Social Psychology Section
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‘The personal and the political in social psychology’
Book of Abstracts

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Personalising politics
Gian Vittorio Caprara, Professor of Personality Psychology, Sapienza University of Rome

In recent decades, there have been many changes in the political landscape of major democracies with regard to consensus formation, elites’ selection and citizen political engagement. Among the most evident changes are shifts in focus from group affiliations to individual choices and from issues-centred politics to person-centred politics.

As citizens bring their needs and aspirations to political arena, their personalities influence the agenda of politics no less than the personalities of politicians.

Most recent debates, however, have also been somewhat one-sided as the term personalisation has mostly led to a focus on the personal influence of leaders and on their personality characteristics that may extend the support of partisans and of the electorate.

The appeal to personality has been instrumental in the crafting and marketing of an image best able to secure and to strengthen the authority and attractiveness of leaders.

In reality, the major role of personality in politics concerns not only the significant impact of a politician’s personality characteristics on voter’s preferences but also the determinant role that voters’ personalities exert on politics through their decisions and behaviours.

Thus personalising may result more proper to put the person at the centre of politics and to convey the idea that is a better politics the one that is able to grant the full expression of people personalities. Using personalising rather than personalisation should lead to our valuing the personality of the many rather than that of the few, to a better understanding of the mental processes underlying political behaviour, and ultimately to being able to assess the extent on these premises a programme of research has developed that attest to the determinant role that traits, values and self-efficacy beliefs exert on political preferences and political participation.

Data from several established democracies will be presented to show the important contribution of psychological research to account for how people orient themselves in politics and for the reasons that lead citizens to actively engage in the political arena. The same data will attest to the role that traditional right-left and conservative–liberal ideology still play in organising political knowledge. Also recent findings will be presented that show how different theoretical models can be used as complementary to gain a more comprehensive view of the personality variables that contribute to political preference and participation.

Final remarks will address the mutual relations between the development of personality and the progress of democracy. In viewing democracy as the political system most congenial to the full actualisation of individuals’ potentials, it will be argued that personality and democracy development depend one upon the other.

On the one hand, personality development, requires conditions of freedom and respect, resources and proper experiences to turn potentials into capacities, values, achievements and commitments. On the other hand, democracy can succeed in being the best form of governance to the extent that its functioning enables citizens to actualise their potentials and to put at service of good the best of their humanity.

Supporting migrants in distress – when an ordinary life becomes the ultimate goal
Robert McCrea, Chief Executive Officer at Migrant Help

Migrant Help is a charity that has more than 50 years of history in helping migrants in distress. We view first-hand the vulnerability and desperation from migrants who are trying to find a place in society where they are safe and respected as individuals. An ordinary life is their ultimate goal.

Rob McCrea, Chief Executive of Migrant Help, will be sharing some real-life stories from those people that the charity has helped and will be examining the wider political effect, with a chance for the audience to table any questions about this complex area of modern Britain.
Psychology, genocide and moral choice
Kristen Renwick Monroe, University of California, Irvine
How can we explain genocide? Interviews with bystanders, Nazi supporters/political leaders, and rescuers of Jews during the Holocaust focuses attention on the significance of identity for our moral choices. In her keynote, Monroe develops a theoretical model of moral choice, one that illuminates the spontaneous aspect of moral behaviour, to explain why some stand by, doing nothing, while others risk their lives to help the persecuted or even participate in the slaughter of innocent human beings. Monroe introduces the concepts of psychological perspective and moral salience to explain how we establish a critical psychological relationship with others, and then categorise and classify individuals in need as ‘people just like us,’ or reduce them to strangers perceived as ‘different,’ threatening or even beyond the boundaries of our community of concern. Her work thus not only explicates the psychological dehumanisation that is a prerequisite for genocide; it also uses its insights into human behaviour during genocide to develop a broader theory of moral choice, one applicable to other forms of ethnic, religious, racial, and sectarian prejudice, aggression, and violence. The keynote thus takes on a broader significance for understanding the politics of difference, whether those differences be racial, ethnic, religious, or age or gender-related. It fills a long-standing void in normative political science and moral psychology and suggests identity may be more fundamental than deliberative reasoning in our treatment of others.

What are we doing and why are we doing it?
Some thoughts on contemporary social psychology
Orla Muldoon, Professor of Psychology, University of Limerick, Ireland
As social psychologists we are centrally concerned with how cultures, social contexts and groups impact on our behaviour. And as we are all aware, the recent history of social psychology has been punctuated by crises, which can be seen as fundamentally related to these same cultural forces within the academic community – a culture that is very much concerned with league tables, impact factors and funding. In this talk, I argue that now is as good a time as any to pause to consider our discipline, its purpose, its value and its meaning, and the impact that this culture has on our discipline. Using research examples this talk will consider some of the consequences of this culture for social psychology, namely the tendency to individualise social phenomena, our failure to assess and consider ‘lab effects’ in real world settings, and finally our disinterest in pressing social phenomena that are difficult to measure. As social psychologists we are well placed to draw on our own disciplinary knowledge to ensure that our discipline is strengthened rather than weakened by these social forces.

The political and the personal in social psychology, and related concepts
Ian Parker, Professor of Management at the University of Leicester
This paper responds to a set of problems in contemporary social psychology that cluster around the notion that the discipline might be ‘applied’ to the real world, and that such application would thereby serve as the methodological and conceptual grounding for ‘political psychology’. The specific problems addressed comprise ‘interpretation’ of material in the quantitative and qualitative traditions, the notion of ‘application’ as such which rests on the prior modelling of individual and collective psychological phenomena, the conceptions of ‘politics’ that operate in disciplinary interventions, the idealisation of ‘community’ in different traditions of community psychology in the US and Europe, and finally ‘psychology’ itself as the background against which these other problems are elaborated. In response to these problems the paper describes political theoretical concepts from feminist interventions in Left practice and brings them to bear on the discipline of psychology, turning the direction of travel of concepts around so that social psychology itself rather than the outside world becomes the object to which ideas are ‘applied’. The five political theoretical concepts described here are ‘performativity’, ‘standpoint’, ‘the personal as political’, the ‘tyranny of structurelessness’ and ‘intersectionality’.
Distinguished Career Award Lecture

Social psychology’s new crisis: Time for an activist response?
Professor Catherine Campbell, Director of the Health, Community and Development (HCD) Research Group, Head of the Department of Social Psychology, London School of Economics (LSE)

In the 1970s, a great deal of soul-searching led left-leaning academics to declare that social psychology was in crisis. Central to this diagnosis was its over-emphasis on laboratory and experimental research designs and a predominance of research funding from government and industry (both often having a particular interest in preserving the status quo). These were said to have left social psychologists with few actionable contributions to make to debates about how best to understand and tackle social inequalities in real social settings. Now 40 years later there is a renewed sense of crisis amongst critical social psychologists. Topics such as identity, agency, relative deprivation, community participation and social context, traditionally seen as the province of social psychology, have been hijacked by other disciplines. There is growing concern that social psychologists have been marginalised in RAE/REF exercises. The discourse and language based approaches that dominated critical psychology in the 1990s and 2000s have yielded slim pickings for those concerned with concrete real-world social activism. Drawing on the work of the HCD programme at the LSE, this talk outlines a framework for a more activist approach for social psychologists. This has evolved through dialogues including academics, social development practitioners, NGOs and members of marginalised groups, in the interests of advancing understandings and programmes of agency, collective action and social change for tackling inequalities in health. Social psychologists seeking to build a more relevant and critical discipline must capitalise on their location at the heart of the individual-social nexus – at those places and those moments where social inequalities are inscribed on individual bodies and where the possibility of resistance is instigated or crushed. It is through more active engagement in projects of social change that they can make a more significant contribution to debates about urgent contemporary problems.

PhD Award Lecture

Birds of a feather flock together: Intergroup contact in the face of gross ethno-religious divisions
Shelley McKeown, Assistant Professor of Psychology, Leiden University College, The Hague/ Lecturer in Psychology at the University of Bristol

The contact hypothesis, hailed as one of the most successful prejudice reducing theories, argues that bringing groups in conflict together, under favourable conditions, can reduce intergroup prejudice. Despite receiving substantial empirical support, critics have argued that the mundane and everyday nature of intergroup contact, as experienced ‘on the ground’, is far removed from the optimal contact posited by Allport and as such, its effectiveness in the real world should be questioned. As a result, a number of studies have assessed the contact effect through observations of intergroup behaviours, examining how individuals and groups interact in the spaces they inhabit.

The aim of the present research was to evaluate the effectiveness of intergroup contact, through behavioural observations, amongst Protestants and Catholics living in Northern Ireland, an historically divided society. A series of studies were conducted in which different levels of contact were examined over time, amongst classes in integrated secondary schools, classes in a further education college and amongst two groups of young people attending a cross-community contact intervention. In each setting, observations were recorded of where young people were sitting and later analysis was conducted to test levels of segregation. In the college, a measure of infrahumanization was included and in the contact intervention, additional measures of self-esteem and intergroup anxiety.

Results demonstrate the persistence of informal segregation between Protestant and Catholic young people in Northern Ireland. It was only in the contact intervention study that behaviour and attitudes were found to change, to more favourable attitudes and less segregation, over time. This demonstrates that developing shared space does not necessarily lead to meaningful intergroup contact with informal segregation remaining. It is argued that these findings have important implications for methodology, theory and policy in divided societies trying to recover from intergroup conflict.
Migration: A multidisciplinary symposium

Convenor: Nicola Abbott, Canterbury Christ Church University

This symposium presents four papers on the topic of migration from three disciplines: Psychology, Sociology and Politics. This collection of papers not only takes a multidisciplinary approach to Migration, but also examines a variety of different types of migration, including: international students, Romany gypsies, human trafficking and immigrant students in a UK secondary schools. Dr Nigbur will present a psychological paper examining acculturation experiences of international students. Dr Cashman and Dr FitzGibbon will present a political paper investigating how political parties mobilise Romaphobia. Dr Arocha from the sociology programme at Christ Church will present a paper that compares anti-trafficking legislation, policy and practice in the UK and India. Dr Abbott and Dr Cameron will present a psychological paper that highlights a multiple mediation model of the effect of opportunity for intergroup contact on adolescent’s intentions to help immigrant peers in a UK school context (Abbott & Cameron, 2014). Finally, the symposia will close with a discussion of the parallels between psychological, sociological and political perspectives of migration in contemporary research, policy and practice. The key theme across this symposium is to explore the array of different experiences of various kinds of migrants, whose concerns are being studied across these three disciplines. We propose that a multidisciplinary approach, which takes advantages of synergies across all these disciplines, is crucial for migration research; therefore, we also aim to encourage and facilitate collaborative and innovative projects across Psychology, Sociology and Politics that address the sensitive and topical issue of migration.

Paper 1: Making sense of acculturation: Self-reports and personal experience of international students

Dr Dennis Nigbur, Canterbury Christ Church University

It can be argued that a genuinely psychological perspective on acculturation – that is, individual or collective change as a consequence of intercultural contact – requires approaches that go beyond quantitative measurement and prediction (see Chirkov, 2009). The present study uses an embedded mixed-methods design to examine how measurable attitudes towards acculturation relate to the experience and sense-making of individuals – in this case, international students who have recently arrived in the UK. In individual semi-structured interviews with a researcher who shared their migrant identity, participants talked about their individual acculturation experience and general views on the negotiation of cultural heritage and intercultural contact (see Berry, 1997). Only at the end of the interview were participants invited to complete some commonly used quantitative questionnaires to measure acculturation attitudes. Participants reflected on the association between these attitude scales and their own views. The results identify some links between the general attitudes assessed by the questionnaires and the individual perspectives of participants, and contribute both to a better understanding of acculturation processes from an individual perspective and to potential improvements to the ecological validity of questionnaire measures of acculturation attitudes.

Paper 2: Populism and anti-Romani sentiment in the EU: A multistate analysis

Laura Cashman, Canterbury Christ Church University

The integration of Romani communities has been a vexed issue for generations, mostly in Central and Eastern European states. In recent years, however, it has gained increased political prominence across the whole of Europe. Our paper presents a comparative analysis of how populist parties in both ‘old’ and ‘new’ EU member states are mobilising anti-Romani sentiment for electoral advantage. We look at how parties ‘bundle’ classic populist issues such as Euroscepticism, anti-elitism, nationalism with anti-Gypsyism and Romaphobia and compare how this occurs in a selection of states from Western and Central and Eastern Europe (France, Italy, Czech Republic, Romania and Hungary). Moreover, we explore how the specific nature of the Roma ‘issue’ has facilitated its use for electoral and publicity mobilisation by populist parties with a significant degree of success and whether the old ‘East–West’ divides remain meaningful in this context.
Paper 3: Anti-trafficking policy and practice: A comparative analysis

Dr Lorena A rocha, Canterbury Christ Church University

The UN Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, entered into force in 2003. Since then, the Protocol, ratified by nearly 160 countries worldwide, has been setting the agenda for local and national governmental bodies as to how to legislate and act against trafficking. This paper examines how such legislation is interpreted and implemented in two very different settings: the UK and India, by exploring anti-trafficking policy and practice at different levels, national and local. At the local level, it explores anti-trafficking responses by a number of both statutory and non-statutory agencies in two very strategically located regions, the south-east of England and West Bengal in India. Given their socio-economic situation and strategic position as borders to surrounding countries, in both regions trafficking has long been recognised as a social problem. Following fieldwork conducted in May–July 2012 in West Bengal and in May–July 2014 in the south-east of England, the paper discusses how trafficking is understood and how the socio-political geography of these two regions shapes the responses available on the ground.

Paper 4: How does opportunity for intergroup contact promote adolescent’s positive intentions to help immigrants?

Nicola A bbott, Canterbury Christ Church University

This paper presents a psychological study examining the indirect effects of the opportunity for intergroup contact on adolescent’s intentions to help immigrant victims of name-calling in a UK school context (Abbott & Cameron, 2014). In UK schools, intergroup bullying, and particularly interracial bullying has reached alarming levels: recently ChildLine (2013) figures highlighted a 69 per cent annual increase in reports of children and adolescents experiencing racial bullying. The present research tests the indirect effects of opportunity for intergroup contact on adolescents’ bystander intervention intentions via four potential mediators: ‘empathy’; ‘cultural openness’; ‘in-group bias’; and ‘intergroup anxiety’. British adolescents (N=855) aged 11 to 13 years, completed measures of opportunity for intergroup (interethnic) contact and the identified indirect variables. Intended bystander behaviour was measured by presenting participants with an immigrant name-calling scenario in a UK school context. Participants rated the extent to which they would behave assertively. A multiple mediation analysis will be presented that shows an indirect effect of opportunity for intergroup contact on adolescents’ assertive bystander intentions via empathy, cultural openness and in-group bias (but not via intergroup anxiety). Theoretical implications and practical suggestions for future prejudice-reduction interventions will be discussed.

