



The Graduate School Presents

Images of Research 2015-16

The Catalogue

1 image plus 150 words

Illustrating research diversity at the University of Northampton

Guidelines for voting

Please vote for your top three favourites.

You can vote online on the Research Support Hub from 4th February 2016 <http://tinyurl.com/loR2016>

Or in person at the exhibition, which will travel between campuses.

- 1st-19th February 2016 in Avenue Gallery corridor, Maidwell Ground Floor, Avenue Campus.
- March 2016 in Rockingham Library Ground Floor, Park Campus.
- April 2016 in Avenue Library entrance.

Images of Research is, essentially, about making research accessible. *The Images of Research* competition offers researchers a chance to illustrate or represent their research using a unique image, along with an abstract of (up to) 150 words describing how the image reflects their research. As a guide, a winning image would be that which:

1. Is visually appealing AND
2. Has an accompanying abstract which is well written, clearly connects with the image and ensures viewers, who know nothing about the research topic, will understand and find interest in the research presented.

So please vote taking both the image and the abstract into account.



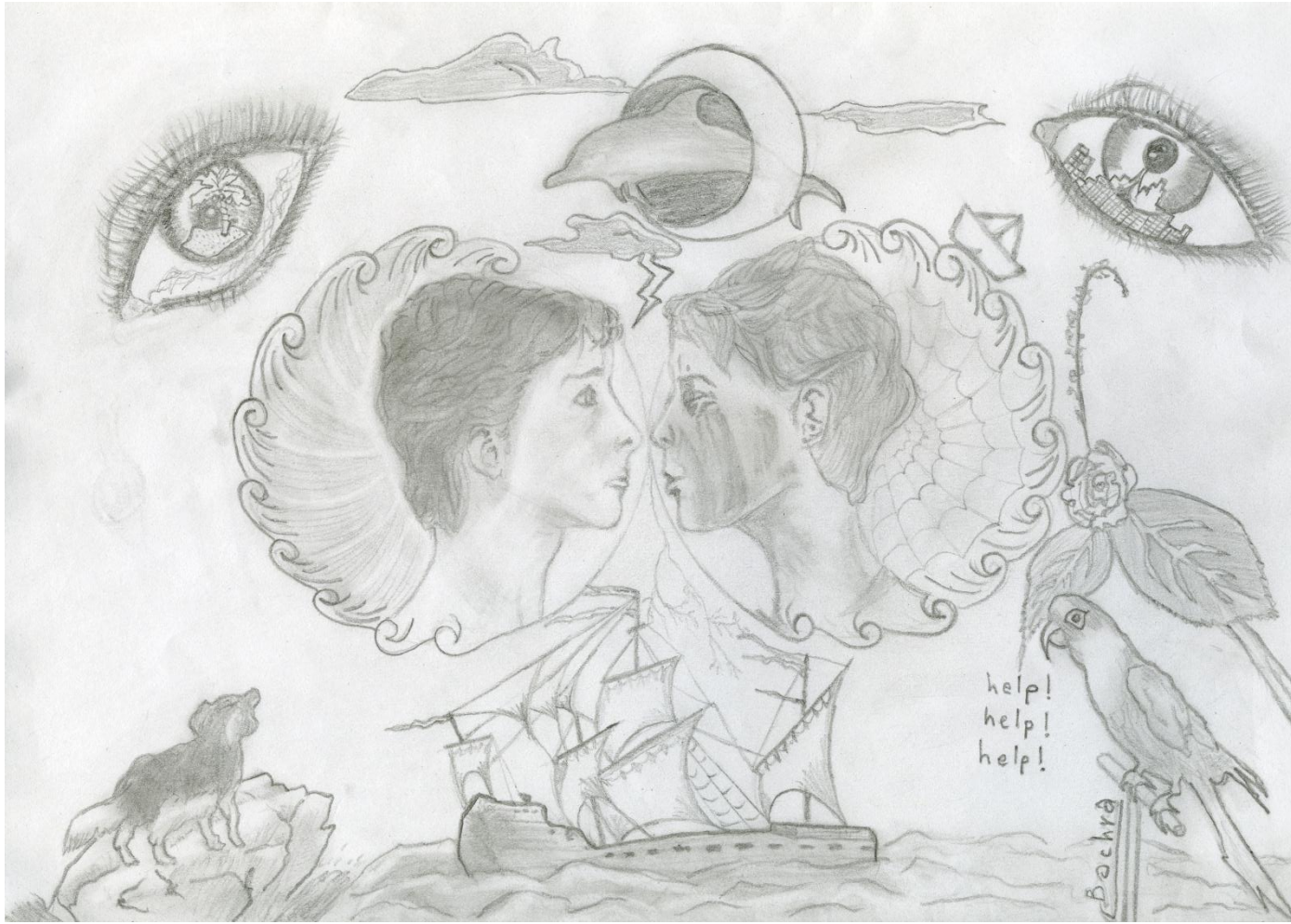
Stepping into someone else's shoes

**Anna Kopec, Postgraduate Research Student,
Northampton Business School**

Empathy is defined as the capacity to feel or understand what another is experiencing. Empathy is about trying to share the experience of another rather than imagining someone else's situation for them at a distance with sympathy.

The ability shared among humans to quickly relate to another is essential for social interactions (De Waal, 2008) and multi-disciplinary research has shown that empathy dissolves barriers and enables feelings of connectedness. Researchers in neuroscience have labelled the ability to share emotions 'mirror neurons' (Pavlovich and Krahne, 2012).

Social enterprise is seen as key in helping regenerate deprived areas of the UK and empathy has been found crucial in triggering resources in crisis situations (Dutton et al, 2006). As a result, an under-researched link emerges between social enterprise and empathy. This link suggests empathy as a possible indicator of social enterprise formation, motivation and success and it is this that my research seeks to explore.



A cry for help to
defeat the evil that
degenerate men to
savagery state

**Bochra Benaissa, Postgraduate
Research Student, School of the
Arts**

The Desert Island story is a literary genre that involves a shipwrecked protagonist trying to survive on an isolated island. The subject of human nature and the common good is deeply discussed in these novels, including the way the characters think, feel and act in a situation that is supposed to be

