



Warwick  
**Interdisciplinary  
Postgraduate  
Conference 2018**

- 21st June 2018
- Ramphal Building

**[warwicksu.com/ipc](http://warwicksu.com/ipc)**



# Welcome to Warwick's inaugural Interdisciplinary Postgraduate Conference



Founded by Warwick Students' Union and bringing together departments from across the University, the Warwick IPC aims to provide postgraduate students from all levels of study a platform to share their research with peers across disciplines. We hope to give students an opportunity to demonstrate the breadth and depth of the research being undertaken at our university. We also encourage potential future postgraduate students to attend the conference to understand more about the nature of postgraduate research, and to network with presenters and other attendees.

Many thanks to our sponsor, the Warwick Innovation Fund, and to the many departments whose support has been invaluable. To the presenters, workshop hosts, and attendees – we hope you have an intellectually invigorating day!

**Hannah Martin and Emily Dunford**  
*Warwick IPC Coordinators*

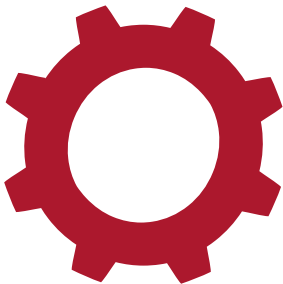
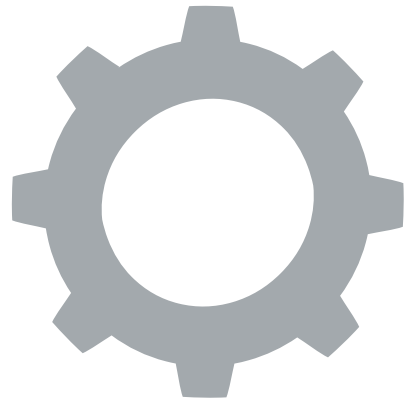
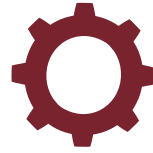


The Warwick Interdisciplinary Postgraduate Conference (IPC) is a great new innovation which significantly furthers the student experience for our postgraduates and supports the University's ethos for teaching and learning. At Warwick, student research is as at the very heart of our education provision and, as a research-intensive university, we offer unrivalled opportunities for students to engage in their own research and learn from the very best researchers internationally. Similarly, interdisciplinary study is core to a Warwick education as we believe that this approach to study and research stretches our intellectual horizons and strengthens our own disciplinary expertise to tackle complex global issues. The Warwick IPC encapsulates these approaches to student research and interdisciplinary study, and is a brilliant example of a student-led educational activity. I congratulate the organisers on this new endeavour and look forward to a great day of students presenting and interacting around research. Well done to all!

**Chris Hughes**  
*Pro-Vice-Chancellor Education*

## Keynote Speaker **Nese Tosun**

Nese's interdisciplinary research on food, performance, and migration currently focuses on à la Turca foodscapes in London. Home is where you make food happen, she claims. She teaches creative criticality to law and business students at Warwick Business School, explores the possibilities of a food pedagogy as IAS/IATL Teaching Fellow and builds bridges between academic work and various publics as Impact Officer for the AHRC-funded Sensing the City Project at the University of Warwick's Theatre Studies Department.



# Schedule

## Warwick IPC, Ramphal Building

10:00 – 17:30

10:00-11:00	Welcome and Keynote Nese Tosun (R0.03/4)
11:00-12:00	<p>Session 1:</p> <p><b>Branding, Big Data, and Cultural Industries (R1.13)</b></p> <ul style="list-style-type: none"><li>Emotional contagion in Bitcoin Blockchain expansion: A sentiment analysis of social media networks</li><li>Bridging Brand Positioning and Customer Journey Maps: A Caribbean Jazz Festival Experience</li><li>What Impact Does the Growth of Big Data Have on the Media and Creative Industries?</li></ul> <p><b>History, Trauma and Resistance (R0.03/4)</b></p> <ul style="list-style-type: none"><li>From Combatants to Civilians: The Role of Croatian Defenders in Post-Conflict Croatia (1995-2017)</li><li>Eighteenth-century Caribbean Colonial Medicine: race and resistance</li></ul>
12:00-12:15	Break
12:15-13:00	<p>Workshops:</p> <ul style="list-style-type: none"><li>Exploring the role of creative learning in motivating Chinese college students learning English (R1.03)</li><li>Interdisciplinarity Mapping (R1.04)</li></ul>
13:00-13:45	<p>Lunch (Ramphal Foyer)</p> <p>MA in Writing Anthology presentation – From Practice to Professional: Manifesting a Career (R0.03/4)</p>
13:45-14:30	Discussion (R0.03/4)

