarship winner’s celebration evening in November 2010, Professor Martin Hall held a luncheon reception for the winners of our top international scholarship recently.

The Vice Chancellor’s scholarship is only awarded to high achieving students, and is based on their previous academic performance, either here at the University or in their own country. Mr Steve Roden, Head of International Recruitment said: “these scholarships have helped us to recruit better qualified graduate students from around the world, in an increasingly competitive marketplace”.

The lunch together with last year’s celebratory evening is an opportunity for the University to show the value we place on our relationship with our scholarship holders, and is only the first step in our international strategy, working closely with the Teaching and Learning and Research and Innovation Strategies, will collectively move the University forward towards our vision of an outstanding university, renowned for the quality of its engagement, humanity, global reach and leadership in education, research and innovation. These strategies will establish a framework to support the coordination and delivery of our international activity through extending our international engagement, contributing to our teaching and research goals, extending our influence and reputation and creating a more powerful and recognised brand for the University.

The lunch together with last year’s celebratory evening is an opportunity for the University to show the value we place on our relationship with our scholarship holders, and is only the first step in our international strategy, working closely with the Teaching and Learning and Research and Innovation Strategies, will collectively move the University forward towards our vision of an outstanding university, renowned for the quality of its engagement, humanity, global reach and leadership in education, research and innovation. These strategies will establish a framework to support the coordination and delivery of our international activity through extending our international engagement, contributing to our teaching and research goals, extending our influence and reputation and creating a more powerful and recognised brand for the University.

The real winners however, will be those potential University of Salford students who can now see what life in Salford is really like.

For more information please contact John Mackenzie at: j.a.mackenzie@salford.ac.uk

Moving forward

The University’s International Strategy is moving forward with the development of new projects and initiatives that will support the delivery of our four main international objectives: Partnership; recruitment, internationalisation of new and exciting programmes and courses (including distance and blended learning pathways); and internationalising the Salford Student experience.

The roles and structures for developing and delivering the different International workstreams under the strategy are now in place these detailed plans that will extend our reach through international partnerships, widen our international membership and improve access to our programme and course offer through the development of more flexible learning pathways. John Mackenzie, Executive Officer to the Pro Vice Chancellor International here at the University said: “we are working towards creating new partnerships and pathways in a teaching and learning capacity, supporting development and research collaboration in science and technology areas.

For example in India the University already has a firm foundation on which we will build with a growing number of active partnerships focusing on Salford priority themes in teaching, research and health-related professional development. We are already working closely with universities such as Madras University in the area of Disaster Management, as well as Pune University in the area of Public Health, with further discussions being looked at in industry-led PhDs in Business and Management and student/staff exchanges in Law and Human Rights”.

Later this year Professor Cynthia Pine, Pro Vice Chancellor International, will make visits to South Africa, Kenya, Tanzania, Uganda and Rwanda to discuss the development of partnerships in a number of African HE networks. One of the objectives for this visit will be to assess opportunities for a partnership that could be developed through the USAID-funded Perpari U African network in disaster mitigation and management and the potential for trans-regional links with existing partners in South East Asia. The visits to Kenya, Tanzania, Uganda and Rwanda will develop contacts networks relating to capacity-building for African universities, building on the recent achievements of the Partnership for Higher Education in Africa (PHEA) programme in improving African HE infrastructure.

For more information please contact John Mackenzie at: j.a.mackenzie@salford.ac.uk
4th May 2011 – Making medicines essential: Pharmaceutical rationalities in global health practice. The School of English, Sociology, Politics & Contemporary History’s Centre for Democracy and Human Rights presents this research seminar from Dr Jeremy Greene of Harvard University. For more information go to: www.salford.ac.uk/events/details/1385

10th May 2011 – Midday Recital: the Marchini Ensemble. A programme to include Leopold Mozart, Boccherini, Rossini and Albrechtsberger. For more information visit www.salford.ac.uk/events/details/1374

17th May 2011 – Midday Recital: The John turner Ensemble. Programme includes music by Purcell, Handel and works by North West composers. For more information visit www.salford.ac.uk/events/details/1377

