New Researchers' Conference
13th June 2012

Early Researcher Award Scheme (ERAS) Conference Programme

MC001

Institute for Learning Enhancement
www.wlv.ac.uk/ile

ERAS 2012/13

Now accepting applications.   **Deadline: 29th June 2012**

What is the Early Researcher Award scheme (ERAS)?

- An individual research project that will yield outputs in terms of publications, further research and/or development of funding opportunities.
- A support programme to develop and enhance wider research-related skills through workshops, mentoring and progress reports.
- You will be given a budget of up to £5000 to support the completion of your project.

Who is eligible to apply?

- Anyone in the University at postdoctoral level now; attained within the last 5 years.
- 'Early researcher' is interpreted here as 'at the beginning of a postdoctoral career'.
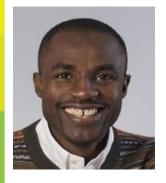
Institute for Learning Enhancement
Please see www.wlv.ac.uk/ERAS for details

ERAS Programme

Time	ERAS Fellow	School	Project
9:15	Welcome Professor Geoff Layer, Vice Chancellor		
9:30	Dr Paschal Anosike	UWBS	Employee alignment and change implementation using internal marketing concept
10:00	Dr Ian McKeown	UWBS	Exploring the impact of mentoring and coaching in supporting entrepreneurial learning and growth in small firms
10:30	Dr Georgios Paltoglou	STech	Aggregating opinions from social media
11:00	Dr Nwebueze Emekwuru	STech	Modelling the break-up of droplets in sprays
11:30	Dr Diwei Zhou	STech	Medical Image Analysis for Human Brain Study using Statistical Methods
12:00	Dr Niall Galbraith	SAS	Adolescent thinking and belief
12:30	Dr Lee Hulbert-Williams	SAS	Does trait mindfulness make people psychologically resilient?
14:00	Dr Max Stewart	SAD	An investigation into the use of metallic salts in coloured glass and how they can be used in a body of personal work.
14:30	Dr Louise Fenton	SAD	Cultural Hybrids: Tales of Voodoo and Witchcraft in Jamaica and Salem
15:00	Dr Marta Fillipova	SAD	Graphic arts and regional exhibitions: images of fairs in Wolverhampton and Prague in the 19th century
15:30	Dr Andrew Conio	SAD	Is it possible to create a generalisable theory of art?
16:00	Dr Denise Doyle	SAD	Astronauts and Avatars

Dr Paschal Anosike
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Employee alignment and change implementation using internal marketing concept

Internal marketing (IM) is a 'shorthand' name for different organisational activities including internal communication, performance management and employee engagement used for employee alignment and change implementation strategy. Organisations use IM to reflect the image they wish to present about the company both internally to their employees and externally to their customers. IM has proven to be a powerful tool in helping organisations to rebrand their corporate identity and achieve customer satisfaction. For instance, customer-centred organisations such as IBM, Hewlett Packard, Microsoft, BP, and Barclays are using IM as part of their company-wide rebranding campaigns and in attempts to satisfy customer needs. Despite this, there can be difficulties associated with IM implementation across different cultural contexts.

For this reason, through a survey of large companies based in the UK and the PR of China, my project seeks to understand these difficulties and IM's significance as effective tool for managerial intervention. From a business engagement perspective, following my project outcomes, there is a potential for workforce-training programmes (organised through my School) targeted at UK and East Asia firms wishing to adopt IM as a mechanism to manage their corporate image and satisfy their internal and external customers. There is equally a potential for providing such firms, particularly for UK businesses, with the know-how to sustain their awareness of IM best practices across different business environments.
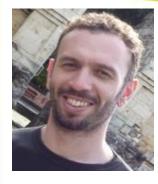
Dr Ian McKeown
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Exploring the impact of mentoring and coaching in supporting entrepreneurial learning and growth in small firms

The development of successful coaching & mentoring programmes for small firms is now a priority for the Government following the launch of the national mentoring gateway for SME's. There is both a theoretical and practical urgency for new knowledge on the processes and outcomes of mentoring in small firms.

This initial research study explores the dynamics of mentoring and coaching in small firms. The presentation will review the contribution of existing literature in terms of necessary antecedents, skills, competencies and qualities for successful mentoring relationships. The Interim findings discuss the dyadic relationship between mentor and mentee; what happens, what value is gained through the process? & to what extent is learning affected or new capabilities developed that potentially enable future growth?