14:30-16:00	<p>Session 2:</p> <p><b>Questions of the Academic Discipline (R1.13)</b></p> <ul style="list-style-type: none"> <li>• Researching Creative Industries: Limitations, Challenges and Hopes for the Future</li> <li>• Populism as a new addition to the Grammar of Politics and Performance: Fleshing out the stylistic approach to populism</li> <li>• Sir William Jones's Persian Grammar and the Academic Disciplinary Tradition</li> </ul> <p><b>Innovation and Transformation (R0.03/4)</b></p> <ul style="list-style-type: none"> <li>• On the quest for the ideal sunscreen: how can lasers help?</li> <li>• Nuclear weapons modernization and precision: explaining the B61-12 Life Extension Program</li> <li>• Say on Pay and Executive Compensation</li> </ul>
16:00-16:15	Break
16:15-17:15	<p>Session 3:</p> <p><b>Regional Developmental Challenges (R1.13)</b></p> <ul style="list-style-type: none"> <li>• Kıyma Canına: A Culturally Sensitive Online Self-Help Course for Turkish Migrants with Suicidal Thoughts in the UK and the Netherlands.</li> <li>• A Model Organisational Structure for National Cybersecurity Coordination in Kenya.</li> <li>• The Telco Digital Revolution in ASEAN Region</li> </ul> <p><b>Value Shifts (R0.03/4)</b></p> <ul style="list-style-type: none"> <li>• Revisiting Questions of Quality: Television and the Value of the Cinematic</li> <li>• How ideology changes the contemporary cultural values in modern China: From presenting humility to avoiding humility</li> <li>• An analysis of the International Symbol for Access by People with Disabilities</li> </ul>
17:15-17:30	Conference Conclusion (R0.03/4)

# Speakers

## **Aikaterini Karatziovali**

*Masters, Politics and International Studies*

### Emotional contagion in Bitcoin Blockchain expansion. A sentiment analysis of social media networks

The rise of the social web has generated new possibilities to track reactions to events or issues via public texts, such as tweets. A significant constituent of public opinion is sentiment: what people feel, its variation over time, or its effect on attitudes. Technological progress enables not only the exchange of opinions but also immaterial capital on a global level. My research endeavours to throw some light on the connections between sentiment analysis on social networks - a rather new and promising field - and its application on the "political economy of the Internet", especially on the Bitcoin blockchain outbreak.

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## **Keva Doyle**

*Masters, WMG*

### Bridging Brand Positioning and Customer Journey Maps: A Caribbean Jazz Festival Experience

Like the traditional cue to signal the beginning of a film take, this research forms part of an emerging academic interest in music festival research and service design. From a practical perspective, this project aims to address one specific question – how can a festival brand consistently deliver its brand positioning using the customer journey map? My research focuses on the application of traditional brand positioning strategies to a festival brand. This study is based on a case of a Caribbean Jazz Festival in Trinidad and Tobago. It will contribute to a new perspective of planning the overall customer experience using a service design tool which can be extended to other events in order to achieve consistency in brand position.

## **Sheik Muhammad Nazeer Hussain Jaunoo**

*Masters, Centre for Cultural and Media Policy Studies*

### What Impact Does the Growth of Big Data Have on the Media and Creative Industries?

Big data in global media and communication, has come into light only from the 2010s. Over this period, there has been drastic growth in big data which has gained significant importance in the media and creative industries.