18th May 2011 – Look at Me! Working with Older Women to Represent Images of Ageing: This research seminar looks at ageing, gender, visual and participatory research methods. For more information go to: www.salford.ac.uk/events/details/1438

8th – 9th June 2011 – Salford Postgraduate Annual Research Conference (SPARC): It is with pleasure that the Research and Graduate College at the University of Salford invites all postgraduate researchers and research staff across universities, to join the SPARC conference. SPARC is aimed at creating the ideal networking environment for the research community of all subject areas to share good practices, explore new ideas, and promote research to new audiences. For more information go to: www.salford.ac.uk/events/details/1417

Wednesday 15th June 2011 – Post-qualifying and Postgraduate Open Evening. If you’re interested in a post-qualifying or postgraduate programme, study day, short course or single module we can help you improve your skills and qualifications. For more information go to: www.fhscc.salford.ac.uk/open_days

22nd June – 24th June 2011 – 3rd International Conference on Mathematics in Sport. Econometrics in sport; Olympic studies; competitive strategy; match outcome models; decision support systems; analysis of sporting technologies; analysis of rules and adjudication; performance measures and models; optimisation of sports performance; mathematics education and sport; optimal tournament design and scheduling; computationally intensive methods; financial valuation in sport. The term sport is interpreted liberally here and includes: games and pastimes; gambling and on-line Gaming; lotteries; and general fitness and health-related activities. For more information go to: www.salford.ac.uk/events/details/1393

29th June 2011 – The role of causal thinking in public health. Professor Mike Kelly, Director of the Centre of Public Health Excellence at NICE. This health care seminar will consider the role of cause in the analysis of policy and practice interventions in public health. For more information go to: www.salford.ac.uk/events/details/1446

5th July, 2011 – 2nd Compassion and Value Based Care in collaboration with Salford Carers Centre. Organised with the Service User and Carer Forum within the School of Nursing & Midwifery this event will raise awareness of compassion in caring alongside patient experience, and in support for the almost six million carers in the UK. This is a one day free conference for nurses and healthcare professionals with four workshops and keynote speakers. For more information go to: chsc-events@salford.ac.uk

6th – 8th July 2011 – Education in a Changing Environment 6th International Conference: Creativity & Engagement In Higher Education. Keynotes include: Glynis cousin, University of Wolverhampton; Alec Coutos, University of Regina, Canada; Saul Nassé, Controller of BBC Learning; Norman Jackson, University of Surrey. Venue: University of Salford, UK. For more information go to: www.ece.salford.ac.uk

7th September, 2011 – Rheumatic Disease and Foot Research. Professor Jim Woodburn, Glasgow Caledonian University. This health care seminar presents cutting-edge research that is driving changes in clinical practice in the assessment and management of people with foot problems associated with rheumatic diseases. For more information go to: www.salford.ac.uk/events/details/1447

7th September 2011 – Research for patient benefit: are we making a difference for foot disease in the rheumatic disorders? Professor Jim Woodburn, Glasgow Caledonian University. Cutting-edge research that is driving changes in clinical practice in the assessment and management of people with foot problems associated with rheumatic diseases. Venue: Mary Seacole Building, University of Salford. For more information contact: chsc@salford.ac.uk

12th – 13th September, 2011 – COBRA 2011: RICS International Research Conference. COBRA is the Royal Institution of Chartered Surveyors’ (RICS) international research conference. The conference caters for all aspects of the research and academic base of the chartered surveying profession and provides an important forum for educators, researchers and practitioners to meet, and to discuss the latest research developments in the field. The conference also hosts the annual RICS Legal Research Symposium and the inaugural meeting of the Law Postgraduate Research Forum (CIB W113 Student Chapter), organised in partnership with CIB Working Commission W113, and features special conference streams in knowledge management and biodiversity and the built environment. For more information go to: www.salford.ac.uk/events/details/1391

6th October 2011 – Sociology, Politics & Contemporary History’s Centre for Democracy and Human Rights presents this research seminar from Dr Jeremy Greene of Harvard University. For more information go to: www.salford.ac.uk/events/details/1401