Rob Farr’s legacy and the future of social psychology

Convenor: Caroline Howarth, London School of Economics

At a great loss to social psychology, Professor Rob Farr died in 2013. This invited symposium commemorates his work and discusses his major contributions to social psychology. Rob Farr was internationally known as a specialist on the history of social psychology and particularly well-known for bridging psychological and sociological forms of social psychology – a separation he deplored. His work bridging these traditions produced novel perspectives on concepts at the heart of the discipline: the social self, social attitudes, attribution theory, ideology as well as on the role of laboratory experiments in the development of psychological theory. Much of this was enabled by his scholarly reading and insightful interpretations of George Herbert Mead, Erving Goffman and Gustav Ichheiser. In particular, his work played a very significant role in advancing the reception and elaboration of the concept of social representations for the English-speaking world. Rob Farr’s intellectual outlook was interdisciplinary and truly international. He was acutely aware of how parochial psychology often is and dedicated himself to building bridges and awareness of psychological work conducted by colleagues from the former Eastern European countries, India, China and Latin America. He was an inspiration for a large number of psychologists around the globe who shared his sharp critique for the de-socialisation of the behavioural sciences. As a group of his colleagues and students we consider the impact of his work on the discipline (in terms of theory and method), on our own work and our shared hopes for the future of social psychology.
Paper 1: Creative Tensions: The experimental setting in Rob Farr’s historical social psychology

Sandra Jovchelovitch, London School of Economics

Central to Rob Farr’s social psychology has been to show that key psychological constructs are not ‘located’ in the individual mind but are instead dynamic phenomena originated by communicative acts between individuals. He combined the social psychology of Mead, Heider and Moscovici into a historical approach that demonstrated that it is in and through society, not without it or out of it, that we become individual psychological beings. In this paper I discuss this contribution with a focus on his analysis of laboratory studies as communicative fields of social representation. Farr offered a Meadian analysis that considered the encounter of multiple perspectives in the experimental setting to show that the idea of the lab as a-social is utterly implausible: the lab is in fact a terrain and the experimenter is one of its social actors. Research, be it in the lab or in the field is a social encounter and includes the world of observers and the world of the observed. Laboratories, he argued, are objectifications of specific representations and the idea of a lab as a neutral territory is the outcome of a very specific representation linked to the ideology of individualism. As early 21st century psychology leans heavily towards the neurosciences and shows no signs of overcoming the separation between the first (individual) and second (social) psychology proposed by Wundt, Farr’s historical social psychology acquires a special significance. His analysis of the experimental setting sheds light on the unacknowledged assumptions that guide the production of knowledge in psychology and is a powerful anticipation of the idea of research as a social encounter. His legacy is an ever present reminder of the importance of social psychology to the integrity and richness of all psychology. Against this legacy, our task is to honour its promise and sustain the wide and unique scope of our discipline as an individual and social science.

Paper 2: Rob Farr’s social psychology of the inter-view: Connecting theory and method

Ivana Markova, Stirling University

Rob Farr’s persistent effort to develop a truly interactional perspective in social psychology through the study of interrelations was one of his most significant achievements. He focused on the centrality of communication in the human and social sciences and on the meaning of dialogue in terms of the interrelations between individuals, groups and their social environment. He viewed these interrelations as grounded in phylogenetic and ontogenetic, as well as in historical and cultural phenomena. This was why he referred to ‘the social psychology of the prefix inter-’ found in such terms as ‘inter-action’, ‘inter-personal’, ‘inter-relational’ and ‘inter-view’. He studied the idea of inter-view in the work of William Wundt, Gabriel Tarde, George Herbert Mead and Gustav Ichheiser, as well as in more recent scholars like Erving Goffman, Fritz Heider, and Theodore Newcomb. Rob Farr emphasised that speech must be studied both as action and reflexion of the mind. These features manifest themselves in the divergence and convergence of perspectives between actors and observers in the dynamics of dialogue. He showed how this double perspective raises a challenging methodological issue to overcome a one-sided perspective, for example, an interview by considering it as an inter-view. Adding a hyphen is a reminder that the dialogical participant and the researcher are simultaneously both actors and observers and that, therefore, the prefix ‘inter-’ forms ‘a prologue to the study of dialogue’. This paper demonstrates that the division of theory and method is a false divide for Rob Farr and for the type of psychology he advocated.

Paper 3: The utility of good theory: Lessons from Rob Farr’s societal approach

Helene Joffe, University College London

One major contribution Rob Farr made to social psychology was to bring the French tradition of social representations to English-speaking audiences. This has had a major impact in Britain, Australia and beyond. His focus on the importance of everyday common sense thinking, in the vein of what Wundt had termed folk psychology, and his insistence on its importance has been beneficial not only within psychology but in psychology’s engagement with ‘real world’ issues. This paper will shed light on a number of such studies, primarily from my group’s research on the social psychology of earthquake preparedness in highly seismic areas of the world, of British people’s aspirations for the cities of the future (in the context of the need to reduce carbon emissions without compromising wellbeing) and of public engagement with neuroscience. I will use my accounts of these studies to indicate what doing such work within a social representations rubric offers that a theory-free account of public engagement would not. In the main, the social psychological legacy left by Rob Farr steers one to take heed of the impact of cultural and historical factors on current representations, and of the symbolic and implicit levels of content in common sense.
Paper 4: Culture and its mark on our psychology: Lessons from Rob Farr’s history of social psychology

Caroline Howarth, London School of Economics

One of Rob Farr’s key contributions to our discipline was his scholarly history of Modern Social Psychology. He once commented that his ‘principal hope is that social psychologists will become more historically conscious of the development of their discipline’. He added ‘I hope it is possible to achieve a rapprochement between psychological and sociological forms of social psychology’. The first three papers have all demonstrated that ways in which his detailed knowledge of the ‘founders and ancestors’ of social psychology (e.g. Wundt, Mead, Heider, Ichheiser, Goffman) shaped his own research and some important developments in the field (particularly within the field of social representations) which challenge any simplistic binaries of psychology and society – or the personal and the political. We conclude the symposium with a discussion on the key lessons from Rob Farr’s history of social psychology for us today and some reflections on the future of social psychology. Specifically the final paper examines Farr’s work on culture and ideology, and how he found ways to show that cultures inform more than the content of mind: culture informs the very processes of mind. Culture, therefore, shapes both psychology in terms of psychological processes (e.g. the development of self-consciousness, attitudes and attributions), but it also informs the ways in which our discipline constitutes psychology as an object of study (in theory and in method). Therefore, a scholarly understanding of the history of our discipline, as developed by Rob Farr, is essential for the on-going development of a discipline that is both personally and politically meaningful.

Discussant: Alex Gillespie

Alternative approaches to the exploration of political engagement

Convenor: Patrick Readshaw, Canterbury Christ Church University

This symposium is aimed at those interested in interdisciplinary knowledge exchange within the topic of political engagement. This session combines several presentations covering a range of topics derived from different disciplines with each being contextualised within the conference at large, it will also offer a chance for methodological reflection and professional networking. The continued decline in political engagement within Britain and worldwide highlights the continued importance of research and this area; furthermore by applying additional academic perspectives such as that of politics and media and cultural studies this symposium will hopefully generate novel ideas that can be used in further research into this area. The symposium will be organised into three presentations and a final discussion. Giovanni Travaglino will present work addressing the collective passivity of individuals with regards to criminal organisation in Italy and how this corresponds to the notion of honour. Patrick Readshaw will discuss the role of Western news media in relation to political engagement within the UK. Finally Mark Bennister will provide insight into the dynamics behind political leadership focusing on the function of ‘Leadership Capital’. The concluding conversation (with Sharon Coen as the invited discussant) will explore the potential for knowledge exchange between psychological practices and those from alternative disciplines whilst contextualising each presentation within the topic of the conference at large.

Paper 1: Collective passivity against criminal organisations in Italy: The role of honour

Giovanni Travaglino, Dominic Abrams, Georgina Randsley de Moura & Giuseppina Russo, University of Kent Canterbury

Why individuals display collective passivity against criminal organisations in Italy? Italian criminal organisations (COs) exhibit adherence to codes of honour and masculinity, important values in the context where they originated. Here it is proposed that the embedding of these values at an individual level may lessen collective opposition to these organisations, and indirectly, create a space in which such organisations can persist. In a study of young Southern Italians (N=176; Mage=16.17), we found that endorsement of ideological beliefs related to the honourableness of male violence reported lower intentions to engage in collective actions against criminal organisations (antimafia). Consistent with the hypothesised mechanisms, this relationship was mediated by more positive attitudes toward COs, and lower reported vicarious shame in relation to the activities of COs. This study suggests that elements of the honour culture may function as an ideological device that justifies criminal organisations’ claims to legitimacy.
Paper 2: Understanding the contribution of Western news media to the decrease in political engagement in the United Kingdom

Patrick Readshaw, Canterbury Christ Church University

Objectives: This paper examines the role of traditional news media in facilitating the decline in political engagement within the UK, by exploring how various frames and emphasis on sensationalised reports generate feelings of apathy and helplessness within their reader/viewership as demonstrated by the decline in voter participation shown by governmental surveys.

Design & Methods: The application of existing theoretical perspectives such as the Post-Marxist, Post-Structuralist and psychological theories of cultural development to a number of media models and statistics obtained from the Hansard Society Audit (2012). This audit will provide insight into the potential impact on individual agency, political efficacy and apathy derived from exposure to tradition media forms.

Results: Exposure to traditional news forms such as newspapers represents a negative contributing factor to individual perceptions of agency and efficacy within their reader/viewership as demonstrated by the continued decrease in political involvement and the findings of the Hansard Society Audit.

Conclusions: When taking both Post-Marxist and cultural developmental theories into account the negative impact of Western media practice become clearer, highlighting a need for further research if this downward trend is to be reversed.

Paper 3: Leadership capital: Measuring the dynamics of leadership

Mark Bennister, Canterbury Christ Church University, Paul't Hart, University of Utrecht and Netherlands School of Government, Ben Worthy, Birkbeck College, University of London

This article argues that the extent to which political office-holders can effectively attain and wield authority is a function of the stock of ‘leadership capital.’ Drawing on the concept of political capital, we define leadership capital as aggregate authority composed of three dimensions: skills; relations; and reputation of a leader. Leadership capital ebbs and flows over time within a trajectory of acquisition, expenditure and inevitable depreciation. We present a Leadership Capital Index (LCI) that systematically maps out the three broad areas combining concrete measures with interpretive aspects. This can be used as a tool for systematically tracking and comparing the political fortunes of leaders in a way that is both more nuanced and robust than exclusive reliance on the latest approval ratings. We offer an illustrative case study of Tony Blair demonstrating the LCI. We conclude by discerning several promising paths for future development of the LCI.

Discussant: Sharon Coen
Environmental crisis and social psychology: Beyond the mainstream

Matthew Adams, University of Brighton

This presentation considers the contribution of social psychology to human-induced ecological degradation and the sustainable development agenda. That human behaviour is having a profound impact on global climate and related phenomena has garnered broad scientific consensus, and is communicated to the public in increasingly sophisticated ways. It is a topic which attends to the relationship between the personal – consumption practices, civic activity etc.; and the political – ecological crises, sustainable development and social change. Psychology has been increasingly drawn upon by policy makers, pressure groups and related institutions in this context, in the hope of understanding, predicting, and shaping behaviour and lifestyles towards more sustainable ends. In the past few years cognitive behaviourist models have dominated research and policy agendas concerned with identifying barriers to, and/or promoting ‘environmentally sustainable behaviour’ or ‘pro-environmental behaviour’. Though a good example of the applied and social relevance of psychology, these models have come under critical fire from a growing number of social psychologists and sociologists. This presentation provides a brief outline of existing and potential theoretical alternatives to mainstream approaches, drawing on novel developments in social psychology, psychoanalysis and sociology. These include social psychoanalytic conceptualisations of denial and defence mechanisms, a recent reframing of Milgram’s proximity series of obedience studies, and cross-disciplinary approaches to consumption, waste and identity. It will be argued that social psychological approaches beyond the mainstream have necessary, complex and radical implications for the sustainability agenda and social change. These developments have the potential to take us beyond current political initiatives drawing on psychology, and point to the connections between the personal, social and the political in an area of significant contemporary relevance.

The remains of the digital age: Effects of interactive technologies on friendships and interpersonal self

Jens Binder, Sarah Gardner & Richard Greenhill, Nottingham Trent University

A new perspective on the maintenance of social relationships through social media is proposed with particular consideration of the multitude of interactive technologies available by now. Interaction histories are seen to reflect the quality and self-relevance of friendships according to the mix of media used and the assumed traces such interactions leave in social memory.

While interactive technologies hold the promise to facilitate friendship maintenance, little is known about the causal impact of media use on friendship quality. We suggest that more media use leads to less memorable interactions and consequently weakened relationships. An experimental method is presented that allows for an investigation of causal paths through the simulation of friendships and interaction histories.

Based on previous studies, asynchronous, synchronous and mixed interaction histories were set up to investigate their impact on strength, self-relevance, and emotional responses associated with fictitious friendships at different levels of closeness. Standard questionnaire measures were combined with card sorting techniques to assess participants’ processing of interaction histories.

First evidence comes from a lab-based student sample (N=72). Preliminary findings are in line with the hypotheses: closer friendships were more difficult to maintain through technology compared to moderately strong ones. Further, the mix of media channels had an impact on friendship variables, and these effects carried through to self-related measures.

The strength of the present study lies in the novelty of the procedure and the integration of social-evolutionary accounts of relationships with issues surrounding interactive technologies and potential long-term drawbacks to social media use.
Savouring morality: Moral satisfaction renders food of ethical origin subjectively tastier

Boyka Bratanova, Centre for Ethical Leadership, Ormond College, The University of Melbourne, Australia, Christin-Melanie Vauclair, Instituto University rio de Lisboa, Nicolas Kervyn, Center Emile Bernheim, Solvay Brussels School of Economy and Management, Université libre de Bruxelles, Bruxelles, Belgium, Sandy Schuman, Research Centre for Social and Intercultural Psychology, Université libre de Bruxelles, Bruxelles, Belgium, Robert Wood, Centre for Ethical Leadership, Ormond College, The University of Melbourne, Australia, Olivier Klein, Research Centre for Social and Intercultural Psychology, Université libre de Bruxelles, Bruxelles, Belgium

Past research has shown that the experience of taste can be influenced by a range of external cues, especially when they concern food’s quality. The present research examined whether food’s ethicality can also influence taste even when it is orthogonal to food’s quality. For the purposes of the present research food’s ethicality was defined as the upholding of a moral principle in the course of the food’s production, such as environmental preservation or fair treatment of producers from developing countries. We hypothesised that moral satisfaction with the consumption of ethical food would positively influence taste expectations, which in turn will enhance the actual taste experience. This enhanced taste experience was further hypothesised to act as a possible reward mechanism reinforcing the purchase of ethical food. The resulting ethical food→ moral satisfaction→ enhanced taste expectations and experience→ stronger intentions to buy/willingness to pay model was validated across four studies: one large scale international survey (Study 1) and three experimental studies involving actual food consumption of different type of ethical origin – organic (Study 2), fair trade (Study 3a) and locally produced (Study 3b). Furthermore, endorsement of values relevant to the food’s ethical origin moderated the effect of food’s origin on moral satisfaction, suggesting that the model is primarily supported for people who endorse these values.