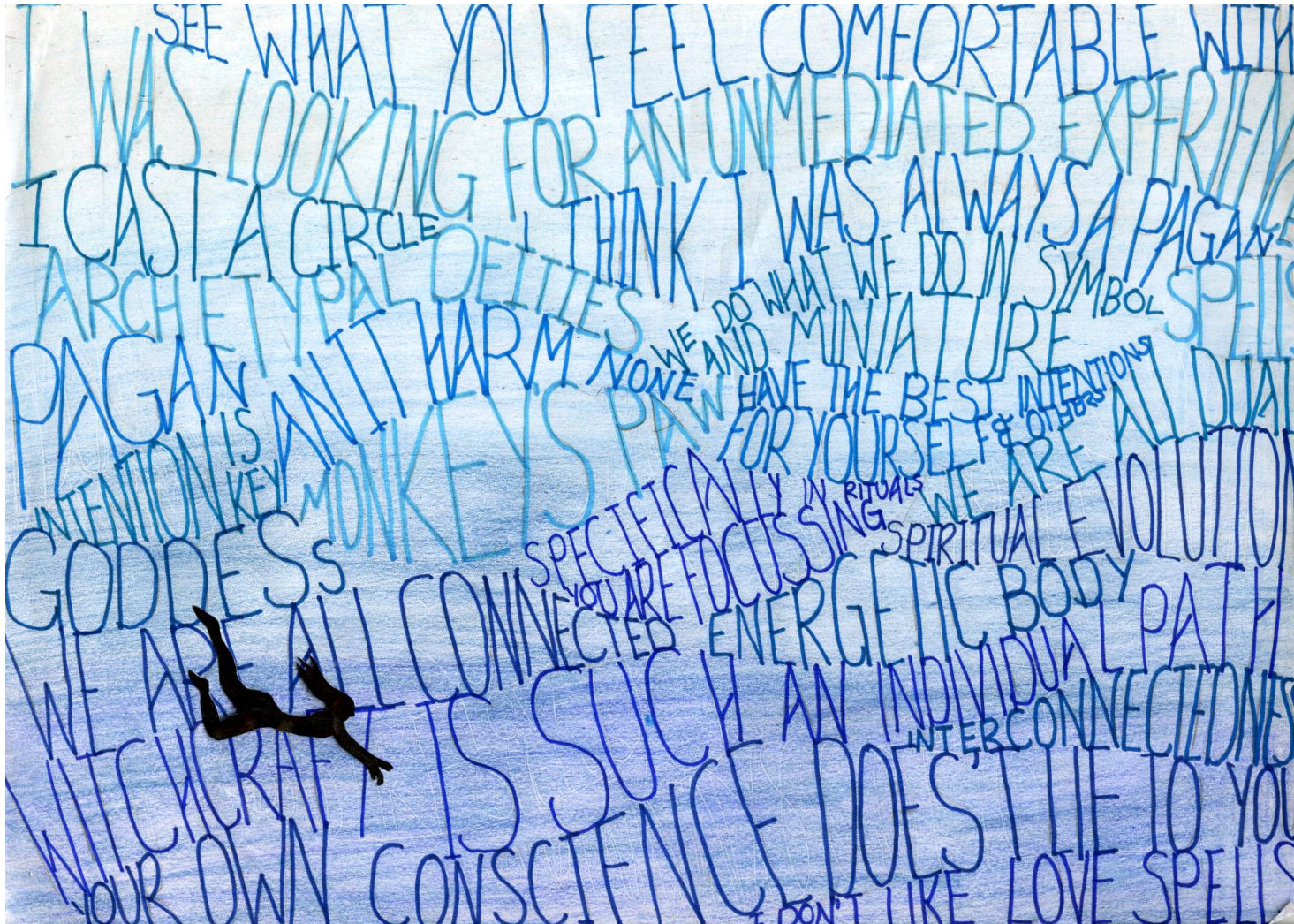
completely independent from any social or cultural influences. In addition, the way the characters are exposed and the things they discover about themselves are amongst the important implications that this research intends to deal with. One of the important examples of this genre is *Lord of the Flies* (1954) by William Golding. The novel is about English schoolboys in the midst of a war, marooned on a tropical island, and their trial to govern themselves leads to disastrous results. The story reflects the idea of human evil and the struggles between civilizing and savage instincts during the violence and brutality of the World War II.

The clocks have changed

**Dr Carmel Capewell, Associate Researcher/Lecturer,
School of Education**

Using Photovoice techniques, women with breast cancer were asked to create images and then discuss their experiences with other participants. They explained that their lives were divided into before and after diagnosis. Their life expectations and expectancy changed forever. Sitting and waiting was a key feature: for appointments, letters, operations, treatments, scans, reviews. The clock-face emphasises their impotence and confusion. Clocks and calendars altered. Hours, minutes and seconds were no longer based on the usual multiples. Appointments could last “longer than expected” and signs proclaimed “90-120 minutes waiting time”. Life was experienced in treatment cycles of 3 weeks rather than months. The future was suspended. Timescales lacked predictability. They lost control, were processed, manipulated by infections or the side effects of drugs. Time was elastic, lacked order and spiralled chaotically. Minutes crawled by as drips were connected and infused into their arms. Hours were lost in anaesthetic. Normality didn’t resume.





Immersed

Charmaine Sonnex

**Postgraduate Research Student,
School of Social Sciences**

My thesis is exploring Pagan healing spells as a form of distant spiritual healing. I am in the process of conducting trials to test how effective healing spells are, and I have previously conducted interviews with eight Pagans about their practices to inform the design of these trials. I analysed the interview data using thematic analysis.

This image reflects how I felt during

the data analysis process. I spent almost two years analysing the interviews which influenced not only my academic work but also my personal religious practice as I too am Pagan. These eight peoples' words about their personal beliefs and practices were the entire focus of my work for almost two years and have impacted on me immensely.

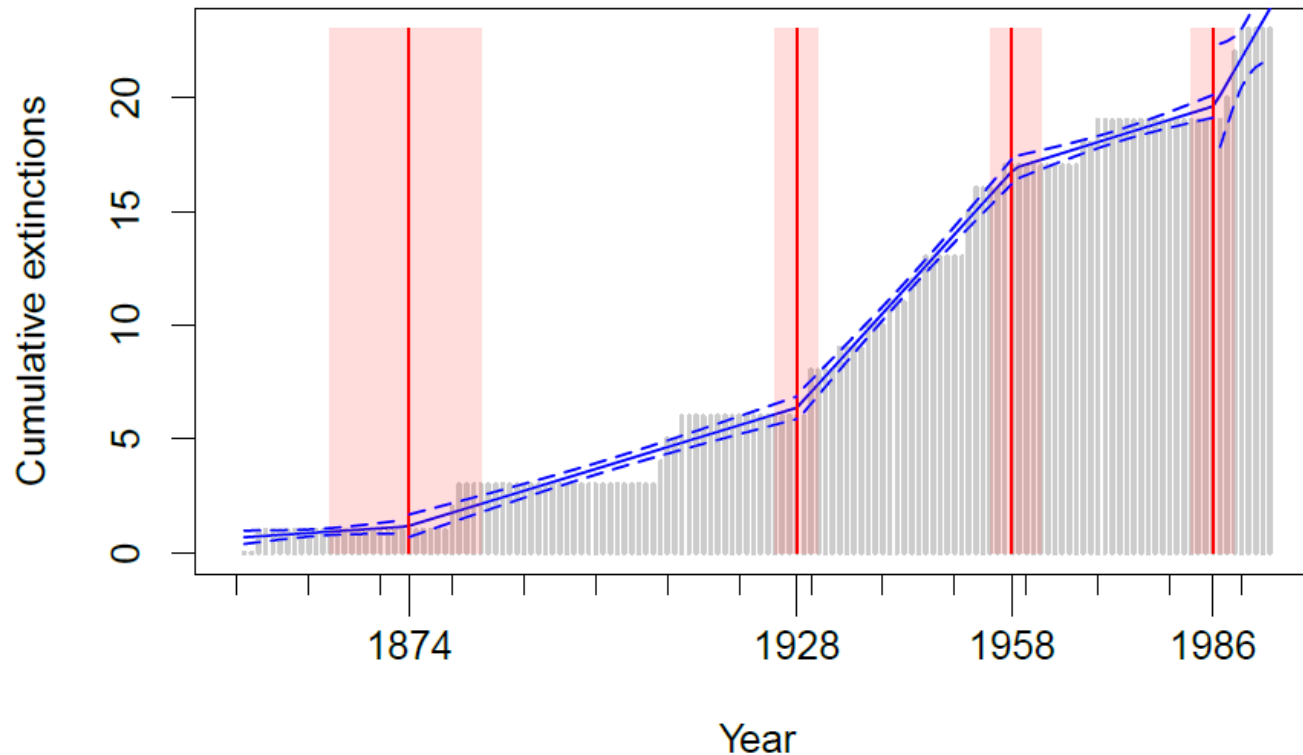


Handle with care

Clare Ellis, Postgraduate Research Student, Moulton College, School of Science and Technology