This has brought about important changes in the field, leading to the question: what impact does the growth of big data have on the media and creative industries? This paper aims to analyse the changes caused by big data in the field of media and the creative industries.

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## **Blanka Matkovic**

*PhD, Politics and International Studies*

### From Combatants to Civilians: The Role of Croatian Defenders in Post-Conflict Croatia (1995-2017)

My research focuses on the broader theme of 'normal life' in divided societies after armed conflicts, and particularly on more specific aspects of the real everyday experience of ex-combatants from their own perspective and their post-conflict recovery. They represent a marginalised group in post-conflict recovery, and are often seen as resources, not recipients.

In my thesis I also pose questions as to how they cope with their situation, how they seek to recover from the violence, and why they choose certain options regardless of whether they describe that process as 'reintegration' or not.

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**Malcolm Lowe***Masters, History***Eighteenth-century Caribbean Colonial Medicine: race and resistance**

This paper explores mid- and late eighteenth-century medical texts of the British Caribbean. In what ways was race a useful concept for Caribbean colonists in this period? Medical texts offer conceptions of the bodies of Europeans and Africans, and give an interesting perspective on racialisation, especially in the majority-African settlements of the Caribbean. This paper explores how this history coalesces with the emergence of a modern concept of race, which would become far more prominent in the nineteenth-century. It is therefore worth asking how these portrayals shifted from mid-century to the revolutionary period at the end of the eighteenth-century. The research aims to show - particularly in the history of racism - that race-thought emerged differently in certain contexts.

**Lu Bing***Masters, Centre for Education Studies***Exploring the role of creative learning in motivating Chinese college students learning English**

This workshop will introduce the audience how the researcher attempts to apply creative thinking in aiding adults students learning English as a foreign language. During the research, 19 Chinese college students recruited from different universities in China engaged in a five-week teaching intervention led by the researcher. The teaching intervention was conducted online through the most popular Chinese messaging App WeChat. This research aims to enhance students' motivation for learning English by interpreting a five-

dimension model of creativity initiated by Lucas and Spencer (2017) in the pedagogy. During the teaching intervention, the researcher tried to facilitate autonomous and reflective learning and educate both the participants and herself for more independent learners and effective problem-solvers.

**Dr Bo Kelestyn & Vasanthi Subramonia Pillai***Masters, Economics***Interdisciplinarity Mapping Activity**

The Warwick International Higher Education Academy (WIHEA) Interdisciplinary Learning Circle has just commenced work gathering information about current institution-wide initiatives and departmental activities involving interdisciplinarity. We would like this session to bring together those who are working on interdisciplinary projects and activities and to begin a mapping exercise of activity around the institution, looking at how the activities complement each other, how they might overlap and how we can make the most of what each can learn from the other. The session will start with a short presentation on the work of the interdisciplinary learning circle, followed by a discussion with attendees about their interests in and activities around interdisciplinarity, concluding with a discussion about what the learning circle could cover in future meetings.

**Katie Hall & Annie Garthwaite***Masters, Creative Writing***From Practice to Professional: Manifesting a Career**

Each year, the MA in Writing students are encouraged to work together and produce an anthology of original writing. The project is self-directed, and relies on the enthusiasm and collaboration of a team

# Speakers

of students to undertake this challenge. By establishing project management, editorial, book production, fundraising and marketing approaches, we learn the nitty-gritty of publication which, for many of us, is the holy grail. The 2018 anthology, *Manifest - New Writing from Warwick*, is an exciting collection of short stories, novel excerpts and poetry. We will share the empirical learning that a hands-on project like this offers and share some short readings from the published book.

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## **Grey Liu**

*PhD, Centre for Cultural and Media Policy Studies*

### Researching Creative Industries: Limitations, Challenges and Hopes for the Future

This paper aims to highlight the current limitations and challenges in researching creative industries. Firstly, there is an asymmetric academic attention between certain creative sectors (e.g. TV, film, music and software) and the rest of the industries paid by academia. Second, there is an overgeneralisation of the concept of 'creative labour'. Lastly, most of the research on creative industries look too close to the objective, such as focusing on the products, organisational structure and cooperate culture, for instance, while scant importance is stressed on the bigger picture: its relationship with society as a whole.