Psychogeography, social psychology and personal/political changes

Alexander John Bridger, University of Huddersfield

Psychogeography is a political, playful and anarchic approach where participants wander around towns and cities. Those involved in such walks do so in order to study the social, behavioural and political effects of built environments, to critique the capitalist ordering of spaces and to consider what future non-capitalist environments could look like. In this paper I will define how I use psychogeography in my work as a critical social psychologist. I will discuss how I draw on the situationist usage of psychogeography in order to produce a ‘radical’ critique of neoliberal built environments. Much of the work in social psychology and environmental psychology takes an apolitical and overtly cognitive focus, which does not fit with the more political and subversive aims of this sort of work. I will explain how radical research should be connected with political practice and community work both inside and outside academia and that such work has to connect with an agenda of wider radical, social and political change. The implications of this presentation should hopefully provoke debate about the usefulness of psychogeography as a methodology to study and critique environments as well as to consider the question of what research can change.

Ever present risk? Online vulnerability in ego-centric networks

Sarah Buglass, Jens Binder, Lucy Betts & Jean Underwood, Nottingham Trent University

Objectives: The use of ego-centric online social networks is a ubiquitous method of socialising in the digital era. A potential source of social support, their continued and frequent use has been linked to a fear of missing out (FOMO) and the implicit desire to regulate psychological needs deficits through online friending and information disclosure. Personal online safety is a regular source of political debate and media scrutiny. To this end, an examination of the implications of social networking and FOMO in a 24/7 connected world is considered.

Design: An ongoing 12-month mixed methods longitudinal study comparing the online behaviours and network dynamics of multiple participant panels (adolescent to adult).

Methods: The evidence presented in this paper outlines the preliminary findings from the first phase of adolescent and adult panel data. Three convenience samples (N=250+), two UK school-based adolescent panels (13 to 18 years) and one adult panel, completed an online survey measuring Facebook engagement, FOMO and online vulnerability. A Facebook network data extraction task was also completed. Data was analysed combining standard statistical and social network analysis techniques.

Results: A misperception of online connectivity sets the scene for a comparison of the associations between the factors driving social media engagement and online vulnerability across age groups. Initial findings indicate age related associations between FOMO and other main variables.
Conclusions: The findings, although preliminary, provide an insight into the age-related online lives and vulnerabilities of UK-based social networking users, adding to current debates on cyber security initiatives.

The psychological contract: The interaction between the personal and the political at the workplace
Moira Cachia, University of West London

Purpose: The psychological contract refers to the employee’s perception of the employment relationship based on one’s relations with the employing organisation, thus highlighting its political nature. A positive psychological contract has been found to promote desirable employee attitudes such as job satisfaction and intention to stay. However, research has mainly focussed on the negative consequences of psychological contract breach. The presented study investigates psychological contract formation and development within the first year of employment, aiming to understand the personal elements contributed by the employee.

Methodology: A qualitative longitudinal design was adopted. Semi-structured telephone interviews were conducted with 26 participants at three, six and 12 months from entry into the organisation. The collected data was analysed using thematic analysis.

Findings: New recruits expect a reciprocal exchange of trust, loyalty and mutual care with the organisation, providing them with a positive social identity. Moreover, they perceive their employment as an avenue of self-expression, where they maintain their personal values and goals. Hence, an employee’s intention to leave an organisation may be due to a change in one’s career path which cannot be actualised through the present arrangement.

Conclusion: More emphasis needs to be placed on the ‘personal’ component of the psychological contract. It is not only the employer’s met or broken promises that need to be accounted for but also the employee’s changing and emerging needs, which are required to be attended to. Future research must focus on psychological contract development rather than violation in order to capture these idiosyncratic aspects.

Children’s responses to domestic violence and abuse: Resistance and agency
Jane Callaghan, Joanne Alexander, Judith Sixsmith & Lisa Fellin, University of Northampton

Psychological research on the effect of domestic violence and abuse on children is overwhelmingly individualising in its focus. This research tends to focus on individual psychopathology couched in a discourse of damage: post-traumatic stress disorder, attachment disorder, neurological damage, depression, anxiety, conduct disorder, etc. Other psychological and social science research highlights the way that the ‘mark’ of domestic violence is ‘passed on’ from parent to child through intergenerational cycles of transmission. These dominant understandings of the impact of domestic violence position children as passive, relatively choiceless victims and witnesses, doomed to be damaged, fated to repeat the violence they observe. Even when the focus of research is on coping, accounts of children’s resilience focus on the qualities of individual parents and individual children, that ameliorate the damaging effect of violence on children’s lives. But domestic violence is not an individual problem. Rather it is a social and political issue, best understood at the nexus of the personal and the political. Children’s capacity to cope with domestic violence, their ability to understand and respond to it, their capacity for agency and resistance in the face of domestic abuse is constituted in complex social and systemic processes. This paper reports on interviews with 100 children in situations of domestic abuse to explore the way that young people build resistant self-identities in these difficult family circumstances. These interviews drew on creative methods, including photo elicitation, family drawings and other drawing approaches, to facilitate children’s construction accounts of living with domestic violence, that might in places run counter to hegemonic ideas of children as passive victims, damaged by violence they witness. In our analysis, we focus in particular on the way that the capacity for resilience and resistance is constituted within sociopolitical and systemic processes, rather than as a property of relatively bounded and encapsulated ‘individuals’.

Sci-Fi meets social psychology: Exploring intersubjectivity between humans and artificial intelligence via Stanley Milgram’s ‘cyranoid’ technique
Kevin Corti & Alex Gillespie, London School of Economics

Shortly before his death, social psychologist Stanley Milgram devised a method for creating hybrid social agents composed of the ‘mind’ of one person and the ‘body’ of another. In homage to Cyrano de Bergerac, he called these hybrids ‘cyranoids’. The technique consisted of training research confederates (‘shadowers’) to shadow, in real-time, speech covertly transmitted to them by a third-party (the ‘source’) while shadowers interacted face-to-face with naïve interlocutors who, naturally, assumed that the person they physically encountered was self-authoring their speech. We adapted this logic to create human-computer hybrids: human shadowers engaged in unscripted, dyadic interactions with naïve research participants while solely repeating
words generated by artificial intelligence (AI) programs known as ‘chat bots’. As AI programs have traditionally been confined to aesthetically non-human hardware and gadgetry (i.e. computers), our application of Milgram’s technique enabled us to study intersubjective phenomena arising between humans and AI with the overt dichotomy between human and machine no longer present. We discuss the implications of this approach to studying human-computer sociality in the context of social psychological theory and research methodology. We also present the results of an experimental reversal of the famous ‘Turing Test’ (conceptualised by Alan Turing), in which we demonstrate whether people who interact with human-computer hybrids perceive their verbal communication to be authored by a human mind or that of a computer program.

Sarah Crooks, University of Derby

Government policy helps to produce a legal framework within which women live their lives, and both promotes societal attitudes and reflects those extant (Rose, 1997). This both enables and inhibits women’s freedom to choose for themselves (Dean, 1999).

Critically discussing documents such as acts of Parliament, working papers and reports, in relation to the context of the times in which they were produced, this presentation explores the extent to which the subject positions available to women, and the freedom they have to choose from these, have changed since the publication of The Beveridge Report.

Published in 1942, The Beveridge Report draws on a naturalist discourse and reflected the pronatal atmosphere of the time, positioning women as wives and mothers, with limited opportunity for a life beyond the domestic sphere.

Women have made tangible progress in many areas. In the 21st century, most women are employed and more financially independent than they were in 1942. Contraception is widely available, and abortion is safe and legal. Married women have legal rights in respect of marriage, divorce and property. Nevertheless, despite this progress, women still overwhelmingly bear the responsibility for domestic work, including the care of children. Although most mothers are in paid employment, inadequate childcare provision means that such facilities are difficult and expensive to access. This paper finds that although much has changed since The Beveridge Report was published, there are major inequalities remaining which have yet to be adequately addressed.

What happened to Malaysia Airlines Flight MH370? Examining the psychological predictors of beliefs in conspiracy theories
Karen Douglas & Robbie Sutton, University of Kent

Malaysia Airlines Flight MH370 disappeared on 8 March 2014 with 239 people on board. Like many other significant social events, the disappearance of MH370 has prompted a variety of conspiracy theories. Was the plane stolen by the USA? Did the pilot deliberately kill everyone on board? Previous research has shown that several psychological variables predict the extent to which people believe in conspiracy theories. To date however, research has examined beliefs in conspiracy theories for which there is already an established official explanation. At the time of writing this abstract, no evidence could even confirm the location of the missing plane, let alone point to the cause of the disappearance. In the current study (N=250), participants were asked to rate their agreement with a range of conspiracy explanations for the disappearance of MH370 and to also rate their agreement with well-known conspiracy theories (e.g. about the 9/11 attacks or the death of Princess Diana). We hypothesised that whilst variables such as paranoia, powerlessness and mistrust would predict beliefs in well-known conspiracy theories, variables such as the need for cognitive closure and curiosity would predict endorsement of MH370 conspiracy theories. However, results suggest that the psychological predictors of conspiracy beliefs may be the same whether an official explanation has been established or not.

Our findings, therefore, support the idea that conspiracy theories form part of a monological belief system – a self-sustaining worldview comprised of a network of mutually supportive beliefs.

Bridging the gap between the Social Identity Approach and the New Psychology of Leadership: Preliminary findings from an applied experiment
Thomas Evans, Coventry University

Building upon principles of the Social Identity Approach, the New Psychology of Leadership suggests successful leadership is based upon creating, advancing, representing and embedding a social identity. Greater use of collective pronouns (we/us), but not personal pronouns (I/me), appears to engender an ‘us and them’ which positively contributes to a shared social identity and, as such, has been associated with greater election success.
The current study is an applied experiment to determine the impact of these communication types upon work efficiency and perceptions of leadership. Participants who volunteered to carry out research work were randomly allocated to receive one of two emails containing the work instructions. The emails were identical apart from use of either collective (we) or personal (I) pronouns. Participants carried out coding of research abstracts and completed the recently-developed Identity Leadership Inventory as part of a questionnaire designed to evaluate the work experience.

Results compared coding accuracy and questionnaire responses between groups to determine how a simple change in communication style, and thus social identity, can impact perceptions of leadership and subsequent work behaviours. The current study, although presenting only preliminary results, provides additional insight into the specific processes underlying identity management in the workplace. Further rhetorical strategies of interest are noted, along with a discussion on the applications of the current results for occupational, political and academic practices.

Economic and social crisis: A matter of life and death?
Filia Garivaldis & Elisavet Tapini, Regent's University London

Europe has suffered to two World Wars over the last century to which individual states' histories responded very differently (von Beyme, 1988; Hartlieb, 2012; De Bromhead, Eichengreen & O'Rourke, 2012). In each case, extremism has taken different trajectories, often towards the extreme right. Right-wing extremism can be defined as a reactionary political phenomenon that aims at restoring past forms of status quo; not solely by use of democratic means but also by the use of force.

A common constituent between the historical and the recent political and social upheaval in Europe, is the human response, behavioural and experiential, to times of crisis. The focus of this presentation is to discuss the psychological factors that contribute to the recent rise of the extreme right in Europe. Group identification theories, such as Terror Management Theory (Greenberg, Solomon & Pyszczynski, 1986) and Uncertainty-Identity Theory (Hogg, 2007) are applied to demonstrate that the increasing popularity of extreme-right political views may not only be a reflection of an increase in neo-fascist political views, but rather a defence against a type of terror experienced by citizens. Furthermore, the presentation proposes that attempts to alleviate this anxiety through extremism may lead to further instances of terror, culminating in a recurring loop of terror begetting terror.

The multidimensional national identity of Canadian immigrants as a shared social representation
Peter Grant, University of Saskatchewan

Three studies were designed to examine the nature and functions of the Canadian identity of recent immigrants. In study 1, immigrant leaders were interviewed about their Canadian identity in the context of their acculturation into Canadian society. Content analysis revealed themes that were used to create items for the Immigrants’ Canadian Identity Scale (ICIS). Then a large sample of immigrants (study 2a) and Canadians raised in Canada (study 2b) completed the ICIS and a variety of other variables related to their acculturation into Canadian society and their cultural heritage. Factor analysis of the data from these two disparate samples revealed a shared social representation of what it means to be Canadian with five correlated dimensions. Two dimensions, belonging and self-categorisation, were generic in the sense that they are core dimensions of many different group identities. The other three dimensions were unique to Canadian identity and expressed a particular ideology: to identify with Canada is to believe that being Canadian is to live in a multicultural society that supports cultural and civic freedoms. Regression analyses demonstrated that the functions of these dimensions of Canadian identity were similar in both samples, but that different dimensions served different functions. The value of taking an inductive approach to the study of particular group identities so as to reveal their unique qualities is discussed.

Empowering women through the Positive Birth Movement
Jenny Hallam, Melissa Thomas & Chris Howard, University of Derby

This presentation reports the findings of a community psychology project which explores the role the Derby Positive Birth Movement (PBM) has in supporting women during and after pregnancy. The PBM is a community group designed to inform women of their birth choices, share birth stories and offer social support for women throughout their pregnancy. The group is a non-profit organisation and all pregnant women and mothers in the local area are invited to attend regular meetings.

In line with a community psychology approach, the facilitator of the Derby PBM group, was trained as a researcher and led semi-structured interviews with six women who regularly attended PBM meetings. The interviews were between one hour and two hours in length and focused on the support women had during and
after their pregnancy, their birth experience and their involvement in the PBM. Thematic analysis (Braun & Clark, 2006) is used to explore two themes developed from the data corpus. Within the first theme interaction with medical staff during the birth experience women spoke about the power imbalance between themselves and medical professionals. A unidirectional communication pattern was established which worked to disempower women and prevent them from giving informed consent to procedures. In the second theme the role of the positive birth movement women spoke about the group as a source of information and social support. Women discussed the group in terms of a space in which they were able to learn about birth choices from people who had been through the experience themselves. This was presented as an empowering experience for the women who shared their stories and also expectant mothers as they felt well informed and therefore more able to make their wishes clear to medical professionals. The women also explored the importance of the group as a source of social support for mothers who had a negative birth experiences. It is argued that the PBM is a valuable resource as it serves to empower women through hearing authentic birth narratives.