Rabbit welfare has received increasing media attention lately as a number of studies have suggested they are not cared for appropriately. As rabbits are prey species, some people have suggested they should not be handled as it causes stress, however millions of rabbits are kept in different settings in the UK and around the world and they will require handling at some point in their lives. At Moulton College we are working with two external researchers (James Oxley and Anne McBride) to investigate how

people handle rabbits in the home and work setting. Participants of the survey were asked to indicate which methods they use to handle rabbits, why and how confident they are handling them. It is hoped that clearer guidelines on rabbit handling may be developed to ensure rabbit handling is as stress free as possible for rabbits and handlers in the future.



They've gone! Britain's lost pollinators

Dr Robin Crockett, Reader in Data Analysis, School of Science and Technology

During the middle third of the twentieth century, specifically between 1928 and 1958, wild pollinating bees and wasps were disappearing from the UK at a rate of 3.5 species per decade, 3.6 times the rates in the periods before or since. This is starkly revealed in the image by the central segment of the blue line, which is much steeper than the segments either side. The rate-changes –

‘breakpoints’ in a piecewise linear model – are clearly defined, falling within the shaded red regions: a sharp response to adverse environmental factors. This research is part of a developing body of evidence regarding the negative impacts of modern land-use practices on the natural environment.

My research is concerned with recurrent, periodic and anomalous events in environmental and geological data, and with developing new techniques for analysing these. This work on bees and wasps is the first time that this ‘breakpoints’ technique has been applied to this type of data, and this is a technique still in development.

Published in *Science* 12 December 2014: Vol. 346 no. 6215 pp. 1360-1362. DOI: 10.1126/science.1257259, "Extinctions of aculeate pollinators in Britain and the role of large-scale agricultural changes". J Ollerton, H Erenler, M Edwards, R Crockett.



standing on the shoulders of giants

**Dr Saneeya Qureshi, Institute for
Social Innovation and Impact (ISII)**

During a recent trip to Athens, gazing upon the towering remnants of the Temple of Zeus and the Acropolis in the distance, I found myself reflecting upon my recently-completed doctoral journey.

Although my PhD sometimes felt like a solitary endeavour, I was not alone; bolstered by sturdy pillars of support via my supervisory, extended research support teams (including The Graduate School and the Library and Learning Services (LLS) Research Support team), my family and friends. Moreover, the

Acropolis hovering in the background served as a reminder of the extensive knowledge base that I was able to draw on; including works of great thinkers like Socrates, Plato and Aristotle who paved the way for modern philosophical and scholarly realms.

The ancient Athenian structures served as grateful reflections on the opportunities that I had to 'stand on the shoulders of giants' during my doctoral studies. My gratitude to them all.

Searchlight archive - media of the extreme

Daniel Jones, Postgraduate Research Student, School of Social Sciences

The image represents the covers of several pieces of research from the Searchlight Archive accessed in my role as a PhD student and as an archivist managing the Searchlight Archive collection here at the University of Northampton. My research focuses on how and why specific fascist and anti-fascist groups constructed their identities and disseminated it using print media. It is based around textual analysis of *Searchlight* magazine, a leading anti-fascist publication, and the *Spearhead* magazine of John Tyndall, a key leader of the National Front and father of the British National Party. In understanding how these groups saw the world, we can start to explore how people are drawn into activism on these issues and how the post-war struggle over British identity developed. The Searchlight Archive represents one of the most complete collections of material of this type available to academics, and with new investment from the School of Social Sciences we have begun to digitise a lot of this material to make it more accessible to researchers in word searchable digital formats, alongside a fresh oral history project exploring anti-fascist activism.



The images, from left to right, are: *Top row*: A leaflet from the National Committee Against Fascism c. late 1960s; John Tyndall's *Spearhead* no. 14 c. 1966; US Nazi Party *Stormtrooper Magazine* from Spring 1966. *Middle row*: *Searchlight* magazine from September 2007; front and back cover of *Searchlight* no. 4 from the original newspaper format with a wood carving print from Ken Sprague c. 1967. *Bottom row*: *Blood and Honour* far right music magazine; the Cotswold Agreement published by WUNS post 1964; John Tyndall's *Spearhead* no. 102 from February 1977.



Night of the living theory

Dr David Preece, Senior Lecturer, Centre for Education and Research (CeSNER)

[Photograph of David by Paul Bramble, Project Manager, CeSNER]

At first it seemed just harmless fun. A questionnaire here, a few interviews there. No worries. It wasn't interfering with my work or my family life, just a bit of recreational research.

I blame my PhD supervisor really. She introduced me to the hard stuff - repertory grids, chi-squares, N-Vivo. OK, I could still hold down my job but weekends and evenings were spent trawling the dark web - SwetsWise, Web of Science. Things came to a head when my wife found my reflective diary. 'Is this normal?' she asked.

Things calmed down for a while after graduation. I thought I'd kicked it. No sweat. But that itch...

So I became an academic. Met other researchers. The Hellfire Club. Twenty-four hour bid-writing people. That's how I got like this. Wandering Alexander the Great Airport at 4 a.m. Central European Time in search of a coffee. But hey, it's a life.