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## **Théo Aiolfi**

*PhD, Politics and International Studies*

### Populism as a new addition to the Grammar of Politics & Performance: Fleshing out the stylistic approach to populism

This work seeks to present the productive possibilities emerging from the collaboration of political science and performance studies. As a new addition to the grammar of politics

and performance, I will make the case for an interdisciplinary conceptualisation of populism as a performative political style. Building on Moffitt's stylistic approach and enhancing its performative component, this work will discuss the three major performative clusters that define the populist style: performances of identity, performances of transgression and performances of urgency. It will then conclude by highlighting the benefits of interdisciplinarity for the study of populism.

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## **Tina Janssen**

*PhD, English*

### Sir William Jones's Persian Grammar and the Academic Disciplinary Tradition

Sir William Jones (1746-1794) aimed to change the literature of the eighteenth century onwards by making his contemporaries aware of oriental literature and the rejuvenating influence it could have on European literature. He hoped to achieve this goal by translating oriental literature and encouraging others to study the languages themselves. In my paper I will look into the context of his *Persian Grammar* (London, 1771), setting it against its background of oriental studies. This will allow me to argue not only how Jones fits into the disciplinary tradition, but also - and especially - how and why he diverges from it.

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## **Nat das Neves Rodrigues**

*PhD, Chemistry*

### On the quest for the ideal sunscreen: how can lasers help?

It is well established that ultraviolet (UV) radiation is related to skin cancer. Despite the skin's protective melanin and the availability of commercial sunscreens, skin cancer incidence is still rising. Consequently, the sunscreen



industry is looking to improve current sunscreen active ingredients. In this talk, I will demonstrate how employing laser spectroscopy techniques to the study of light-induced processes in sunscreen molecules can provide a rationale for sunscreen development. In what serves as an overview of my PhD project, I will take the audience on a journey from fundamental science to final product following a 'bottom-up approach' to sunscreen design.

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### **Bo Christensen**

*PhD, Politics and International Studies*

#### Nuclear weapons modernization and precision: explaining the B61-12 Life Extension Program

The newly-released Nuclear Posture Review has raised questions about the modernization of America's nuclear arsenal. Potentially the first guided nuclear gravity bomb, the ongoing debate on the Life Extension Program of the B61 unit is a case in point. In this presentation, I explore the interaction of established doctrinal concepts and the direction of the B61 modernization program. While it may be reminiscent of earlier tactical nuclear weapons programs, the push for new features can be seen as the opening of a policy window between long-term, path-dependent developments in airpower doctrine on the one hand and current geopolitical anxieties on the other. The presentation speaks to the wider question of legitimizing future nuclear weapons technology in an era of renewed tension between the nuclear powers.

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### **Gabriel Lozano**

*PhD, Warwick Business School*

#### Say on Pay and Executive Compensation

Say on pay (SOP) is a vote in which shareholders express their views about executive compensation. This project

seeks to contribute to this research by covering some important gaps regarding the effectiveness of SOP in the context of executive compensation. Firstly, in order to detect common patterns about SOP effectiveness and to organize current knowledge and future research opportunities, we carry out a systematic literature review. Secondly, we examine the role of managerial discretion in the effectiveness of SOP. And thirdly, we analyze whether SOP impacts on firms' risk-taking through the resulting executive compensation design after the results of the vote.

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### **Zaneta-Eleni Melissourgaki**

*Masters, Psychology*

*Presenting on behalf of the team: Ozlem Eylem, Anna Kalusche, Basak Ozkara, Lena Steubl, Daria Sfec, Paula Stroian and Topgugoglu Gozde.*

#### Kiyima Canina: A Culturally Sensitive Online Self-Help Course for Turkish Migrants with Suicidal Thoughts in the UK and the Netherlands

The Turkish community in Europe has an increased risk for suicidal ideation and attempt compared to other ethnic minorities, while exhibiting a lower uptake of mental health services. This presentation will introduce an online, culturally adapted intervention, developed to prevent suicide and bridge the gap between this population and mental health services. The users' demographic characteristics and experiences with the intervention during the on-going feasibility study will also be presented. The discussion will then shift to barriers preventing ethnic minorities' mental health access, the significance of culturally sensitive interventions and the contribution of e-health in reaching individuals excluded from services.