Governing the souls of young women: The good and the ‘chav’ parent. Exploring sexualisation from the perspective of mothers

Chris Howard, Jenny Hallam & Lovemore Nyatanga, University of Derby

The sexualisation of young women has emerged as a growing concern within contemporary western cultures. This has provoked adult anxieties about the weakening of boundaries between children and adults. Within this climate ‘tweens’ (a socially constructed group of children aged between 8 to 12 years of age) have been identified as being at risk from the dangers of sexualisation. The presentation first explores the historical context which informs these anxieties. This involves examining the emergence of psychology as a disciplinary power, which brings the interiority of humans into play and governs the construct of the ‘true self’. In line with this, sexualisation is positioned as a corrupting force that disrupts the innocence and natural development of young women through deviant bodily practices (e.g. consuming sexualised goods, such as padded bras). In this light, this corruption diverts attention from the mind and power, which brings the interiority of humans into play and governs the construct of the ‘true self’. In line with this, sexualisation is positioned as a corrupting force that prevents young women from being their ‘true self’ and thus engaging in problematic sexual practices. Through the disciplinary gaze of psychology, parental practices are developed to protect children and ensure that they meet developmental milestones. To explore this further, six mothers each with daughters who were categorised as tweens took part in one to one semi-structured interviews designed to explore their parental practices. A Foucauldian inspired discourse analysis was employed, which involved situating the talk from the mothers in relation to the wider historical, social and economic context. The analysis of the interviews suggested that sexualisation was situated within medical, developmental and psychological discourses. Sexualisation was positioned as a corrupting force that disrupts the innocence and natural development of young women through deviant bodily practices (e.g. consuming sexualised goods, such as padded bras). In this light, this corruption diverts attention from the mind and focuses it on the body, which needs to be protected by parents. It was evident that parental practices were governed by psychology, which was used to reproduce social class inequalities where working class families were construed as ‘chavs’ who were the site of contagion for sexualisation. The implications are discussed in relation to theory, policy and practice.

Listening for understanding: Can it reduce attitude extremity and increase attitude complexity by lowering social anxiety?

Guy Itzchakov, Hebrew University of Jerusalem

We tested the effectiveness of listening for understanding (Rogers, 1980) in comparison to regular listening and destructive listening, on emotions and attitude change. Results of two scenarios experiments and one correlative study (N=217, 196, 162, respectively) suggested that listening for understanding: (a) reduces social anxiety; (b) increases attitude complexity; and (c) moderates attitude extremity. Moreover, in Study 2 and Study 3, listening for understanding was shown to moderate the extremity of the attitude, above and beyond the change in overall attitude. The results suggest that listening for understanding creates a safe and non-judgmental psychological atmosphere, which in turn allow speakers to hold contradictory cognitions without canceling each other. Among the implications is the possibility that listening for understanding is an effective attitude-change technique that increases attitude complexity and reduces attitude extremity.

Attenuating the potentially harmful effects of anti-vaccine conspiracy theories

Daniel Jolley & Karen Douglas, University of Kent

Conspiracy theories are more widespread and visible than ever. Research has shown that exposure to conspiracy theories can have adverse effects on political, environmental and health-related behavioural intentions. To address these potentially harmful effects, scholars have suggested that using counter-arguments (e.g. that vaccines are safe instead of harmful), may be effective. The current research empirically tested this suggestion by varying the information provided (conspiracy vs. anti-conspiracy) and the order in which this information is presented. In five experimental conditions, a sample of parents and non-parents (N=260) were asked to read either: (1) information in favour of anti-vaccine conspiracy theories, followed by
information refuting them (pro-conspiracy/anti-conspiracy); (2) information refuting anti-vaccine conspiracy theories, followed by information in favour (anti-conspiracy/pro-conspiracy); (3) pro-conspiracy information only; (4) anti-conspiracy information only; or (5) a control condition. Results demonstrated that being asked to read pro-conspiracy information in any order reduced intentions to vaccinate a fictional child – an effect mediated by feelings of perceived dangers concerning vaccines. This suggests that even after being provided with counter-conspiracy arguments, the potentially harmful effects of conspiracy theories may be resistant to change. We discuss the implications of this finding, and other potential avenues that may help address the influence of conspiracy theories.

Working in immigration detentions. Role ambivalence and stress
Blerina Kellezi & Mary Bosworth, Centre for Criminology, University of Oxford

The problem: Each year around 28,000 men and women, foreign nationals, are detained in 10 UK Immigration Removal Centres (IRCs). Uncertainty about the length of detention and outcome of legal status can make the experience difficult to manage from the institutional and staff perspective. Little is known how staff-detainee relationships or staff understanding of their role and duties can impact their work. Furthermore, no study has investigated these issues within the detention environment. This study, conducted with the permission of UKBA, investigated how staff manage their identities in negatively perceived institutions and how such identities influenced relationships with detainees and stress.

Method: A qualitative study of 40 semi-structured interviews and 19 months of ethnographic work was undertaken in six IRCs with centre staff.

Results: The data shows that staff understanding of their role and responsibilities impacts on the relationships with the detainees and dealing with difficult decisions and stress at work. Ambivalence about the legitimacy of their roles influenced the choice of institutional rules or personal skills when dealing with stressors and relationships with detainees. There were different levels of shared identification and support in the six IRCs, and this reflected on job satisfaction and commitment to the institution.

Social support in Immigration Removal Centres: Findings from a qualitative study
Blerina Kellezi & Mary Bosworth, Centre for Criminology, University of Oxford

Each year around 28,000 men and women, foreign nationals, are detained in 10 British Immigration Removal Centres (IRCs). Britain has no upper-limit on length of detention, which can be on a few occasions even years long. Uncertainty of length of detention and outcome of legal status can make the experience stressful and difficult to cope with. Little is known about the role of relationships and group identity in detention. This study, completed with the permission of UKBA, investigated the role of relationships and shared group membership in the experience of detention.

Interviews and ethnographic observations were completed with over 250 men and women in three IRCs: Yarl’s Wood, Tinsley House, and Brook House. The interviews were a combination of semi-structured and unstructured, focusing among other topics on support, identity, and distress.

Social support was essential in dealing with the distress of detention and information exchange. Support depended for many on shared language and nationality. While communal language and nationality could provide support and sense of safety to the in-group, it could be at times intimidating for out-groups. In bigger groups, and where there was the choice, more meaningful support could be achieved when sharing other characteristics like reasons for migration and socio-economic background. Institutional difficulties in dealing with these challenges also emerged as an issue.

Anger and Punishment: The role of distraction
Belen Lopez-Perez, Plymouth University, Lotte van Dillen & Eric van Dijk, Leiden University

People’s interpersonal behaviour is regulated by social and moral norms. Violations of these norms are often accompanied by negative feelings in the victim of such violation and are met with punishment. Moreover, previous research has shown that distraction interferes with sustained processing of (negative) emotions. Our research aimed to test when and how negative emotions and distraction influence punishment behaviour. To study costly punishment behaviour we used two different experimental economic games, namely the ultimatum game (UG; Study 1; N=140) and the third-party punishment game (TPP; Study 2; N=140). In both studies, participants were induced to a neutral or angry mood through recalling instructions. Then, participants had to wait (wait condition) or to complete a task (distraction condition) for three minutes. After that, participants completed several rounds of UG (Study 1) or TPP (Study 2). Results of Study 1 showed that in the wait condition, participants in an angry mood punished significantly more than those in a neutral mood. No mood differences were found for the distraction condition. Results of Study 2 showed that in the
Sympathy and tenderness as components of dispositional empathy: Predicting helping and care behaviours

Belén López-Pérez, Plymouth University, Pilar Carrera & Luis Oceja, Universidad Autónoma de Madrid, Tamara Ambrona, Universidad de Burgos, Eric Stocks, University of Texas at Tyler

Most research on prosocial behaviour has been mainly focused on helping and only recently have researchers focused on the distinction between care and help and their relationships with the vicarious emotions of tenderness (evoked by the appraisal of vulnerability) and sympathy (evoked by the appraisal of current need). We argue that incorporating the sympathy-tenderness distinction into the dispositional approach will allow to better predict what type of response a person will have when observing another in need. In Study 1 (N=54) through a valid and reliable dispositional measure, SyTeD, we tested the validity of the sympathy-tenderness distinction in predicting preference to help those who suffer from a current and acute need (Sympathy-Help) or to attend to those who are in a chronic vulnerable state (Tenderness-Care). In Study 2 (N=60), we tested whether dispositional sympathy assessed by the SyTeD (but not dispositional tenderness) predicts helping in a different need-relevant context, being this relationship mediated by the situational sympathy felt towards the victim. Results from both studies suggest that a disposition to feel sympathy may promote behaviour directed to help those who are perceived as being in current need, whereas a disposition to feel tenderness may promote behaviour directed to care for those who are perceived as being vulnerable.

Why don’t the poor get richer? Understanding psychological barriers to wealth redistribution

Steve Loughnan, University of Edinburgh

Two, seemingly paradoxical trends are currently occurring with many developed nations; the steady rise of democratic freedom and empowerment, and deepening levels of economic inequality and wealth polarisation. How does inequality deepen within a democracy? Stated otherwise; given that poor people make up an increasing percentage of the population, why don’t they vote in wealth redistribution? Two studies examine some psychological barriers to wealth redistribution amongst the poor. Building from the literature on social dominance orientation and system justification theory, I propose that underestimating the wealth of the rich and believing in upward social mobility reduce desire for wealth redistribution. Study 1 adopts a correlational approach and shows that amongst poor participants, underestimation of the wealth of the rich and beliefs in upward social mobility are negatively correlated with desire to tax the rich. Study 2 employs an experimental design to manipulate knowledge about wealth distributions and social mobility. Poor participants who are informed about the wealth of the rich and their social mobility advocate higher taxes and more social welfare spending. These effects do not emerge for wealthy participants in either study. These two studies point to the potentially powerful role that knowledge about wealth and social mobility plays in people’s desire for system change. It appears that one barrier to desiring system reform is lack of knowledge about how rich the rich truly are, and believing that one day you will be joining that group.

Square pegs in round holes: On the gendering of identity at airports and the experiences of counter-normative group members

Meghan McNamara & Steve Reicher, University of St Andrews

This paper is concerned with the ways in which social structures and practices both presuppose and constrain the identities people can inhabit, and it examines the experiences of those who do not fit into these presuppositions. More concretely, I address how security screening at airports divides people into a gender binary of male and female and I present an analysis of the ways in which transgender and gender variant people experience this screening.

The data consisted of 47 narratives that were found via Google with Boolean search string protocols (e.g. ‘airport security’+transgender) and limited by date (2012). Transgender and gender variant people reported a variety of challenges moving through airport security screening due to a mismatch between their gender identity and inferences made about their group membership status. Embedded within these procedures are assumptions that group membership is fixed rather than amorphous, changeable, or transitioning, and that ‘traditional’ categories are normative. Recognition was empowering when it occurred, but when identities were misrecognised, the result was marginalisation.

These findings point to the importance of a more general analysis of the ‘identity slots’ afforded by social practices, especially in institutions and the public sphere. It also suggests that these may be critical in
determining peoples’ sense of identity recognition and misrecognition, their sense of belonging or not belonging, and their ability to move through social structure with ease. While systems have the potential to marginalise valued identities, they equally have the potential to empower when they facilitate identity recognition.

‘Women of Kagame’s era can’t be touched’: The social psychology of domestic violence policy in Rwanda

Jenevieve Mannell & Sharon Jackson, London School of Economics

This paper explores the impact of policy on women’s lives in Rwanda from a social psychological perspective. Social psychology offers the potential for exploring the complex processes of identity construction, social representation, and forms of agency that are either being challenged or reaffirmed by particular policies. In this paper, we aim to illustrate the contribution a social psychological perspective can make to studies of social policy. We achieve this by examining domestic violence policy in Rwanda, drawing on qualitative data from four focus groups with a total of 24 women, 10 interviews with practitioners and 15 interviews with women experiencing domestic violence (N=49). Our findings reveal that Rwanda’s domestic violence policies have had an influence on representations of gender, opening up new spaces for women to formulate positive gender identities of women’s independence in relationships and their ability to exercise their rights. However, the actual policy stipulations often limit real opportunities for women to exercise these positive gender identities and agency in situations of domestic violence. This points to the contradictions that can exist between the social psychological effects of policy on a particular population and the policy itself, helping to deepen understandings of the policy’s impact on society more broadly. Social psychology has rarely been drawn on in studies of policy impact, and this study highlights the enormous potential for synergies between these two disciplines.

What happens when the stranger lurking in the shadows invites you out for dinner? The effect of cues to consensual sex on blame attributions in cases of stranger and acquaintance rape

Barbara Masser, Blake McKimmie & Faye Nitschke, The University of Queensland, Australia, Regina Schuller, York University, Canada, Jane Goodman-Delahunty, Charles Sturt University, Australia

Prior research has shown that the stereotypicality of a rape victim is more influential in decision-making in an (counter-stereotypical) acquaintance assault than in a prototypical (stranger) assault. The question of consent is core to decision-making in acquaintance assaults and the consensual sex and acquaintance rape scripts overlap but are not identical. The current studies explored the impact of cues to consensual sex that overlap with (Study 1), and are independent of, a rape script (Study 2) on victim and perpetrator evaluations in a stranger and acquaintance rape scenario. Consistent with prior research it was predicted that consensual sex cues would only impact on evaluations in an acquaintance assault. 206 (Study 1) and 644 (Study 2) community members read a stranger or acquaintance rape scenario in which the offender was either rough or not with the victim during the assault (Study 1) or rang post-assault to invite her out or not (Study 2). Contrary to predictions, in both studies, only main effects of rape prototypicality and consensual sex cue were observed. The victim was blamed more, and the perpetrator less, when the assault was between acquaintances rather than strangers or when cues to consensual sex were present rather than absent. While these results confirm prior findings in terms of blame attributions as a function of offense prototypicality they also suggest that consensual sex cues may have a broader impact on evaluations in sexual assault cases than previously thought. Implications for education programs will be discussed.

Breast cancer identities in the UK media

Jane Montague, Fiona Holland & Meghan Linscott, University of Derby

In 2007, 82 per cent of all women with a breast cancer diagnosis underwent surgery. Despite the medical literature suggesting that reconstruction is the best strategy following surgery, the number of women seeking immediate or delayed reconstruction, though rising, remains relatively small. Both aesthetic and health considerations are important when making decisions around mastectomy, breast reconstruction and non-reconstruction. An ethnomethodologically informed media-based analysis was utilised to explore portrayals of these issues in the UK popular press (both tabloid and broadsheet) throughout Breast Cancer Awareness Month (October, 2013). Those personal and social identities drawn on in the articles were focused on. Preliminary findings indicate that the majority of articles are constructed around: (a) discussions of autobiographical details (such as age, occupation and appearance) necessitated through the main message of the story; (b) the emotional context of decisions that have been, or are yet to be, made; and (c) the protagonist’s personal approach to
The relationship between social cynicism and social comparison: The moderating effect of demographic variables

Tuheena Mukherjee, Ambedkar University Delhi, Saurabh Maheshwari, Central University of Bihar, Priyanka Agrawal, Jesus and Mary College, Delhi

Social cynicism refers to the negative view of human nature, which perceives life as unpleasant and people as exploitative and mistrustful. Previous research shows the influence of social cynicism on various domains of individual’s life such as satisfaction with life, self-esteem, personality, etc. However, the relationship between social cynicism and social comparison has been subject to ignorance. The present study examines the relationship between social cynicism and social comparison and the impact of various demographic variables like- gender, economic class, background etc. on the relationship. A survey study was done on 267 college students – 91 males, 176 females (mean age 20.86 years). Social cynicism subscale from social axiom scale by Leung and Bond (2004) and social comparison scale by Gibbons and Buunk (1997) were used along with various demographic variables. Result shows a strong positive correlation (r=.300**) between social cynicism and social comparison. However, the correlation is much stronger for males (r=.421***) and weaker for females (r=.228**). Similarly, the relationship is stronger in case of participants from rural background (r=.453***) and weaker for urban participants (r=.258**). The relationship between social cynicism and social comparison is also influenced by participants’ perception about their socio-economic class. Participants, those who perceived themselves from lower middle class show relatively stronger relationship than participants who perceived themselves from middle or upper-middle class. These results show cynicism and comparison is strongly linked but the magnitude of the linkage depends on demographic characteristics. Results are discussed in the light of social comparison and social axiom theory.