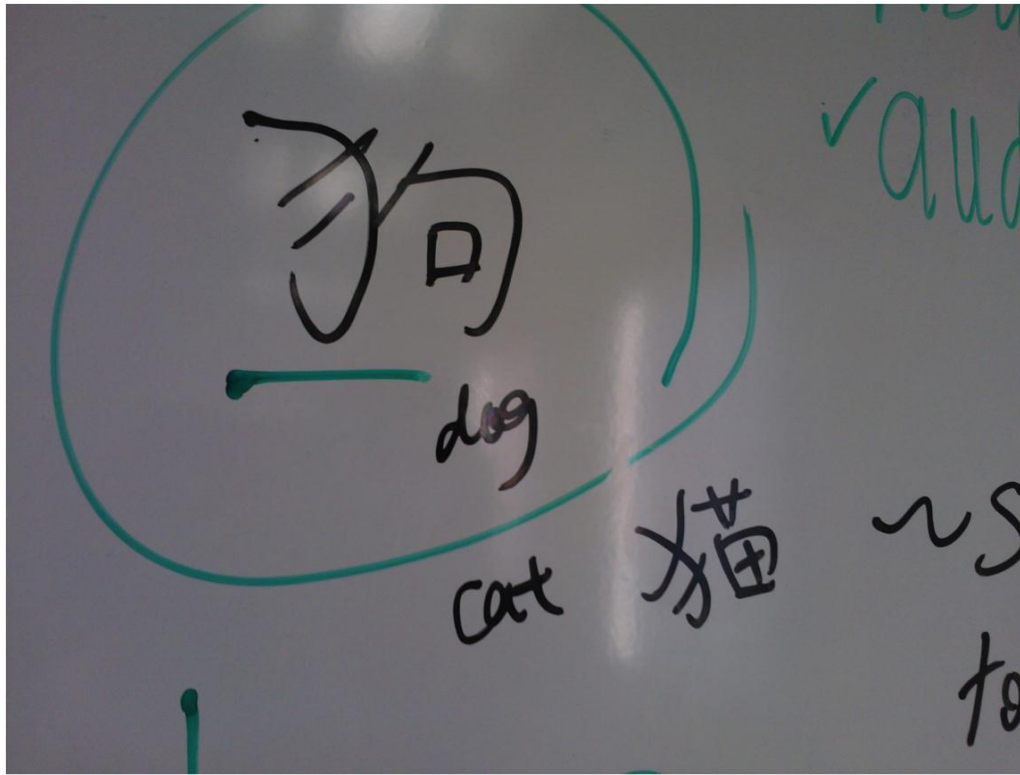


The steps get higher

Diana Schack Thoft and Alison Ward, Postgraduate Research Students, School of Health

This picture represents findings from a joint project which we undertook in Denmark to explore, using photography and storytelling, the experiences of people with early stage dementia who attended a school for adult education as students. When talking with the students with dementia, one gentleman explained that attending the school was important in helping him to get out of the house and do something positive. He explained that staying inside and not having a purpose to the day can make it harder to step outside and that the door step just gets higher and higher.

We were reminded of these words when visiting a sand sculpture park and thought this carving was a good metaphorical representation of his experiences of living with dementia, where a lack of meaningful engagement and activity can make the barriers associated with dementia even harder to overcome.



One fall day in my cross-cultural seminar

Dr Diepiriye Kuku, Lecturer, Cross-Cultural Management and Ethics, Northampton Business School

'Cross-cultural leadership' is complicated. Yet, as evident as these Chinese characters for dog and cat are, both sets of terms carry visual and auditory clues to even modern day understandings. In the seminar, a student fluent in at least two Chinese languages volunteered to illustrate the symbols on the white board. All students joined in saying the words in those two languages, persisting through our nervous laughter. At this point, both native Chinese and non-Chinese speakers recognized the onomatopoeia - the sounds echoing the senses. This is an instantaneous, shared

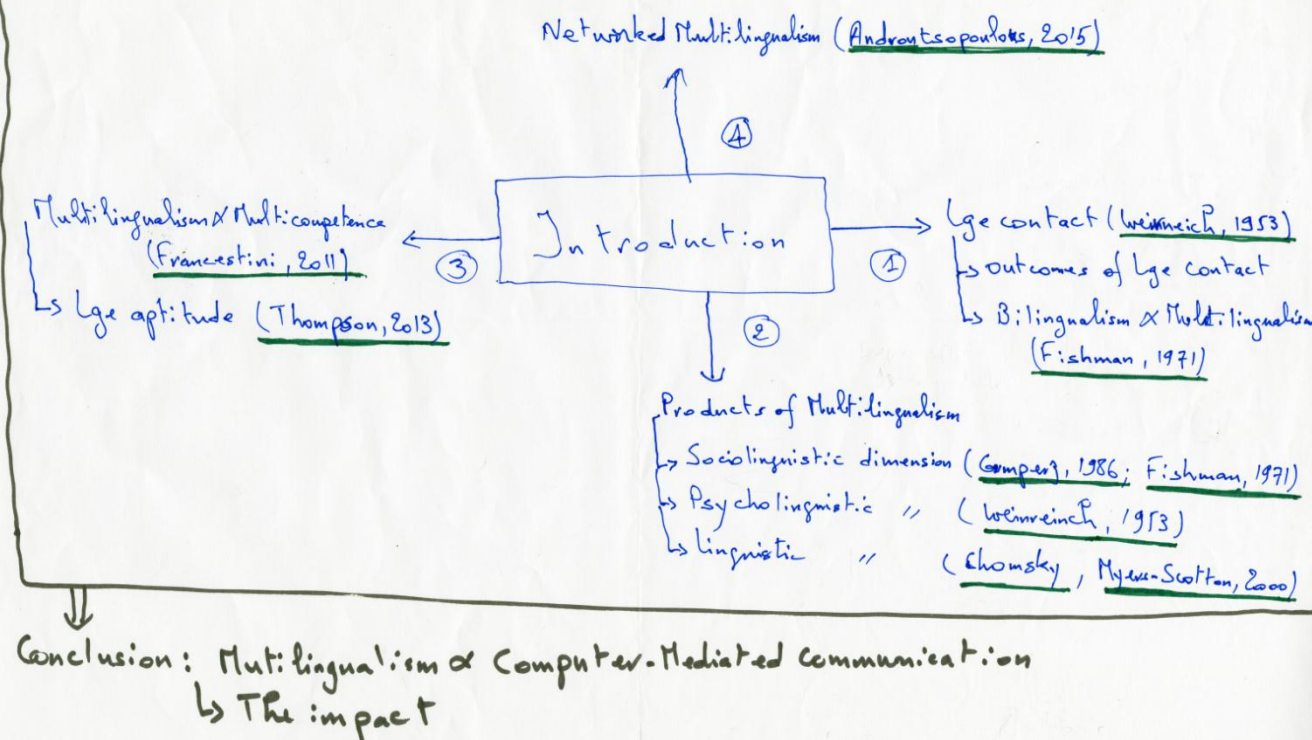
sense of clarity across the many different backgrounds in the same classroom. Next, a non-Chinese speaking student is asked to identify visual patterns in the two unfamiliar/foreign symbols. Many native Chinese students then recognize and subsequently confirm that the category is rooted on the pictograph for 'animal' - deeper meanings lost in grammatical training. Together, they realize the categorization and shared (semantic) meaning. As one proxy for culture, all the students begin to see that the 'radicals' in Chinese language suggest inter-connectedness, whereas Western culture tends towards 'binary-opposition' - introducing terms for concepts of which they were somehow aware. Leading across our differences seems less complicated when seeking to know what's beyond the surface of the iceberg of culture. This activity instantiates the core of my interdisciplinary work. I teach across borders and research teaching across cultures. Empathy still emerges as the key skill to improve communication and resolve both deep and simple conflicts, nowhere more clearly than across differences.