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# Speakers

## **Walter Buyu**

*Masters, WMG*

### A Model Organisational Structure for National Cybersecurity Coordination in Kenya.

Kenya is in the early stages of fully addressing its cybersecurity challenges, among which is the coordination of cybersecurity. This research focuses on the development of a model organisational structure for national cybersecurity coordination in Kenya.

The proposed model leverages on the existing cybersecurity policies, strategies, frameworks, and institutions involved in cybersecurity, to realise national cybersecurity coordination with minimal effort, capital, and human resource.

Beyond Kenya, the model could serve as a reference for other developing countries when establishing or improving their national cybersecurity coordination frameworks.

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## **Fatin Fatihah Zahari**

*Masters, WMG*

### The Telco Digital Revolution in ASEAN Region

Despite the frequent use of the term 'digitalisation' by management practitioners and industry analysts, agreement on its definition is still sparse. It has, however, taken its place on a global scale and pressured ASEAN countries in recent years to take immediate actions with the aim of better public service for citizens. Regardless of various national plans and technology roadmaps, the implementation of digital transformation in the majority of ASEAN countries has not come close to success. This study thus highlights the importance of coherent strategy between government national plan and industry blueprints through

Telco's big data in achieving a common goal towards digital revolution.

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## **Daisy Richards,**

*Masters, Film and Television Studies*

### Revisiting Questions of Quality: Television and the Value of the Cinematic

What do we mean when we use the word 'quality' in relation to something we've seen on television? Are we talking about how much we enjoyed what we saw? Are we assessing the cultural and social impact of the images broadcast to us? Perhaps we're attempting to assign a value to what we've seen, based on an innate and almost unnoticeable schema that has existed within discussions of the televisual for years, without us even being aware of what we are really affirming? My presentation challenges traditional ideas of what quality television looks like and asks whether, as audience members, we could expand and question our own judgement values.

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## **Yang Yang,**

*Masters, Centre for Cultural and Media Policy Studies*

### How ideology changes the contemporary cultural values in modern China: From presenting humility to avoiding humility.

Cultural values could be dynamic with the influence of ideology. As China is now more globalised, perhaps the presentation of traditional modesty is gradually replaced with the manifestation of cultural self-confidence ('wenhua zixin'), a cultural discourse emphasised recently. This study aims to analyse how the ideology in modern China constructs the contemporary value which emphasises self-confidence and humility avoidance rather than the traditional assumption of hiding the

pride. Findings indicate that the political ideology of 'national culture' and 'cultural self-confidence' as well as the economic ideology of 'socialist market economy' has jointly affected the value shifts.

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**Rebecca Limb,**

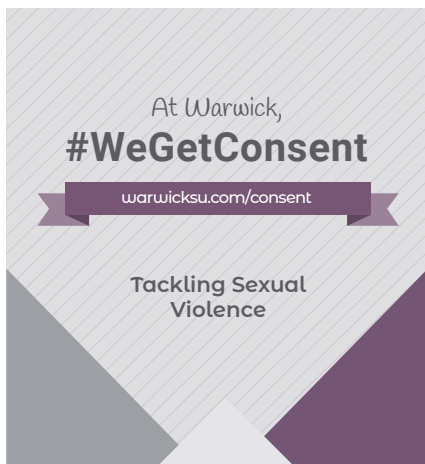
*PhD, Law*

An analysis of the International Symbol for Access by People with Disabilities

This presentation will disseminate the results of a qualitative research study which analysed the effectiveness and appropriateness of the International Symbol of Access from the perspective of those with disabilities. The presentation will argue that the International Symbol of Access is incompatible with international and national equality laws, and therefore in need of reform. This presentation will conclude by proposing an alternative to the International Symbol of Access.

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## Notes





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Kindly supported by the  
Warwick Innovation Fund