Multiculturalism in focus group talk of Finnish majority members and migrants from Russia

Emma Nortio, University of Helsinki, Department of Social Research

In my research I examine and compare how majority Finns and migrants from Russia talk about multiculturalism, Finnishness and relations between different immigrant groups. The data has been collected by conducting focus group discussions, in which the participants evaluated statements depicting multicultural ideology. In this study the focus is on attitudes, defined as argumentative phenomena that people express in order to construct their relationship to the social world. My method of analysis is based on qualitative attitude approach which draws from rhetorical and relational social psychology.

In both Finnish and migrant focus groups the participants tended to present the hierarchical power relations between Finns and migrants as natural. The participants often emphasised the role of immigrants when discussing adaptation, sometimes explicitly stating that immigrants should simply accept the new society the way it is. It was also implied that it is the duty of migrants to adjust instead of expecting to be treated equally with Finns. The participants representing the Finnish majority group the majority. Different stands on multiculturalism were expressed depending on how the concept was defined: multiculturalism was constructed as problematic on one hand, and as providing resources for the Finnish society on the other.

Scientific stereotypes: Accounts of neuroscience research on sex differences in scientific and popular media

Cliodhna O’Connor, University College London

On 2 December 2013, the scientific journal PNAS published an article entitled ‘Sex differences in the structural connectome of the human brain’, which purported to reveal marked differences in the connectivity structure of male and female brains. This article provoked a storm of international media coverage, much of which presented the research as ‘proof’ of the factual truth and normative legitimacy of established gender stereotypes. The analysis reported in this paper tracks the dissipation of this research through the public sphere in the month following its publication. A content analysis was performed to explore how representations of the research evolved as information moved from the original scientific article, through a university press release, into articles in the traditional print media (N=87), blog posts (N=162) and online reader comments (N=420). The analysis charts how these various media contexts differentially contributed to: (i) the constitution of sex difference as profound, essential and inevitable; (ii) the validation of traditional sex roles; (iii) the privileging of one sex over the other; and (iv) the elaboration of debates about same-sex
relationships, feminism and ‘political correctness’. The paper also introduces some ongoing experimental work investigating the social psychological implications of exposure to this media content. It argues that the neuroscience of sex difference does not merely reflect, but can actively contribute to the gender norms of contemporary society.

Knights in shining armour and guilt-ridden heroes: Testing chivalry and guilt pathways to patriarchal advocacy on behalf of women

Chuma Owuamalam, School of Psychology, University of Nottingham, UK/Malaysia, Mark Rubin, School of Psychology, University of Newcastle, Australia, Jaya Kumar Karunagharan & Coey Kang Xin Wong, School of Psychology, University of Nottingham, UK/Malaysia

The present research investigated men’s advocacy for women as a function of individual differences in egalitarianism. Non-egalitarian men were expected to adhere to a male chivalry stereotype that prescribes support for women, especially following a threat to their male identity. In contrast, egalitarian men were expected to express more support for women when they felt guilty about women’s disadvantaged position. Consistent with these predictions, Experiments 1 and 2 found that non-egalitarian men expressed greater advocacy for women after considering identity-threatening negative male metastereotypes and egalitarian men expressed greater advocacy after considering guilt-inducing positive male metastereotypes. Experiment 3 confirmed the causal role of the thoughts of men helping women. The implications for greater gender equality are discussed.

Converging people and policies: The social construction of contemporary British adoption within recent National Adoption Week newspaper campaigns

Donna Peach, Abigail Locke & Adele Jones, University of Huddersfield

Objectives: The legislative construction of who can be considered an adoptive parent is gradually being extended across British parliaments. However, there remains a chronic shortage of adopters with 15,300 children currently in need of an adoptive family. The British Adoption and Fostering Agency’s campaign, ‘National Adoption Week’ (NAW) uses newspapers to recruit potential adopters. This study explored the discursive construction of prospective adoptive parents within 2012 and 2013 NAW newspaper campaign.

Design: The social constructive design of this study used qualitative textual data to identify discursive repertoires, which were thematically analysed.

Method: A search of the NEXIS database using the term ‘National Adoption Week’ during the 2012 and 2013 campaigns identified 184 newspaper articles. A cyclical approach facilitated the identification of thematic discourses, which constructed prospective adoptive parenthood.

Results: Adoption emerged as a complex phenomenon, which comprised the needs of individuals, families, adoption agencies and the State. Our analysis revealed who is deemed to be a suitable prospective adopter could depend on the preference of an adoption agency. The discursive construction of the approval process supports a neoliberal view of the State as capable of deciding when to deconstruct birth families and construct adoptive families.

Conclusions: Complex tensions arise within discourses based upon the importance of comprehensive assessment in approving adopters. This positions organisations and the State with the power to determine who would be a suitable adoptive parent. However, these discourses conflict with others, which aim to make it easier for people to adopt, in order to meet the demand of a national shortage.

Knowledge encounters in an evolving knowledge system: Using social representations to examine a social development initiative in urban India

Jacqueline Priego-Hernandez, The London School of Economics and Political Science

Current psychosocial accounts of social development focus on the effects of aid interventions on beneficiaries and the challenges they face to attain positive social change. This paper looks at the social representations of three groups within a social development initiative in Delhi, India: the headquarters (HQ) of a nationwide NGO working on health and development issues; their frontline workers in an urban slum; and beneficiaries in the same location. The growth and longitudinal impact of the NGO were explored through 55 interviews and fieldwork observations over a three-month period. Interpretative thematic analysis was employed to map-out the knowledge encounters (Jovchelovitch, 2007) between and within the three groups. Findings show that they engage in a dynamic, interdependent relationship whereby health and community knowledge evolves over time and is qualitatively distributed between groups. While at the NGO onset only HQ health professionals were able to use their knowledge for social change, now the three groups are able to translate knowledge into positive impact. The analysis evinces that, in knowledge encounters at different points in time,
different groups position themselves as agents of change and holders of valuable knowledge. This knowledge, however, struggles for the recognition of other groups in the development initiative, to whom it is not always relevant. Contrary to existing assumptions of the effects of social development as unidirectional, this paper uses a psychosocial approach to argue that political struggles occur across different groups that, at different points in time, push their knowledge in various directions within a knowledge system.

Peadiatric Bipolar Disorder in the US vs. England: Influences shaping the politics of diagnosis among practicing clinicians
Jane Roberts, London School of Economics
The diagnosis of Paediatric Bipolar Disorder (PBD) has emerged as an object of controversy in the last decade as it continues to expand despite a lack of consensus surrounding any specific diagnostic criteria. The rapid increase of PBD in the US is in contrast to the level of resistance in the UK among clinicians, where the idea of labeling and medicating young children with something so poorly understood shapes diagnostic practice. While debates surrounding children’s mental health, particularly ADHD and Autism, have been explored in social psychological literature, PBD remains firmly planted in the clinical realm. As a diagnosis still in the process of establishing itself, it warrants further attention in order to examine processes of how certain ideas of pathological behaviour are perpetuated. This paper will present findings from an analysis of 18 in-depth interviews with child psychiatrists in the US and England, exploring what political and cultural factors shape their conceptualisations of PBD, and thus their acceptance or rejection of the diagnosis. Using a socio-representational framework, I argue that the positioning of clinicians negotiating a wider social and institutional hierarchy, in which top-down political and economic pressures from the local medical and pharmaceutical systems encounter bottom up psychological pressures, from anxious parents for example, which directly influences clinical approaches to diagnosis and treatment. This project, through closely examining how a new diagnosis is constructed by clinicians in two separate cultural contexts, provides insight into why certain disorders take hold, while others continue to be resisted.

Judging psychology experts: Can judges and attorneys distinguish between clinical and experimental psychologists’ area of expertise?
Shari Schwartz & Nadja Schreiber Compo, Florida International University
Fagiman and Monahan (2009) pointed out that American courts face a challenge in matching a psychology expert’s qualifications with the substantive nature of his/her testimony. The wide variety of psychology areas make it quite difficult for a non-psychologist to ascertain whether a psychologist possesses the requisite expertise to testify in a given area. Therefore, judges may rely on less diagnostic (heuristic) criteria, such as previous experience as an expert witness, to determine whether or not to allow a psychology expert to testify (Fagman & Monahan, 2009). Judges’ inability to identify whether a psychologist possesses the requisite expertise in a given area may allow psychologists to provide expert testimony in an area in which s/he is not truly an expert. In turn, jurors may assume that the psychologist is an expert because the judge has allowed the testimony (Schweitzer & Saks, 2009). This may influence verdict decisions and thus have negative implications for the American justice system.

We examined whether judges, attorneys, and college students could distinguish between relevant areas of academic training/expertise when evaluating psychology expert witnesses. Participants were presented with one of two versions of a criminal case calling for the testimony of either a clinical (mental health) psychology expert or an eyewitness memory (experimental psychology) expert. Participants were shown one of eight curricula vitae then decided whether s/he was an appropriate expert for the case. Results showed that judges and attorneys (N=150) made accurate expert witness decisions only 58 per cent of the time and were not significantly better than novice college students (N=468) in their decision making. Participants’ expert witness decisions were most influenced by the expert’s previous expert testimony experience regardless of area of expertise and publication record. Results are discussed in the context of Kahneman and Klein’s (2009) theory of fractionated expertise as well as Petty and Cacioppo’s (1986) Elaboration Likelihood Model.

The unique influences of intergroup ideology and political orientation on prejudice
Brandon Stewart & David Morris, University of Birmingham
A multicultural approach to intergroup relations focuses on similarities and differences, while a colourblind approach focuses only on similarities. Research generally shows that a multicultural approach reduces prejudice more than a colourblind approach (Richeson & Nussbaum, 2004; Vorauer et al., 2009), though there are contradictory findings. A large amount of this research, however, has been conducted in the US and Canada where multiculturalism is normative. Recent research indicates that a multiculturalism perspective
may be perceived as less normative in the UK (Guimond et al., 2013). We pitted the multicultural and colourblind approaches against each other to determine whether a stronger norm toward assimilation would lead CB to produce better results and whether political orientation would moderate prejudice (Jost et al., 2008). In Experiment 1, we used MC and CB manipulations from previous research (Richeson & Nussbaum, 2004), and then measured implicit prejudice toward Pakistani-British using an Affect Misattribution Procedure (AMP), and support for collective action. We observed that MC produced greater implicit prejudice than CB, and observed a main effect of political orientation in which liberals showed less prejudice.

In Experiment 2, we added a control condition to test whether CB decreased prejudice. We failed to replicate the results of Experiment 1. However, we observed that participants in CB, MC, and Control conditions showed implicit prejudice significantly above zero on the AMP. We also replicated the political orientation effect. Future research should test whether a new approach may be needed in a context in which multiculturalism is not perceived positively.

Towards a theory of collective pride and hubris

Gavin Sullivan, Coventry University

Research on collective emotions has not matched developments in the social psychology of group-based emotion and individual emotion. However, recent theoretical and empirical developments in this area now provide a strong basis upon which to develop dynamic models of particular collective emotions, which can include related emotions, actions and rituals or structures at the collective, group and individual levels (e.g. von Scheve & Ismer, 2013). Work to develop a coherent and testable theory of collective pride and extremes in forms of collective hubris will be outlined (Sullivan, 2014a, 2014b). Drawing upon theories of top-down and bottom-up mechanisms for generating collective emotion in nations, organisations, groups and individuals, key features of the transition from largely positive to negative transgressive pride (e.g. dominant, aggressive or defiant and potentially narcissistic forms) are detailed in contexts of celebration, conflict and competition. Empirical work from quantitative and qualitative studies conducted by the author will be used to show how appropriate and inappropriate pride occur and, potentially, combine in a multi-level, interdisciplinary account that can integrate understandings of normative affective practices and a growing body of knowledge about relevant causal mechanisms.

The day the Ambivalent Sexism Inventory travelled to Burkina Faso: Challenges of conducting WEIRD research in non-WEIRD contexts

Manuela Thomae, University of Winchester

A recent debate across the social sciences questions the generalisability of research findings obtained from Western Educated Industrialised Rich and Democratic (WEIRD) samples to the rest of humanity. In this talk I would like to share some of my experiences of conducting social psychological research using traditional social psychological methods in contexts and with samples which are not only hard to access but also do not fit the traditional category of Western, Educated, Industrialised, Rich and Democratic (female undergraduate) samples. The aim of this research was to validate an adapted West African French version of the Ambivalent Sexism Inventory (ASI) by Glick and Fiske (1996). In contrast to existing research using the ASI, the adapted version of the ASI did not perform well in terms of validity and reliability. In addition to presenting data on this adapted West African version of the ASI, I will address several challenges myself and my team faced during planning, participant recruitment and data collection for this research project and would like to invite the audience to discuss ways forward to further broaden our understanding of social psychology, beyond WEIRD samples and contexts.

Bridging the personal and the political through an identity content approach: Politicisation during the 2012 US presidential elections

Felicity Turner, Martijn van Zomeren & Tom Postmes, University of Groningen

What does it mean to have a politicised identity? In two studies we investigated US citizens’ politicisation (i.e. self-defining as an active political party supporter) during the 2012 US Presidential elections, using a novel identity content approach to examine overlap between personal and political identity traits. We collected longitudinal data from a community sample of US citizens (N=762), tracking whether and how personal and political identity content developed between three time points: Two months before (T1); immediately before (T2); and two months after (T3) the election. In the first study, we explored the role personal and political identity content plays in the process of politicisation by comparing 87 participants who did not politicise during the elections with 28 participants who self-labelled as unpolicised at T1, but politicised at T2 or T3. Results confirmed hypotheses that those who politicised showed greater integration between their personal and political identity content over-time, and identity content and politicised
identification are conceptually distinct yet equally predictive of politicisation. In the second study, we present preliminary evidence that moral identity content plays an important role bridging the personal and political in politicised individuals. In a comparison of consistently (i.e. at T1, T2, T3) politicised (N=20) and non-politicised (N=49) participants, politicised participants evidenced significantly more moral personal, political, and overlapping traits than non-politicised participants, while there were no differences in terms of competence or warmth traits. Moreover, self-defining as politicised was predicted by overlap in moral traits. We discuss theoretical and practical implications for political psychology.

**Constructions of identity and integration of ethnic return migrants**

Sirkku Varjonen, University of Helsinki, Department of Social Research, Unit of Social Psychology

In my paper I examine how ethnic Finnish returning migrants from Russia talk about their identities and integration in Finland. The longitudinal data consists of focus group discussions conducted with same participants in three different points of time: in 2008 in Russia; before migration; and in 2010 and 2014 after migration to Finland. The analysis of the data employs a discursive psychological approach.