Djamel Eddine Bouchaib

Introduction to multilingualism: past and recent debates

Djamel Bouchaib, Postgraduate Research Student, School of the Arts

The drawing helps to situate my current PhD research, which is on networked multilingualism, within the pre-existing body of knowledge. It starts ① by identifying the first pioneers' work about bilingualism: here the focus was on the spoken form of languages examining face-to-face communication. This is related to the current research because theorizing networked multilingualism is based on the



early debate about the degree and products of bilingualism. The drawing shows that I am going to move beyond Chomsky's approach ② because there is a substantiated claim ③ that knowing more languages helps to develop the meta-linguistic awareness of speakers ("Multi-competence" – Francestini, 2011). There has been a shift from the early debate when language aptitude was seen as static to Thompson's (2013) much more flexible approach. This is an introduction to networked multilingualism ④, which is about speakers' practices being in the network and networked (Computer-Mediated Communication). It is a chance to examine the written form of languages - Arabic, French and English - using online social networks.



Bee orchid

Dr Duncan McCollin

Associate Professor, School of Science and Technology

Orchids have a special appeal to botanists due to their elusive nature and the wonderful mimicry shown by some species. In the bee orchid, *Ophrys apifera*, the flower supposedly mimics a female bee and fools male bees into attempting to mate with it, thereby pollinating the flower. This image was taken on the slope of the Gallagher Sports Field at the University of Northampton, Park Campus where I keep an annual tally of these orchids as part of ongoing research on the University estate. Research such as this contributes to the management of the estate for the benefit of biodiversity including making recommendations not to cut the grass too often thereby saving fuel (and cost), as well as to biodiversity in the form of flowering plants and insects plus all the other organisms dependent on these in the food web.

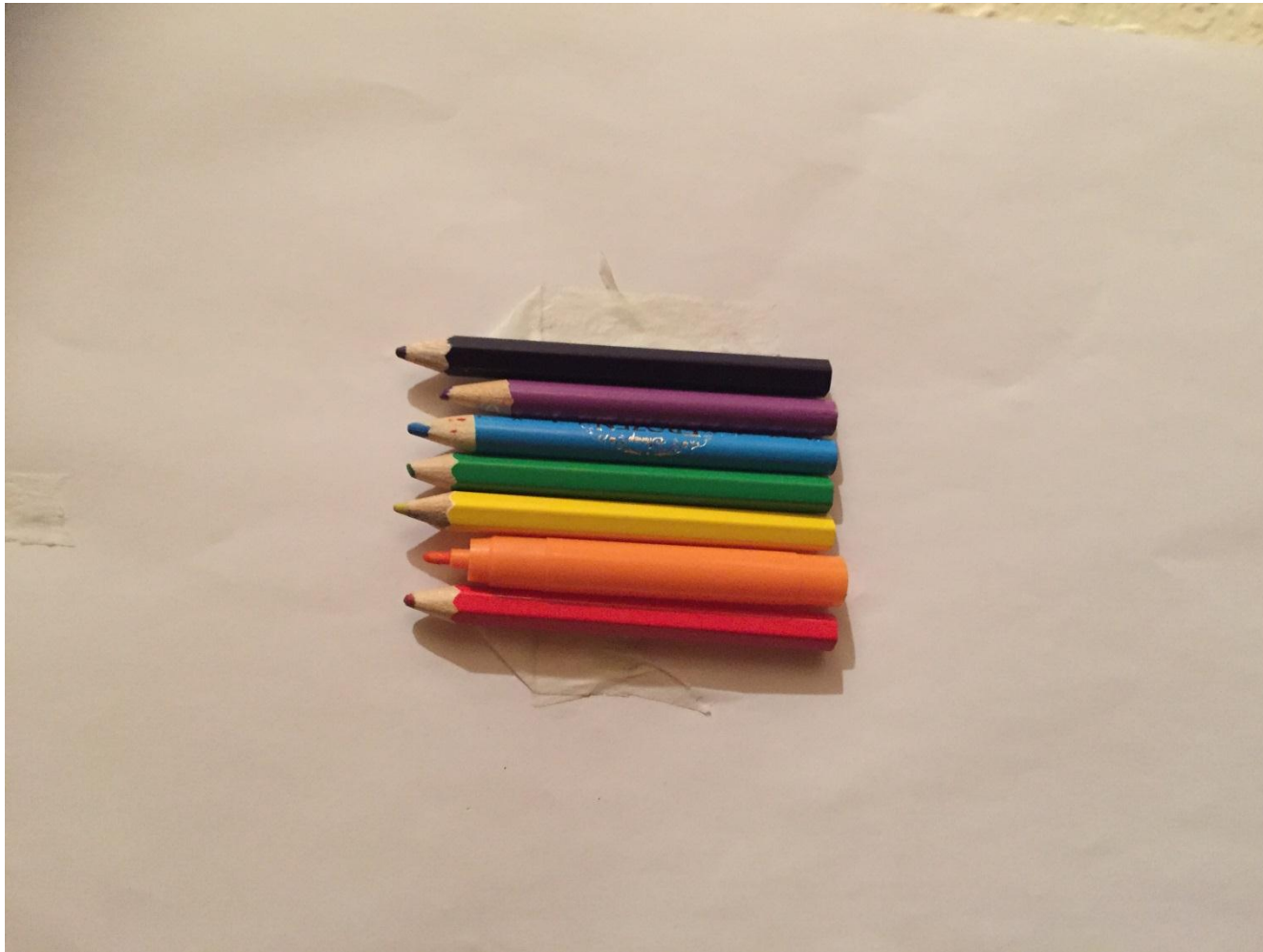


Sink or swim

Emma Whewell, Postgraduate Research Student, School of Education

Primary teacher education that includes physical education (PE) should ensure that teachers exit their training and embark on a career with a clear understanding of the purposes of primary PE. This requires enabling pre-service teachers to 'filter' the potential conflicting discourses of PE, sport and health (Chroinin and Coulter, 2012) and to recognise that learning is not only the development of skills, it is development of the person (Armour et al, 2012). However, Capel (2007)

proposes that this is not the case and that many new entrants to the profession feel unable to challenge, innovate and use the strategies they experience in university training. Furthermore, there is evidence to suggest that beliefs and values prior to training are not easily changed and that teacher training has relatively little impact on these beliefs, nor does it challenge them in practice (Capel, 2007; Armour et al, 2012). Chroinin and Coulter (2012) found that although by the end of their training period the pre-service teachers were able to demonstrate understanding of constructs aligning with physical education discourses, they could not guarantee that their teaching would be based upon these understandings.



Different colours, one people

Emmanuel Maphosa, Postgraduate Research Student, School of Education

All men of whatever race are currently classified by the anthropologist or biologist as belonging to the one species, *Homo sapiens*. The race question is secondary to the class question in politics and to think of imperialism in terms of race is tragic. But to neglect the racial factor as merely incidental is an error only less critical than to make it fundamental. Race is without scientific substance for defining human races and that the distinction within the human population is bigger than between. Humans are in fact

therefore, more alike than any other species. 'Race', is in effect colour. Further, classifying people leads to judging people which in turn leads to preconception. Race is socially constructed and not a biological occurrence. It is clear that even though race does not have a biological meaning, it does have a social meaning which has been legally constructed.