Dr Georgios Paltoglou
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Aggregating opinions from social media

Social media platforms have known unprecedented popularity in recent years. Through them, people are able to publicly express their thoughts and opinions about events, ideas, etc. This new type of online content, which is highly subjective, opinionated, informal and massive in scale can be of vital importance to large organisations because it can provide them with novel ways to research and analyse their audience, acknowledge problems and manage their reputation.

In order for this type of content to be effectively harnessed two conditions must be met: first, the content must be filtered in such a way that all non-relevant and redundant information is removed and second, the remaining content is processed in order to identify and analyse the opinions expressed.

The "SOpA: The SOcial Opinion Aggregator" project aims to address both of these issues by building a system that will detect opinions expressed in relation to a user-defined entity (i.e. idea, person, product etc.) and aggregate those results in an intelligent overview. In this talk we will discuss the general premises of the project and present experimental results from the first level of analysis, i.e. building a search engine for a social media platform (in the particular case, Twitter). We will also discuss some preliminary results from opinion analysis of such content.

Dr Nwabueze Emekwuru
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Modelling the break-up of droplets in sprays

The main purpose of using sprays is to produce small sized droplets. Spray producing devices, commonly called atomizers, break up bulk liquid into droplets by increasing the kinetic energy of the liquid or by using high-velocity gas, for instance. The industrial applications of atomizers are diverse and include fire suppression, food preservation, and dispersion of liquid fuels for combustion in engines, application of drugs in medical inhalers and pesticides in agriculture.

The proliferation of the use of atomizers has necessitated the use of numerical spray models to predict the atomization process and optimize atomizers for particular uses; spray measuring devices, and continuous experimentation can be limited and expensive.

A method of modelling the results of the break-up of droplets in sprays is presented. This method is based on the probabilities of each type of droplet break-up occurring during a spray process. The method has been applied to a number of diesel fuel spray test cases and the results suggest that it can be used for spray simulation at less computational expense. Thus, it can potentially contribute to the optimization of atomizers in fuel combustion processes, helping to reduce fuel consumption, and reduce the combustion emissions. The method is also potentially applicable to other spray processes.

Dr Diwei Zhou
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Medical Image Analysis for Human Brain Study using Statistical Methods

In the field of medical imaging, diffusion tensor magnetic resonance imaging (DT-MRI) has become widespread in order to gain valuable insights into connectivity properties of the human brain. DT-MRI has been applied into the study of brain diseases such as brain tumour, multiple sclerosis, schizophrenia, and stroke.

White matter tractography is another promising application of DT-MRI for investigating the architecture of human brain. In this project, statistical methodologies have been applied to process DT-MRI images for providing better visualisation of human brain structure. The developed methods have been applied to both synthetic data and real data from human brain.

Dr Niall Galbraith
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Adolescent thinking and belief

Sometimes the beliefs we form during adolescence (e.g. being overly suspicious, fantastical or grandiose) can be maladaptive and can lead to mental health problems later in life. Given that adolescence is such a formative period for the development of our beliefs, there is a shortage of research in the area. Hence we set out to explore whether a cluster of psychological factors would predict maladaptive beliefs during adolescence: unusual perceptual experiences (UPEs); schemas (core assumptions about the self, core assumptions about other people); social acceptance by peers; anxiety; the tendency to jump to conclusions.

Over 130 school children between the ages of 11 and 16 completed a battery of psychological tests to measure these factors. Negative schemas about other people, anxiety and UPEs predicted suspiciousness. Negative self-schemas were also important, but only if anxiety and UPEs were present. UPEs also predicted grandiose and fantastical beliefs, and anxiety was also an important variable here but only if UPEs were present. These data provide new knowledge about the psychological risk factors for maladaptive beliefs during adolescence.

Dr Lee Hulbert-Williams
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Does trait mindfulness make people psychologically resilient?

Psychological stress increases the risk for psychological problems such as depression and for physical ill health. Over the last decade, mindfulness- and acceptance-based psychological approaches to stress have gained widespread acceptance. A number of studies have found a link between naturally-occurring high trait mindfulness and lower perceptions of psychological stress. To date it is not clear whether this is because mindfulness provides psychological resilience, or because people who tend toward mindfulness also tend to avoid stressful activities.