The results of the study show a changing pattern of identity constructions during the process of immigration and settling down in a new society. In Russia, before migration the participants predominantly referred to themselves as Finnish and highlighted the importance of their Finnish background. In Finland this Finnish identity was problematised and the participants emphasised their position as individuals in Finland. Further, in focus group discussions in Finland participants often downplayed discrimination and other migration-related problems avoiding politicising these themes. Instead, using individualistic discourse, migration to Finland was portrayed in very positive terms depicting it for instance as a valuable opportunity for personal inner growth. This could be seen as a way of rejecting a vulnerable societal position. At the same time downplaying discrimination is highly problematic from the point of view of integration as an equal, two-way process between migrants and majority members.

**Regulatory focus moderates the effects of imagined contact**

Keon West, Goldsmiths, University of London

Imagined intergroup contact – the mental simulation of a (positive) interaction with a member of another group – is a recently developed and generally successful prejudice-reducing intervention. Recent research has thus begun to investigate its moderators and optimal conditions. Prior research on direct intergroup contact indicates that a prevention focus (as opposed to a promotion focus) during contact leads to negative outcomes. I hypothesised that the same would be true for imagined contact. In Experiment 1, participants who reported a strong prevention focus during imagined contact also reported higher intergroup anxiety and (indirectly) less positive attitudes. In Experiment 2, I manipulated regulatory focus experimentally and found a similar moderating effect of a prevention focus, as well as an independent, opposite moderating effect of a promotion focus. I again found a similar moderating effect of regulatory focus in Experiment 3, using a more subtle regulatory focus manipulation. I discuss implications for imagined contact theory and usage as a prejudice reducing intervention.

**Applying imagined contact in high-prejudice situations**

Keon West, Goldsmiths, University of London

Imagined intergroup contact – the mental simulation of a (positive) interaction with a member of another group – is a recently developed prejudice-reducing intervention that can be applied when direct intergroup contact is too difficult, costly, or risky. Though imagined contact has generally been shown to be effective in reducing prejudice, some critics of imagined contact suggest that it is only capable of improving attitudes that are already fairly positive. If this were true it would undermine imagined contact’s practical usefulness, as it would no longer be applicable in high-prejudice situations where it is most likely to be needed. In three experiments using three different target groups (older adults, homeless people and transgendered women), I investigated the moderating effects of prior attitudes on imagined contact’s effectiveness. In all three experiments, the data suggested that imagined contact is just as effective or more effective when pre-existing prejudice is stronger, supporting the application of imagined contact as a prejudice-reducing mechanism in challenging contexts.
Stroke survivors’ experiences of physical rehabilitation and the role of social influence: An interpretative phenomenology analysis.

Stacey Windeatt, *University of Exeter*

The expert patient programme is based on the understanding that patients with chronic physical illness have experience about living with their disease that surpasses the knowledge of their doctor. The social identity approach to health suggests that the people around us influence our health beliefs and behaviour, particularly people who are seen as similar to ourselves and with whom we identify. Together, these observations suggest that rehabilitation delivered by expert patients with whom stroke survivors identify may improve health outcomes, for example by increasing patient self-efficacy and motivation to perform rehabilitation exercises. The present study aimed to develop insight into stroke survivors’ experiences of physical rehabilitation with a particular focus on beliefs about the influence of therapists who themselves are stroke survivors. One-to-one semi-structured interviews were carried out with 11 stroke survivors with mild to moderate impairment. Findings indicate that participants were generally positive about stroke survivors delivering their rehabilitation therapy to the extent that survivors were able to share experiences of the impact of stroke, including its emotional disturbance. However, for patients whose symptoms were more severe or where stroke had led to permanent disability, sharing an identity with the therapist was perceived to undermine self-efficacy, particularly when such therapists were viewed as lacking the capacity to offer physical assistance and support. In conclusion, a recovered stroke survivor delivering physical rehabilitation to stroke patients could be beneficial to some patients, but patients’ individual experiences, needs and preferences need to be considered.

Making decisions in mental health care: A phenomenological study

Simon Wharne, *Sussex Partnership NHS Foundation Trust, Recent PhD Graduate at the Open University*

People who are involved in the decision-making processes of mental health care understand distress in different ways and this lead to conflict. Rational decision-making is thought to be impeded by biological, psychological or social constraints, implying different rights and responsibilities. Mental health practitioners seek to enable rational decision-making, to improve lives. But some people resist, failing to act in their own interests. The use of an innovative research methodology will be reported. Semi-structured interviews were conducted with 16 participants who had varying kinds of involvement in mental health care; service users, workers and family carers. Audio recordings of interviews were transcribed and analysed using existentially informed hermeneutic phenomenology.

All participants described a feeling of being under scrutiny, while struggling to maintain personal coherence when explaining their decisions. Their reasonableness or irrationality switched about alarmingly when various medical, psychological or social means of understanding were imposed. This exercise of power generated containment which could feel supportive, or oppressive. Practitioners believed they acted to control illness, while those who were treated felt this limited their freedom. The expression of freewill was interpreted negatively as a ‘lack of insight,’ or for workers, with a ‘lack of professionalism’.

In understanding how decisions come about in mental health care, it is important to set aside contested causal theories and to recognise the embodied, interpersonal and political qualities of making choices. Theoretical models are needed, within which the focus is shifted from a narrow individual perspective, so that notions of freewill and autonomy can be understood and promoted.

Separate together: The identity politics of interfaith space and dialogue

Teresa Whitney, *London School of Economics*

This paper develops a spatial approach to social representations theory and intergroup contact, drawing on the Installation Theory and the work of Elcheroth, Doise and Reicher (2011). Specifically, our research examines the process of the opening of a university faith centre, a process that involves bringing together historically and spatially separated student faith groups with a contentious political history. Through the analysis of observational data, I outline how the physical environment becomes an important channel of communication in intergroup relations. Findings show that individuals verbally communicate inclusiveness during interfaith contact situations while simultaneously behaving in physically exclusive ways. These contradictory behaviours function as a means of maintaining a strong in-group identity in an intergroup context defined by expectations of engaging in interfaith dialogue. The study’s findings highlight the importance of socio-spatial factors in understanding the contradictions and complexity of intergroup contact, identity politics, and ideologies of difference.
The social construction of food preference as a psychological construct: Personal and micro-political implications in everyday family mealtimes

Sally Wiggins, *University of Strathclyde*

Food preferences are typically theorised as personal, individual states, comprising both affective and cognitive components. These ‘internal’, psychological constructs are also understood in terms of identities, in that we might identify as having particular tastes (e.g. having a ‘sweet tooth’, or a coffee connoisseur) or recognise others as having different or similar food preferences to our own. While social psychology (and other social sciences) have embraced food and taste preferences as part of identity work, however, the ‘internal’ and psychological status of food preferences themselves has largely gone unchallenged. This paper takes a more radical step and argues that food preferences are socially constructed as stable, individual concepts through discourse and interaction. The paper draws on a growing body of empirical research that explores video- and audio-recorded everyday mealt ime interaction in homes in England and Scotland. The dataset currently comprises around 270 mealtimes across 21 Caucasian families, recorded between 1998 and 2011. Discursive psychology is used to analyse the data, which provides a unique means of understanding how the personal becomes the (micro) political: how food preferences are constructed as individual, psychological constructs, and the implications of this with respect to social interaction and relationships. The analysis will focus on two issues: the power-imbalances between parents and children in terms of epistemic claims about food preferences; and the problems of seeking to change food preferences in an interactional setting. The paper will offer conclusions on these issues and aims to stimulate debate around discourse, embodiment and identities.

Nurses’ feelings in the context of systemic barriers to care

Martin Willis & John Cromby, *Loughborough University*

The Royal College of Nursing defines nursing as ‘The use of clinical judgment in the provision of care to enable people to improve, maintain, or recover health, to cope with health problems, and to achieve the best possible quality of life’; as such nursing is demonstrably ethical. There is evidence that – in some circumstances – the ethical dimension of nursing produces stress or distress. In a context where resources are limited and expectations to ‘do more with less’ are increasing, professional moral dilemmas are likely to become sharper and more prevalent. This paper uses a qualitative analysis of interview data to explore in detail nurses’ ethical experiences and moral dilemmas in terms of systemic barriers to a high standard of care. More specifically, the focus is on the nurses’ feelings in relation to the ethical implications of staffing levels, bureaucracy, and politics and policies. Nurses recognise these barriers to care; are sometimes stressed or distressed that they are unable to maintain high standards of care because of these barriers; and, yet, at times, they also feel personally responsible and that they are bad nurses (sometimes manifested as guilt) when those standards are not met. Thus, in this context, the personal and political are intimately intertwined.

Authoritarianism, social dominance orientation and attitudes towards counter terrorism

Katie Woodward, *University of Portsmouth*

Public protection is high on the political international security agenda. In response to terrorist events, a wide range of measures have been introduced through Counter-Terrorism (CT) legislation designed to protect the public. Consequently, CT measures are becoming more advanced and more visible to citizens. Whilst measures may be effective in terms of security, poor social attitudes towards CT may prove counter-productive in the long-term. Currently, attitudes towards CT are an understudied academic area. This research examines the relationship between Right-Wing Authoritarianism (RWA; Altemeyer, 1998) and Social Dominance Orientation (SDO; Sidanis & Pratto, 2001) with social attitudes towards CT. Previous applications of RWA and SDO to policing and in the context of Terror Management Theory (TMT; Solomon, Greenberg & Pyszczynski, 1991) are discussed and the application to CT carefully considered. RWA and SDO can lead to blind patriotism and nationalism, suggesting support of CT measures more likely amongst high RWA and SDO individuals. The paper presents evidence of correlations between RWA and SDO with overall evaluations of CT as well as against three sub-factors of ‘attitudes towards the implementation of measures’, ‘attitudes towards communication of measures’, and ‘attitudes towards CT specific safety and risk’. It expands to assess the predictive potential of RWA and SDO, in isolation and combined, for attitudes towards CT. The paper concludes that there exist personality and individual psychological difference antecedents of attitudes towards CT and discusses the findings in terms of future developments and applications along with initial implications for policy and research.
Tensions in intergenerational practice: An analysis of guides and toolkits
Katie Wright-Bevans, Michael Murray & Alexandra Lamont, Keele University

Intergenerational practice (IP) is a social strategy which aims to bring people together in mutually beneficial activities designed to promote greater understanding between generations and build cohesive communities. It is promoted by various agencies as a tool to help communities tackle issues such as age prejudice, loneliness among older people and the transmission of skills between generations. Toolkits and guides to best practice have been developed over the past decade, helping to promote its wider adoption. Despite drawing loosely on inter-group contact theories it has attracted little critical attention from social psychologists. This paper explores the assumptions underlying IP through a critical analysis of its documentation recognising that IP documents are not simply containers of information but instead are ‘active agents’ in the construction of the practice. 15 high profile documents were analysed for both content and function using a thematic analysis to explore underlying assumptions and values. The findings show how IP is constructed across three separate tensions: (1) government control versus community empowerment; (2) inequality versus equality; and (3) tangible versus social. These tensions refer to the nature of IP, the role of the facilitator, the status of the participants, and the aims and outcomes of IP, respectively. I argue that these tensions arise from co-existing antinomies in the assumptions and values underpinning IP. These IP documents can be considered akin to scientific documents which both reflect and contribute to broader social representations of ageing as an asset to be enhanced and as a burden to be managed.

Majoritarian discourse, subject positions and positioning in encounters with indigenous and non-indigenous residents of Greece: What about societal change?
Maria Xenitidou, Democritus University of Thrace

This paper focuses on the ways in which indigenous and non-indigenous residents in Greece negotiate (Greek) citizenship in the context of ‘the current situation in Greece’. The research is interview-based and is inspired by studies on identity and otherness, and on citizenship. The interviews took the form of discussions inviting participants to talk about issues at the forefront of public attention around the time of the interview, including recent changes in the citizenship law, the ‘management’ of migration approach undertaken by the Greek state, and the rise of the far-right, all contextualised within the ‘current circumstances in Greece’. Forty semi-structured interviews were conducted with indigenous and non-indigenous residents (with different ethnic origin and citizenship status) of Thessaloniki in Greece. These were analysed based on the premises of rhetorical and critical discursive social psychology, focusing in particular on regularities in the arguments developed.

We examine participants’ understandings of citizenship, civic and political participation, the ways in which participants do identity work in negotiating the above and the consequences of these understandings and identity work. In particular, we note an interplay between dominant, majoritarian representations and minority representations of citizenship and consider these in terms of their banality and hotness.

Finally, we discuss the immediate functions and macro-social implications of the above with regards to processes of inclusion and exclusion and societal cohesion, social action and change.

The paper aims to contribute to societal psychology and social psychology of citizenship, paying particular attention to the ‘context’ of arguments and acknowledging the problematisation of a priori social categorisation.
Media discourse research with adolescents: A case of isomorphism or non-isomorphism?

Anke Franz, Canterbury Christ Church University

Discourse research in the area of adolescent sexuality has usually either conducted media analyses to identify a potentially (negative) influence on adolescent sexuality development (e.g. Durham, 1998) or discourse research with adolescents citing media discourses and images as a potential (negative) influence (e.g. Jackson & Cram, 2010).

However, both approaches raise the question how discourses used by adolescents parallel the discourses in the media, that is, whether cultural level (media) discourses and individual-level discourses are isomorphic (Van de Vijver et al., 2008) and, therefore, whether one can be used to infer influence or behaviour on the other. This can have an impact on how such discourse research and other psychological research is done.

In addition, identifying the process of assimilating cultural level discourses into individual-level discourses should help in revealing how media helps or hinders adolescents’ positive sexuality development.

The discussed study explores whether media discourses around adolescent sexuality and discourses adolescents draw on are isomorphic or non-isomorphic. It combines media analysis with Q methodology to explore cultural and individual level discourses, and findings from both sets will be integrated to identify how media discourses are represented in individual accounts.

This research is currently at the design stage, however, as the type of research proposed here has not been done, I would appreciate the chance to present this design to receive feedback from other researchers about the feasibility, value and any epistemological and ontological considerations that I might have failed to consider.

Decision making in mental health care: A phenomenological study

Simon Wharne, Sussex Partnership NHS Foundation Trust

The question I am addressing in this presentation is: “Where does mental distress come from?”

The psycho-bio-medical model places distress within the individual, while a social materialist psychological approach views distress as occurring within a social environment. The social account portrays distress as caused by social events, rather than a biological disease. Approaching this as an ‘either or’ question is not helpful.

Tracing distress to psychological, social or biological origins is a feature of natural science methodologies which attempt to model causality. The use of these methodologies creates paradox in our understanding:

- How can depression be an abnormal disease condition, but also a natural and understandable response to life experiences?
- If mental health services subject people to close monitoring, would that not increase their paranoia?

How is power exercised within these understandings? We cannot think of mental health law as simply imposing social norms. In my research material a social worker talks about the people she assesses as ‘leaving her no choice but to detain them’ and she claims that they should adjust to the expectations of society.