"Do you think Oz
could give me
courage....?"*

**Fiona Barchard, Professional
Doctorate student, School of Health**

My professional doctorate research is a social constructionist, grounded theory study entitled "Understanding courage in the context of nursing". In 2012 "Developing the culture of compassionate care: creating a new vision for nurses, midwives and care-givers" was launched. This encompassed six Cs: compassion, competence, caring, communication, commitment and courage. As a nurse I easily recognized the first five but the use of the word 'courage' intrigued

me. I had never considered myself as being courageous and decided to explore this further; what did nurses think this meant for them? So far I have interviewed 12 nurses on their understanding of courage and two of them mentioned the Lion from the Wizard of Oz, hence my image. I thought this analogy was fascinating, the Lion in Oz was considered cowardly and yet the nurses' stories seem to contradict this. I am exploring what this all means.

* L. Frank Baum, *The Wonderful Wizard of Oz* 1900



Dreams, smiles and tears of young rhythmic gymnasts

**Helen Barber, Postgraduate
Research Student, School of
Social Sciences**

Rhythmic gymnastics is a growing sport in the UK and thousands of girls now aspire to compete at the highest level. Standards are rising, but little is known about the gymnasts' every day experience of the sport and the impact it has on their whole lives.

The photograph shows the contrast between the glamour of the sport during performances and the hard work even very young gymnasts must put in, and how this permeates into all aspects of even very young gymnasts' lives.



Back to books

Dr Helen Scott, Deputy Dean Student Experience, School of Education

I produced this collage for my PhD thesis. I got very "stuck" with interpreting and analysing some interview data and I tried to "unstick" my thinking with a visual approach, drawing on my past art and design background and practice. *Back to Books* refers to student teachers' comments about pupils being overwhelmed by the internet as a source for finding information about almost any artist on the planet, and going back to books on the bookcases in their art rooms as safe, reliable, unchanging sources of

knowledge. In student teachers' eyes, because most of the art books owned by schools in classrooms were about "old favourites" (Picasso, Van Gogh, Cezanne), this approach had very limiting effects on the kinds of artists pupils could know about; this became a running theme in the thesis and I used collage for thinking about data in other parts of it too.

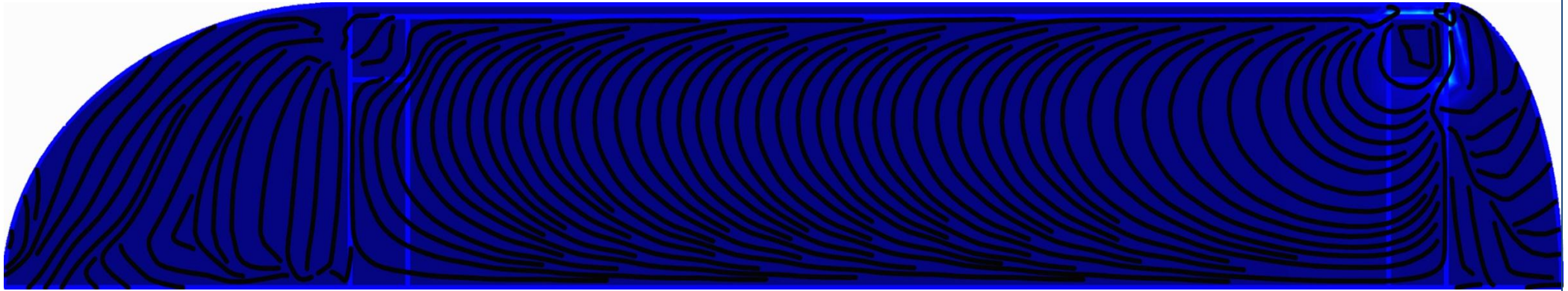


Good Hope or no hope?

**Ian Foster, Professor of
Geomorphology, School of Science
and Technology**

Here on Good Hope Farm is a dam of the same name. Its wall was breached by a flood in 2010 and, unlike many dams in the area, was repaired (in 2014) and the upstream lake and wetland reinstated. In the absence of any measurements in the area, we use the properties of sediment accumulating behind the dam wall as an archive of environmental change – particularly in reconstructing the history of erosion and floodings. The oldest dam we know of was built in the 1840s which gives us a record almost back to when European settlers arrived with their new (and often unsuitable)

farming techniques. Around a third of dams in the area have been lost by breaching or are full of sediment because of high erosion rates. Good Hope was a rare lucky one to have been repaired but its future is uncertain; it has accumulated over 3.5m of sediment in just 55 years and most of the lake is now less than 1m deep! With collaborators, I have been researching erosion and sedimentation in South African Farm Dams in the Karoo (Eastern Cape) South Africa for more than 12 years.



Remote field caterpillar

**Dr Abdeldjalil Bennecer, Senior Lecturer in Engineering, School of Science and Technology
and Jonhson Delibero Angelo, Associate Professor, Federal University of ABC, Brazil.**

The field of non-destructive testing aims to augment our senses to make sure that structures are safe and fit for service. Last year, a research collaboration between the University of Northampton and Federal University of ABC in Brazil was instigated to investigate the capability of a technique known as remote field testing, which is commonly used to detect the existence of cracks in cylindrical components. The image represents one of the key results from the developed mathematical model of the distribution of magnetic lines in boiler tubes. The aim of this research is to confirm that these lines fill in the structure walls and interact with defects. The figure which looks like a caterpillar shows that sufficient lines are present.



A bee in a
hurry, a
plant at its
leisure

**Jeff Ollerton,
Professor of
Biodiversity, School of
Science and
Technology**

Sometimes it's difficult to photograph fast-moving bees, but this blurred image of a male Red-

tailed Bumblebee (*Bombus lapidarius*) captures something of the essence of why plants use pollinators such as bees. Plants are static and cannot go searching for mates, so they sit and wait and use pollen vectors to move their male gametes to the flowers of other plants of the same species. Sometimes this involves wind or water currents; but for most plants this means using animal pollinators. The bumblebee has been caught with its tongue extended, having just loaded up on nectar to fuel its search for virgin queen bumblebees with which to mate. The plant is a cultivated salvia variety growing in my garden: some of my research group's work has involved studying pollinator diversity in urban and rural gardens, with a view to understanding the role of these artificial environments for conserving pollinators.