The present study measured perceived stress, mindfulness, and experiences of usually stressful events, using a cross-sectional correlational technique and psychometric questionnaires. Tentative evidence for the contribution of mindfulness to psychological resilience will be presented.

Dr Max Stewart
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An investigation into the use of metallic salts in coloured glass and how they can be used in a body of personal work.

The research undertaken concerns the use of coloured glass and its adulteration with metallic salts and oxides in order to create a new palette of colours. A set of colour samples had been previously made in clear lead crystal during my PhD. In this research a comprehensive set of 150 coloured samples will be produced using the same formulae and a comparison made.

The project then considers the way these colours may be applied when the re-coloured glass samples are addressed in context. The placement of colour within cast glass and pâte de verre forms attempts to provoke an emotional response in the audience as music does in sound or texture in touch. It is intended the colours will work on two levels - as describers of form and as emotional indicators.

Dr Louise Fenton
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Cultural Hybrids: Tales of Voodoo and Witchcraft in Jamaica and Salem

This research examines the merging of Voodoo and Witchcraft in the stories that permeate Jamaica and Salem. There is an examination of Annie Palmer in Jamaica who was known as the White Witch of Rose Hall, literary representations created an image of a wicked slave mistress, a Voodoo practitioner who was known as a witch. The Great House is open as a tourist attraction and guides perpetuate the stories of Annie Palmer and her murderous past.

In Salem the Witch Trials form a major part of the history of the town and the numerous museums attest to this period attracting large numbers of tourists every year. The witches were accused based on the words of a few children who listened to the tales of a Voodoo slave. This research questions the complexity of the representations and the confusions that they cause, it examines the difference between myth and reality.

Dr Marta Filipova
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Graphic arts and regional exhibitions: images of fairs in Wolverhampton and Prague in the 19th century

The project examines the presentation of visual, cultural and political identities through visual material (posters, promotion material, catalogues) at national and international trade fairs and exhibitions in important regional centres at the end of the 19th century. Specifically, the project considers how a selection of exhibitions promoted the notions of regional, national, cultural and ethnic identity in England and in Austria-Hungary.

My talk focuses in more detail on two large exhibitions held in Wolverhampton (1869, 1902) and their role in re-creating the Dickensian image of the Black Country as a "cheerless region." It pays attention to the ways the region's identity was created and challenged through the exhibitions and to the ambitions and intentions that surrounded the organization of Wolverhampton's response to the Great Exhibition of 1851.

Dr Andrew Conio
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Is it possible to create a generalisable theory of art?

For this scheme Andrew is writing new works on the filmmaker Elisa Liisa Ahtila and the plays of Samuel Beckett. These artists are of different eras, use different forms, and speak different artistic languages. Andrew examines what they have in common, particularly in relation to their treatment of time and sensation, and how they differ in their conception of the condition of life.

His research employs the aesthetic theories of the French philosopher Gilles Deleuze to ask; is it possible to create a theory of art that crosses different art forms and what are the features of such a theory? Indeed, could this theory be applied beyond the works of Beckett and Ahitla into painting, literature and music to become a generalisable theory of art?

Dr Denise Doyle
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Astronauts and Avatars

Contemporary astronomy enables us to contemplate the wonders of the universe with its evocation of the endless frontiers of space; another cosmology of space and time suggests a difficulty in determining where the border of the real and imagined lies. From dreams of early space travel to the echoes of longing in journeys as chance encounters through space and time, artists have long explored the theme of the unknown. Conceivably even the cultural myths of astronauts and avatars are one and the same; that of bodies travelling in unknown spaces and time. In a contemporary context online space and more particularly 3D virtual worlds are now largely available for exploration providing similar outer limits of space that only exists in digital form.

Astronauts and Avatars, a new art-sci collaboration between artist Denise Doyle and neuroscientists, Shanti Ganesh and Emily S. Cross from the SOBA Lab, Bangor University consider the parallels between being in real, imagined, and virtual space. What is it like to be free of gravity? What does a virtual body feel like? The presentation outlines the aims and objectives of this new practice-based research project.