Meanwhile participants who have been subject to this form of assessment feel that they are backed into a corner, so that they become a risk and, therefore, meet the criteria for detention under this law.
Guesstimate, chillax, ginormous and confuzzled: Communicating identity, meaning or something else?

Thomas Evans, Coventry University

Word blends are becoming increasingly popular, especially those with near-synonymous source words, for example, ‘chillax’ (chill and relax), which was recently used by David Cameron. Little is understood about the role these words play in the English language, however, and why they persist despite appearing to hold little or no semantic differentiation. Four perspectives could explain such results: they have a unique meaning; can be used in different circumstances; provide insight into the identity of the speaker; or simply provide variety to the words available to communicate.

The current study uses a vignette methodology to determine whether the words guesstimate, chillax, ginormous and confuzzled have unique meanings, or communicate something different about the users’ identities than their source words. Two-hundred-and-forty-one participants were randomly allocated to conditions where they would read four vignettes, each containing either a blended word or one of its source words. Participants responded to eight questions about each vignette, gauging the semantic value of the word and their interest in the speaker.

No significant differences were found in questions exploring ginormous or chillax. Significant semantic differences were found for guesstimate and confuzzled, compared to their source words. Guesstimating also caused significantly greater interest in the speaker than estimating. Future research plans are discussed, along with the meaningful questions the current study raises about our theoretical understanding of language, and how we use it to achieve personal, political and social goals.

Due to the vignette (story) methodology of the current study, the Pecha Kucha delivery will facilitate a visual, punchy and memorable presentation. The rationale, design and results of the study are easily consumable in brief time periods verbally, allowing bolder visual information to be presented to illustrate the narration.

Quick to judge: Implicit attitudes to genetic testing

Paul Hutchings, University of Wales Trinity Saint David

With the availability of whole genome sequencing the potential consequences of obtaining personal genetic information without adequate understanding has huge implications for people’s health and lifestyle choices. The current study sought to explore implicit attitudes toward genetic terminology used by the media and genetic counselling professionals as well as examining explicit responses to genetic testing vignettes. Results indicated that manipulation of the terminology used in describing genetic conditions significantly influenced participant attitude toward genetic testing and intention to undergo testing. Furthermore, participants high in intention to engage with genetic testing showed a positivity bias on implicit measures linked to words used in the media, but not the words used by genetic counselling professionals. These findings suggest that those participants may be unduly influenced by media reporting on genetic issues but not necessarily by genetic facts.

Visualising identities: Unpicking the interwoven threads of one critical social psychologist

Jane Montague, University of Derby

Critical approaches to identity construction have developed rapidly from their early introduction in psychology through the work of, for example, Antaki and Widdicombe (2001). In the main, this work has focused on the construction of others’ identities such as Locke’s (2013, 2014) considerations of maternal/paternal identities. In this Pecha Kucha session I focus on myself rather than others, visually and critically exploring the development of my own identity as a social psychologist. My rationale in choosing this format for presenting a consideration of identity is that it reflects my continuing interest in visual and creative representation as well as enabling me to concisely review the fluidity and circumstantial construction of identity. The ways in which my personal and professional relationships and interactions direct my research interests are on-going and a variety of influences are apparent, particularly where they have prompted me to take a more critical consideration of my own context. My research has several threads that run through it, in addition to considerations of identity. I am drawn to explorations of gender and health, of ageing and, in particular, of relationships. I relate these research interests to my personal circumstances as well as to those opportunities that have presented themselves to me professionally. I conclude by reviewing where I am now and how I might move forward from this point.
Damsels in the driving seat: The effect of hero gender in a traditional story on attitudes towards sexual aggression

Jenny Cole, Manchester Metropolitan University

Attitudes towards sexual aggression (including endorsement of rape myths) have been linked to adherence to traditional gender roles, indicating that if we wish to reduce positive attitudes towards sexual aggression we must target the messages sent about gender roles in the stories we are exposed to. Previous research has focused on changing the gender-related attitudes of children with inconsistent findings. The present research aimed to determine whether changing the traditional damsel-in-distress construction can have a positive impact on attitudes towards sexual aggression, and can do this in adults where this construction may be deeply embedded. Ninety-nine undergraduate students were asked to read a traditional fairy story (Sleeping Beauty) and their attitudes towards sexual aggression measured before and after reading. Some participants were exposed to a version with traditional gender representation in the hero and damsel roles (boy rescues girl). Participants in three further conditions were exposed to non-traditional gender constructions: role reversal (girls rescues boy); female protagonists (girl rescues girl), and male protagonists (boy rescues boy). Results show that stories with a male hero (traditional and male only) had no effect on attitudes towards sexual aggression; stories with female heroes significantly reduced expressed tolerance for sexual aggression. The results, therefore, provide some support for the positive influence on attitudes towards sexual aggression, of exposing young adults to females with higher agency than is typically seen in both traditional stories and mainstream media.

Impacts of direct and indirect online hate crime

Harriet Fearn, University of Sussex

This paper presents the results of an online survey exploring hate crime against LGBT people, with a focus on the impacts for the victims who have experienced direct and indirect internet hate crime. ‘Direct’ victimisation is something experienced by participants themselves; ‘indirect’ victimisation is something experienced by other members of the participants’ ingroup (other LGBT people). A community sample of 594 respondents answered questions on their experiences of direct and indirect online hate crime, their identity as LGBT people, perceived threat and vulnerability, and their emotional and behavioural responses to witnessing hate crime. Of the sample, 340 people had experienced indirect online abuse and 212 had experienced direct online abuse. Regression analyses revealed experiences of direct and indirect online abuse over a lifetime were related to feelings of perceived threat and vulnerability (p values for all regressions <0.001). When witnessing another hate crime incident, both groups reported emotional responses of anxiety (p<0.01 for both groups). However, behavioural responses were different between the two groups, with victims of indirect online hate crime being more likely to engage in pro-active behaviour (p<0.001), whereas victims of direct online abuse were more likely to demonstrate avoidance behaviours (p=0.26). Both groups believed that the government did not do enough to when responding to hate crimes. The implications of online hate crimes having an impact offline will also be discussed.

Good things happen to good people and bad things happen to bad people: Expectations of deservingness

Annelie Harvey & Mitchell Callan, University of Essex

Over several studies we considered peoples’ expectations of deservingness in line with just world theory. Using eye-tracking methodology we found that after learning about a bad outcome, people would initially bias their eye-gaze to look at a ‘bad’ person over a ‘good’ person. The opposite eye-gaze pattern was found for good outcomes. In another study, we presented participants with scenarios describing either a bad or good person before asking participants to what extent they wanted to read further details about this person. When presented with a bad (good) person, people were more willing to read about a bad (good) outcome. In sum, we conclude that people have automatic and more explicit preferences to see that people get what they deserve. That is to see good things happen for good people and bad things to befall to bad people.
Sports and spirits: Mixing alcohol consumption, identity and happiness

Jin Zhou & Derek Heim, Edge Hill University, Kerry O’Brien, Monash University

Research indicates that those participating in sport are a high-risk population for hazardous alcohol use. However, there is paucity in research that examines potential positive social and psychological motivations and outcomes surrounding sport-associated drinking. Secondary data analysis of a large cross-sectional study of university sportspeople was performed to examine differences in alcohol consumption and psychosocial antecedents between team and individual sportspeople in a large UK sample. Questionnaires measured athlete identity, subjective happiness, and alcohol consumption, and collected demographic details from a purposive sample of university sportspeople (N=1785; male=1048, 58.7 per cent), involved in team (77.9 per cent) and individual sports. Results showed team sportspeople reported higher alcohol consumption, more hazardous drinking, stronger sporting identity and higher levels of happiness, than individual sportspeople. Athlete identity was a predictor for alcohol use, however, there was no significant relationship between happiness and alcohol consumption. For individual sport players, as athlete identity increased, alcohol consumption decreased. However, in team sport players, as athlete identity increased, alcohol consumption increased. Findings suggest that team sports players appeared happier than individual sports players despite higher levels of hazardous drinking. Identification as a sports person moderated alcohol consumption for individual sports players but not that of team sports players. Such findings indicate that the role of identity as a potentially important factor to consider in order to tackle the issue of hazardous drinking in sports people.
Nostalgia replenishes deficits in well-being for low-resilience individuals
Kenny Brackstone & Tim Wildschut, University of Southampton

Nostalgia is defined as a sentimental longing for the past, and serves a number of psychological functions that are pivotal to well-being. Psychological resilience is the maintenance of a stable trajectory of healthy functioning following exposure to a stressful or traumatic event. Low-resilient individuals lack the ability to think optimistically, possess lower self-esteem, and lack general resourcefulness and sturdiness of character compared to high-resilient individuals. The present research aimed to examine the notion that low-resilient individuals derive the most psychological benefits from nostalgia. Three-hundred-and-ten participants completed measures of resilience and were randomly assigned to think about either a nostalgic or ordinary event from their past. Results revealed that nostalgia boosted self-esteem, increased optimism, and improved feelings of life satisfaction and well-being among participants low (compared to high) in resilience. Thus, those who lacked resilience derived the most benefits from the restorative function of nostalgia. These findings reinforce the notion that nostalgia acts as a resource which protects and fosters psychological adjustment.

I dig therefore I am: Place identity and participation in community-based archaeological projects
Sharon Coen & Liz Smith, Salford University

This project, ran in collaboration between the Directorate of Psychology and the Centre for Applied Archaeology at Salford University, investigated the effects of participation in community-based archaeological initiatives on participants’ perception and evaluations of their local area and local community. A series of five focus groups were run with four to seven participants in each focus group. All participants had previously taken part in local archaeological digs organised as part of the Dig Greater Manchester project. Participants were invited to share their experiences and opinions concerning their participation to the dig. Questions were carefully selected to avoid response bias. Participants reported an overwhelmingly positive reaction to the experience. A particularly intriguing outcome of the initial thematic analysis was that participants reported to enjoy the absence of status divisions in the volunteer groups and developed a common group identity. It is, therefore, suggested that community-based initiatives can be a useful tool to overcome perceived barriers among citizens with different socio-economic status, and different levels of education and knowledge.

Effects of mindfulness and perspective-taking on implicit attitudes towards the elderly; an RFT perspective
Darren Edwards, Rob Lowe, Nicky Evans & Roger Vilardaga, Swansea University

The present study examined perspective-taking as a way of influencing attitudes (implicit associations) among young people towards the elderly. Previous research into the effects of perspective-taking on attitudes towards social out-groups, have, typically focused on different social and racial groups, and have demonstrated positive reductions in negative explicit and implicit biases of these groups. The present paper focuses on a different kind of out-group for implicit associations – the elderly. This group is different because we are all aware that it will be our in-group one day. Here, mindfulness is also introduced with and without the perspective-taking, as it has been argued to have defusion effects that are relevant to implicit associations. This study presents four conditions: perspective-taking; perspective-taking with mindfulness; mindfulness; and a control. The results demonstrated that perspective-taking increased negative implicit bias but the mindfulness remediated that increase. The results are discussed in the context of a Relational Frame Theory approach called the flexible connectedness model, to explain the disparity with previous research when using racial groups.

‘I’m green but…’: Exploring social identity positions in an environmental community project
Kate Hammond, Kingston University

This project explored the different social identities taken up in discussing pro-environmental behaviours in a domestic setting. Using discourse analysis of in-depth interviews, it looked at how different identity positions were taken up or assigned and what these different identity positions achieved for participants: language was seen as action-orientated and constructive. It also looked at how certain positionings worked within interpretative repertoires, that is, the socially available discourses that were drawn upon by different
participants. The main finding, that what other people did was of great importance to individual choices and behaviours, supports the general thesis of social marketing research and the importance of social norms in the theory of planned behaviour. Drawing on social identity theory, the analysis adds nuance to this broad picture by showing how the saliency of referent groups was also important, and that different identity positions, for example ‘hygienic mother’ or ‘responsible adult’, could be adopted as either constraining or supportive, irrespective of the pro-environmental attitude of the participants. Furthermore, by drawing on internalised norms, such identities could allow for more sustainable behaviours, with salient social identities ‘scaffolding’ desired behaviours (Oyserman, 2007). The project also demonstrates that in-depth interviews conducted for other purposes can form a very useful dataset for secondary analysis.

**Development of a student campus citizenship behaviour checklist**

**Stephanie Howell, Durham University, Amelia Woodward, Keele University, Harriet Rosenthal, Durham University, Chris Stiff, Keele University**

**Objectives:** Organisational citizenship behaviour (OCB) has been defined as discretionary behaviour, not recognised by the formal reward system, but which encourages the effective functioning of an organisation (Organ, 1988). Despite the abundance of research into OCB in the workplace, ‘citizenship’ behaviours outside an organisational context have received little attention. However, given the high investment required to enter higher education, it seems important that university authorities devote time and resources facilitating the promotion of student pro-social behaviour. The purpose of this study was to develop a unique self-assessment tool to measure university citizenship behaviour in students.

**Design:** Focus groups were held at four British universities, where students were asked to produce statements they believed described student pro-social behaviour. Fifty-six unique statements were then procured from these groups and compiled into a questionnaire where participants had to indicate the frequency with which they engaged in each behaviour on a five-point Likert scale. This was distributed to 80 students.

**Results:** Factor analysis and item analysis were performed to decide which items were most suitable for measuring student pro-social behaviour. These statements were then included in the final scale. This scale will now be distributed to 1200 students alongside pre-existing measures to ascertain whether perceptions of an institution (procedural justice, role clarity) and/or personality traits (social identity, trust and empathy) predict their occurrence.

**Conclusion:** A unique scale has been constructed which will allow us to predict the likelihood of pro-social behaviour in a campus context and enhance the higher education experience for students attending university.

**An Interpretative Phenomenological Analysis exploring the experiences of individuals close to somebody with an anxiety disorder**

**Saffron Hudson & Jane Montague, University of Derby**

**Background:** Family members and friends of individuals diagnosed with an anxiety disorder experience considerable burdens and a distinct lack of support. It has been suggested that they are likely to benefit from interventions often provided for more serious mental health disorders as suggested by Hadrys, Adamowski and Kjena (2011).

**Methodology:** The study aimed to provide a qualitative exploration of anxiety disorders experiences from the perspective of family and friends that has been neglected in the current literature. Three participants recruited from an East Midlands university took part in a semi-structured focus group and interview, exploring their experiences of being emotionally close to an individual who had been diagnosed with an anxiety disorder. Transcripts from these were analysed using Interpretative Phenomenological Analysis.

**Findings:** The analysis resulted in two superordinate themes: (a) the negative effects of anxiety on the participants; and (b) the process of understanding about anxiety.

**Conclusions:** The findings suggest that additional more inclusive qualitative research should be carried out to further understand the burdens and experiences of informal caregivers and how supportive interventions should be utilised.
Exploring experiences of Acquired Brain Injury rehabilitation: Which factors best facilitate positive post-injury outcomes?

Charlotte Inskip & Jane Montague, University of Derby

**Background:** Research into Acquired Brain Injury (ABI) rehabilitation consists mainly of negative post-injury outcomes with largely quantitative designs. Thus there is a need for exploration of positive outcomes with improved methodology.