Story of a sad Rowan tree

**Julia Lock, Postgraduate Research Student,
Moulton College, School of Health**

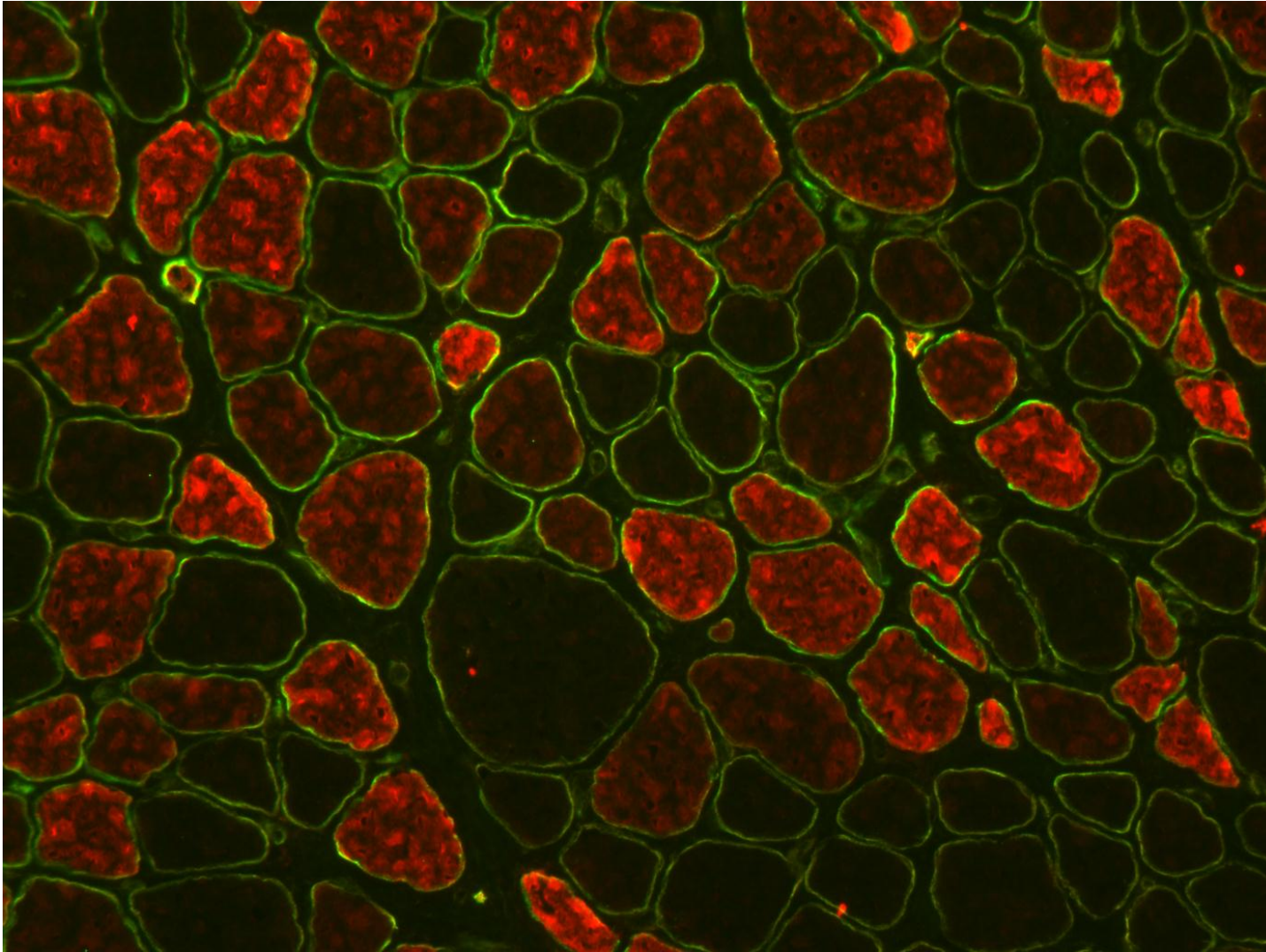
Happy healthy trees play an important role in an urban environment, reducing the adverse effects of heat pockets and impermeable surfaces. They provide ecosystem services, boost mental wellbeing, and also give welcome shelter in a downpour or on a sunny day.

The ornamental Rowan tree, with its delicate green compound leaves and vivid red and orange berries, is sadly affected by Specific Replant Disease (SRD) which diminishes its abilities to perform these roles. This disease is caused by a complex of pathogens which rot roots resulting in a reduced canopy size and low fruit production.

With the movement away from chemical treatments and towards green alternatives this research has demonstrated that a soil amendment consisting of Novel Green Manure can disrupt the pathogen complex and significantly enhance the development of roots.

And so a story of a sad Rowan tree can end happily after all.





Muscle by numbers

Dr Karen Anthony, Lecturer in Molecular Bioscience, School of Health

Duchenne muscular dystrophy (DMD) is a fatal genetic disorder affecting children. The main feature of DMD is muscle weakness and break down with death typically occurring in early adulthood as a result of complications with the heart and/or lungs. The disease is caused by DNA mutations that affect a protein called dystrophin. This is a microscopic image of a piece of muscle from an individual with DMD displaying features of the disease such as variations in muscle fibre size; these are the circular shapes that form a sort of honeycomb

pattern. The red fibres are undergoing regeneration, an ability that is gradually lost in DMD. The image is representative of my ongoing work as part of an international consortium aiming to validate the methodology used in clinical trials to better assess the effectiveness of new treatments for DMD.

A snapshot of whose worlds and meanings?

**Kim Dodd, Professional
Doctorate student, School
of Health**

The purpose of my research is to understand how social workers construct their identities when they are working in adult mental health services. The work social workers do is often with the most distressed and vulnerable people, at a time when they are in acute mental health crisis. Listening to how personal their

commitment and determination was, to see social justice for people who are often living chaotic and difficult lives, took my breath away and left me stunned. I became aware that, as much as my research was taking a snap shot of their worlds and meanings, the people I interviewed were also provoking me to look at my own value base and commitment to the people around me in my community. This image surprised me, like my research; when trying to take a snap of my daughter she turned her camera on me.





In case you
wondered why
wastes
management is
important

**Margaret Bates, Professor
of Sustainable Wastes
Management, School of
Science and Technology**

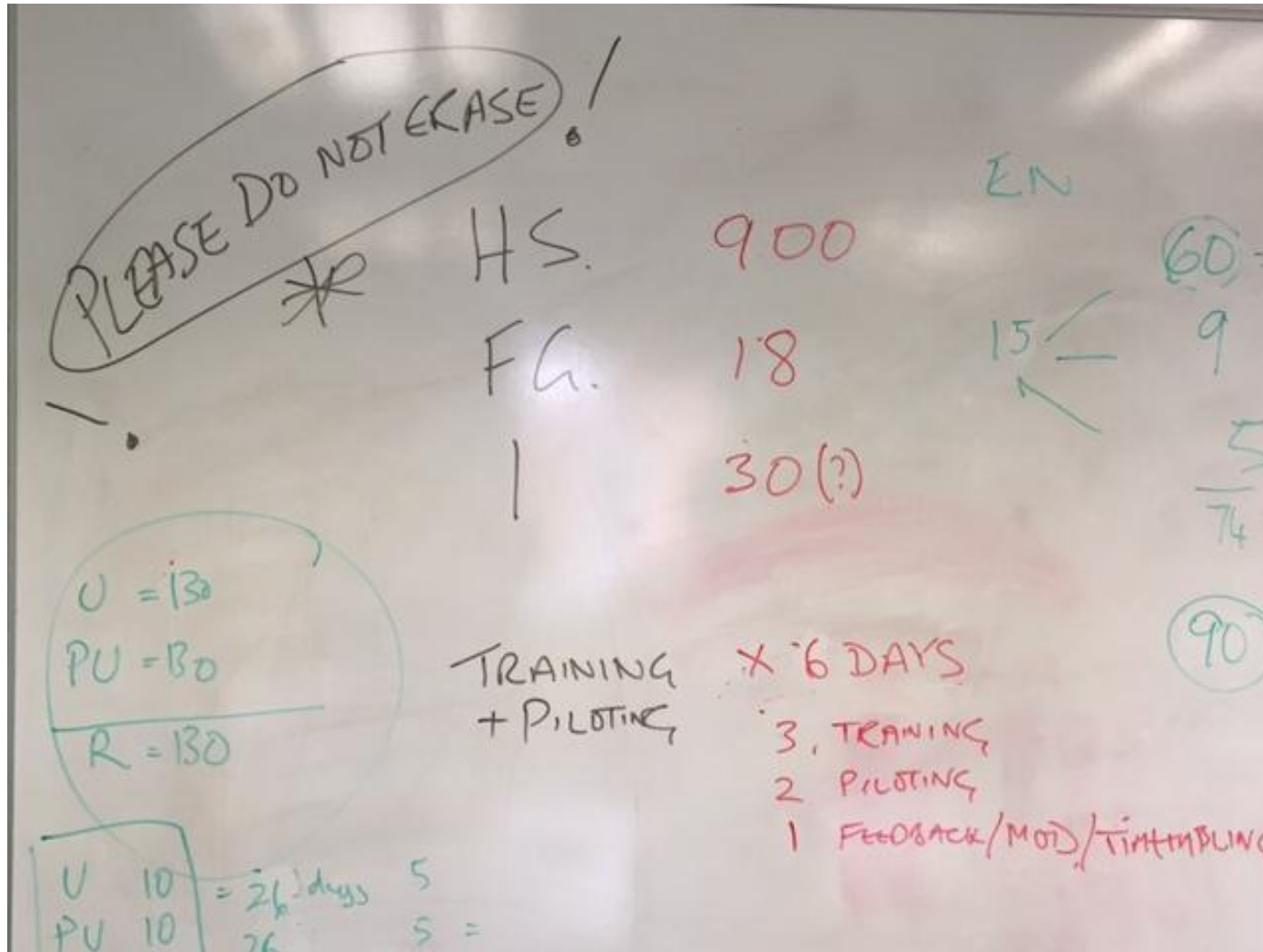
The picture shows a woman and baby on a dump in Cote d'Ivoire. She earns a living and supports her children through scavenging for plastics in the dump, which is on fire. The fumes and smoke will be having a harmful effect on both her and the baby, probably shortening their lives. By working with a range of stakeholders, including policy makers and the informal sector, we are developing systems to help scavengers to earn their living without risking their health.



Romanticizing the Devil: The Gothic in twenty-first century young adult fiction

**Meriem Lamara, Postgraduate Research Student,
School of the Arts**

My project explores two of the most defining elements of Gothic fiction: the supernatural and the Gothic heroine. The aim is, first, to analyse the most enduring and significant figures of the supernatural, including vampires, werewolves, ghosts, deities, demons and angels; and, second, to inspect the portrayal of young female characters and their perception of the supernatural. These two elements will be examined as they are represented in twenty-first century young adult Gothic literature where demons are redeemed and the Gothic heroine is more readily attracted to the supernatural and ready to embrace the monster. The painting is an attempt to portray the two elements of the research.



Sowing the seeds....

Philip Garner, Professor in Education, School of Education

Preliminary work on a research project, which only sometimes results in a final proposal that secures an external grant, often has humble beginnings. Rather like some doodles in an artist's sketchbook or a mathematician's calculations from a notebook, this is a rough outline which sows the seeds for a research project. It may not seem to represent very much at all - but these jottings summarise the benefits of spending 2 hours with colleagues shaping a potential enquiry. Such an exercise demonstrates the importance of research collaboration and

of making use of the diverse skills from a range of colleagues in our University. And in this instance, the seed bore fruit – a successful bid to UNICEF (Bhutan) for a group of University researchers.



Freedom from fear
through
educational
research

**Richard Rose, Professor of
Inclusive Education, School of
Education**

Rabindranath Tagore, writer, musician, Nobel Prize winner and educator. This image, painted on a wall in a village on the coast of Kerala, India, with the quotation from the great Indian teacher, sums

up much of what educational research means to me. The creation of a fearless society in which we strive for knowledge that enables otherwise marginalised people to be free, is the only motivation that we should require to become researchers in education.

Tagore's ideas went beyond theory with the establishment of Shantiniketan School near Kolkata where he was able to put his educational ideas into practice. The close relationship between research and classroom practice is at the heart of what I do as a researcher, and the influence of Tagore and his commitment to enabling everyone to express individuality through a creative approach to education continues to inform my work as a researcher and teacher.



2% remaining. My heart sinks as if a part of me is dying: analysing brand engagement with the digital self

Samantha Read, Research Teaching Assistant, Northampton Business School

Are we ever really disconnected from our online identities? From a pocket staple to the prominent presence of the Apple Watch strapped to the technology enthusiast's wrist,

this research explores the extent to which Smartphones and Smartphone apps can be viewed as an extension of ourselves; a prosthetic limb that we cling to and depend on. Digital technology allows us to shape who we are (our actual self) and re-invent who we want to be (our ideal self), yet little research has explored how a consumer's self-concept affects their brand engagement with Smartphone apps. Drawing on research from psychology, human-computer interaction and marketing communications, I examine the relationship between consumers' digital selves and adoption, usage and retention of branded Smartphone apps.



Santorini's socially entrepreneurial artisan

Dr Richard Hazenberg, Dr Meanu Bajwa-Patel and Dr Saneeya Qureshi, Institute for Social Innovation and Impact (ISII)

Social entrepreneurs are individuals who develop innovative solutions to social problems in their communities. Ileana is one such social entrepreneur who has harnessed the arts and crafts talents of disengaged youth on the Greek island of Santorini. She has persevered in her endeavours to sustain her social enterprise, despite operating in an environment fraught with economic challenges; producing assorted locally-themed items for sale and returning revenues into the community.

The Institute for Social Innovation and Impact is currently involved in a project titled 'Enabling the Flourishing and Evolution of Social Entrepreneurship for Innovative and Inclusive Societies', comprising partners in ten European countries. It aims to investigate the ecosystems of European social enterprises and the development of effective, efficient and sustainable solutions to societal challenges. Entrepreneurs like Ileana are crucial to social cohesion in Europe because they are exemplary changemakers; consistently overcoming challenges and providing solutions that positively impact their society.



Like a dog with a bone!

**Dr Wanda McCormick, Research & Knowledge Transfer
Co-ordinator, Moulton College**

The idea of studying dog skulls started back in 2012 with the initial finding that there was a relationship between skull shape and dental health of dogs being treated at a vet's practice. In the process of trying to explore this more fully, I discovered that the current way of classifying dog skulls is insufficient and so had to go back a step and start there. Now, three years on and with the help of several enthusiastic students, not only have I got a step closer to finding a better way to study skulls but I am actually able to see how this relates to chewing: eventually I will get back to dental health. This image sums up both the research idea and the stubborn nature researchers need – I won't give it up!

All images printed by the University of Northampton

Special thanks to James A. Smith in Photography and Suzanne Stenning in the Art Gallery



Feedback on IoR to simone.apel@northampton.ac.uk

www.northampton.ac.uk/graduateschool

Research Support Hub: <http://researchsupporthub.northampton.ac.uk/>

facebook UnGradSchool twitter @UNGradSchool in ungraduateschool