**Methodology:** Three focus groups, consisting of nine ABI sufferers currently attending Headway as outpatients, were employed to qualitatively explore experiences of rehabilitation and identify factors which facilitate positive outcomes. Interpretative Phenomenological Analysis was applied.

**Findings:** 'The journey to recovery' and 'Support' emerged as superordinate themes. Within this, subthemes consisting of goals, road to progression, looking forward, family support, professional support and social support developed. The importance and significance of goal-setting was highlighted in terms of participant progression and developing future prospects. Additionally, peer support and influences demonstrated the power of group memberships upon (re)building identity. Findings demonstrated that social support, alongside family members, staff and direct patient involvement in goal-setting throughout rehabilitation, are factors which best facilitate positive outcomes for individuals following ABI.

**Conclusions:** This research contributes useful findings and recommendations for designing future trials and guidelines and practice in ABI rehabilitation.

Sociometric status of the pupils with special educational needs

Tijana Karic, Vladimir Mihic & Maja Korda, Department of Psychology, Faculty of Philosophy, University of Novi Sad

It has been shown in many studies that inclusive education has had positive as well as negative effects on children undergoing this type of education. One of the most negative outcomes of inclusive education is loneliness of children with special educational needs (SEN), as a sign of low level of social interaction as opposed to one of the main aims of inclusive education – social inclusion. In Serbia, social inclusion was brought to schools only in 2009. This study is the first one to have explored the effects of inclusive education on sociometric status of the pupils with SEN. The sample consisted of 17 SEN pupils (11 children with intellectual disabilities, three with physical disabilities, two with autism and one with Down’s syndrome) and 396 pupils without deficits in second, third and fourth grades. The children were asked to choose one of their classmates on two criteria – formal (Whom of your classmates would you (not) choose to be the class president?) and informal (With whom of your classmates would you (not) like the most to share a desk?/to play outside school?). The results have shown that there are significant differences in the sociometric status between the groups of children with and without deficits on all of the three choices. Also, the significant differences between the two groups in the second and third grades, but not in the fourth could mean the prolonged contact during the time spent together could have decreased the rejection of children with SEN, in accordance with the contact hypothesis.

Understanding extremism: A comparison of violent and non-violent offenders working alone or as part of a group

Sarah Knight, The Defence Science and Technology Laboratory

Terrorist attacks across the world demonstrate how human beings can commit catastrophic acts of violence in the name of their beliefs. However, the subjective nature and lack of consensus regarding the definitions of key concepts such as ‘extremism’ and ‘radicalisation’ create a problem for those seeking to study and understand why individuals conduct acts of terrorism. There are other criticisms regarding the large body of literature in this area. First, few studies have applied rigorous analysis to real-life datasets. Second, terrorism is largely portrayed as a group phenomenon, and as such cannot account for ‘lone wolf’ attacks. And third, whilst many individuals support the use of violence to achieve non-mainstream political aims (i.e. ‘extremists’), very few of these actively facilitate or actually commit acts of extreme violence. The present project applies an empirical approach to compare extremists who have committed acts of violence compared to those extremists who have not. Within these categories, extremists operating alone will be compared to those operating as part of a group. Case studies comprising quantitative and qualitative data on 40 extremists, with a focus on the sequence of events that precede extremist-related action (violent or non-violent), were developed. Data will be analysed to understand why individuals follow different pathways to reach different ‘destinations’ (i.e. violence or non-violence, alone or as part of a group). Problems regarding the categorisation of individuals as violent or non-violent, and as lone actors or group members, are also explored.
Employees who go the extra mile: The impact of organisational identity and self-determination

Lynsey Mahmood, Georgina Randsley de Moura & Tim Hopthrow, University of Kent

Organisations need motivated employees in order to increase performance and productivity. This research was interested in going beyond being motivated at work, and getting employees to ‘go the extra mile’ and perform above and beyond what is expected, that is, their organisational citizenship behaviour (OCB). Individual differences in levels of motivation may be impacted by individuals’ level of self-determination. But OCB is also impacted by organisational identity. The current research investigated whether organisational identity may play a role in improving motivation for those who experience low self-determination. Participants were employees at a large UK organisation (N=80) who completed an online questionnaire with self-report measures of organisational identity and self-determination, and OCB. Results showed that organisational identity was particularly important when employees’ had low self-determination in predicting OCB. The results are discussed in terms of the theoretical implications of motivations at work, and the practical implications for managerial policy and organisational practice.

From personality to policy: Understanding the role of moral and socio-political ideology in intergroup relations

David S.M. Morris & Brandon D. Stewart, The University of Birmingham

Multiculturalism (MC) and Colour-Blind (CB) ideologies suggest competing routes to social harmony by encouraging thinking about intergroup relations using either a similarity-based cognitive focus – CB – or a similarity and difference focus – MC (Wolsko et al, 2000; Richeson & Nussbaum, 2004). Recent work in Moral Foundations Theory (see Haidt, 2012) suggests five politically divergent moral values may underlie attitudes towards a variety of different socio-political policies (Koleva et al., 2012; Dawson & Tyson, 2012). In general, the theory has demonstrated that political liberals exhibit moral values concerned with Harm and Fairness whilst conservatives generally endorse Authority, Ingroup, and Purity based moral values in addition to the liberal foundations (Graham, Haidt & Nosek, 2009). Some researchers have noted the potential to apply morality-based approaches to understanding intergroup policies such as MC and CB (Janoff-Bulman & Carnes, 2013). The current study (N=135) utilised a multiple regression method to examine how liberal and conservative moral foundations and political ideology (including Right-Wing Authoritarianism) related to perceptions of MC and CB in addition to a polycultural policy (Rosenthal & Levy, 2010). Results demonstrated the MC but not the CB policy tended to be supported by individuals using more politically liberal foundations, most notably the harm foundation. This finding has implications for how multicultural policy may be received and reframed to target disengaged groups. For those high in RWA, both CB and MC policies were perceived as significantly more unfavourable in the five foundation model, but not in a model that examined the relative balance of foundations.

Personal and political agency in social justice protests: A case study

Liora Moskovitz, London School of Economics and Political Science

Social movements are an increasingly prevalent means by which the personal and political converge. In 2011, the world witnessed an outbreak of collective action. Its manifestation in Israel’s Social Justice Movement was an ideal opportunity for in-depth, grassroots research. Characterised by the establishment of over 40 ‘tent cities’, this movement predated ‘Occupy Wall Street’ by several months.

This research investigated the interplay of individual, political agency and the dynamics through which the public were mobilised on a large scale, creating a new political agenda. Triangulation of qualitative methodology, including three months’ ethnography, 77 semi-structured interviews, and document and discourse analysis, was performed in locations strategically chosen using purposive sampling from July to September 2011.

This movement was initiated by a 25-year-old graduate, Daphne Leef, who started a Facebook group, inviting her contemporaries to pitch tents on the streets of Tel Aviv, in protest against the middle class struggle with rental and living costs. She became iconic in the formative stages of the protest; Leef’s situation resonated; her call to action ignited optimism in the power of individuals to effect societal change. The inclusive nature of this movement’s framing motivated individual participation in political decision making on an unprecedented scale. The experience of life and community in encampments, modelling participatory democracy, will be explored, as will the motivating effect of the public’s co-construction of socio-economic understanding of grievances.

This personal expression of the political, through social protest is discussed, referencing the wave of collective action sweeping the world today.
The role of gender in hiring situations: The preference for potential
Abigail Player, Georgina Randsley de Moura & Fatima Tresh, University of Kent

Arguably, men and women have equality of opportunity. However, there are disproportionately fewer female leaders in the UK with men occupying on average 80 per cent of leadership positions. This gender imbalance comes at a significant social, psychological and economic cost as companies perform better on almost every metric when there is equal representation. In recent years there has been a considerable effort at a legislative level (parental leave policies, flexible working), organisational level (targets for women in STEM, Women on Boards) and social level (new wave of feminism) to improve this. Research has looked at potential reasons underlying the barriers to women’s advancement into leadership positions. We know that stereotypes and unconscious bias can have a dramatic effect on how people behave both in and out of the workplace. For example, men are associated with leadership roles, for example, confidence, charisma, independence and women are often associated with stereotypical traits of warmth and kindness are incongruent with the leadership ideal. It has been found that in hiring situations people are prone to rely on stereotypes and unconscious bias to make decisions. However, what is yet unexplored is how these unseen biases influence the perceived achievements vs. the future potential of male and female candidates. We present experimental data from simulation scenarios across two studies to investigate the role of stereotypes and unconscious bias in hiring decisions. Results show that there is a preference for candidates with potential when making hiring decisions. Furthermore, we find that there is a particularly strong preference for male candidates with potential which is driven by female decision makers.

‘Help!’ The effect of conceptual priming on psychological help-seeking attitudes in men
Aneka Popat, St George’s, University of London, Omar Yousaf, King’s College London, Department of Psychology at Guy’s

Objective: It is a well-established finding that men are often unwilling to engage with mental health services, and that they hold negative attitudes toward psychological help-seeking. Consequently, men’s psychological problems often remain untreated, which in turn can compromise their quality of life. The present experiment addresses this problem using a conceptual priming paradigm from social psychology called Scrambled Sentence Test as an intervention to change men’s negative attitudes toward psychological help-seeking.

Method: The Scrambled Sentence Test functions by asking participants to unscramble sentences that unbeknownst to them include priming words – in this case, openness and communication-related words. Sixty-nine men completed the task (with priming or control words) under the instructions of a condition-blind experimenter. Results: The primed group showed more positive attitudes (Md=56.5) toward seeking psychological help compared to controls (Md=40.0), p<0.01; r=.38.

Conclusion: The findings are the first to suggest that conceptual priming of this kind can be used as an effective and time-efficient intervention by mental health professionals to encourage men to seek help for psychological problems.

The deviant peer: When weight and ethnicity is more important than group loyalty
Kiran Purewal, Dominic Abrams & Rachel Calogero, University of Kent

Can group loyalty help overcome the stigmatisation of obesity and exclusion of ethnic minorities, amongst school peers? Previous research tells us that in-group deviant members will be derogated more than out-group deviant members. This study examined whether children would derogate deviant group members for belonging to a stigmatised group. Deviant behaviours manipulated in this study were disloyalty and obesity alongside the manipulation of ethnic group membership. The authors hypothesised that disloyal out-group members would be favored more so than overweight and disloyal in-group members and overweight out-group members. However, it was predicted that out-group members displaying both disloyalty towards the out-group (but loyalty towards the in-group) as well as being overweight may still be derogated due to anti-fat attitudes. 240 children compared and evaluated two fictional characters, whose characteristics were manipulated through group membership, ethnicity, weight and group loyalty. Results supported the hypotheses on a variety of evaluative measures including favorability and fit to the group. This study, therefore, highlights the negative impact that stigmatisation can have on children who are attempting to socialise with both familiar groups as well as others.
Identity diagrams: Representations of self and others
Laura Spear & Luiza Stepanyan, The Defence Science and Technology Laboratory/University of Kent, Tim Hopthrow & Dominic Abrams, University of Kent

Few studies have sought to understand how others represent the social identities of themselves and others through diagrams and descriptions. However, the representation of our personal and social identities (and their relative importance to our sense of self) is a key factor in the understanding of the role of group memberships on individual identity. This study compares the diagrammatic representations of individuals and distanced others (including celebrities and family relations). Participants are compared across several types of identity diagram to understand the impact of open-ended (e.g. ‘using the diagram below complete labels that you consider to be important identities’) versus prescriptive instructions (e.g. ‘using the diagram below please complete each label – gender, age, ethnicity, religion, etc.’). Qualitative responses are coded to produce a master list of identity descriptions. Analyses of these within- and between-subjects outputs are presented alongside understanding of the impact of personality, group membership and identity. Findings indicate that there is a significant difference between how individuals complete an identity diagram for themselves and others, with distanced celebrities being easier to describe than the self and close relations. This suggests that identity construction may be more complex for the self than it is for distal personae who are seen as being well defined.

I’m not racist but… children’s willingness to acknowledge social categories
Lauren Spinner & Lindsey Cameron, University of Kent

Apfelbaum and colleagues uncovered a phenomenon, referred to as ‘strategic colourblindness’, whereby adults and children avoid acknowledging race (a social category) even when it is relevant to the task at hand. They argue that this is motivated by self-presentation and a desire not to appear to be racist (Apfelbaum et al., 2008a, 2008b). The current research investigates the following research questions: (i) is willingness to acknowledge social categories such as race dependent on experience of ethnic diversity; (ii) are children also reluctant to acknowledge other social groups (non-disabled-disabled); and (iii) is this driven by social norms. In addition, a more sensitive measure of strategic colourblindness was developed and tested. In a series of studies, children performed target identification tasks in which performance is improved if participants acknowledge social category membership. As predicted, diversity, social category membership and social norms all had a role to play in whether and when children acknowledge social categories. Participants sacrificed task performance in order to avoid acknowledging race. Implications for educational practice, prejudice reduction and future research will be discussed.

Do I dislike you because you are angry or are you angry because I dislike you?
Katie Sullivan & Paul Hutchings, University of Wales Trinity Saint David

Previous research studies have shown that implicit prejudice appears to influence judgment of out-group displays of anger (e.g. Hugenberg & Bodenhausen, 2004; Hutchings & Haddock, 2008) in what may be an extension of Ellienbein and Ambady’s (2002) ‘in-group advantage’. The current study examined White participants’ judgements of emotion type and intensity of emotion but also categorised them on Son-Hing et al.’s (2008) two-dimensional prejudice model. Whilst results showed that participants in general showed a greater tendency to judge displays of anger by racial out-group (Black) faces as more intense than racial in-group displays, participants high in both implicit and explicit prejudice (Modern Racists) showed differential responses to the other three prejudice sub-types identified in the two-dimensional model. Specifically, Modern Racists were poorer at recognising displays of happiness by both in-group and out-group members, and showed poorer at accurately recognising out-group displays of anger. These results are discussed in relation to the competing theories that seek to explain how reactions to emotion displays can inform us about attitudes to our in-groups and out-groups.
The moral character of soldiers

Hanne Watkins, The University of Melbourne

‘Warmth’ and ‘competence’ are argued to be the primary dimensions of stereotype content (Fiske, Cuddy, Glick & Xu, 2002). However, Goodwin, Piazza and Rozin (2014) propose that information about moral character is: (a) separable from; and (b) more important than warmth in impression formation, across a variety of contexts. Other research on moral character suggests that people are ‘typecast’ as either moral agents or moral patients (Gray & Wegner, 2009), and that there are three types of morally exemplary people: the brave, the just, and the caring (Walker & Hennig, 2004). I apply these ideas to a social group which has received scant attention in social and moral psychology: soldiers. Importantly, evaluation of a soldier’s character is linked to moral judgments about his actions. For example, the results show that the more heroic soldiers are seen, the more they are permitted to kill and be killed in war. This same association between bravery and moral judgments is not found for civilians, however. Thus, the present research explores person perception in a morally fraught domain.

Imagined contact – reducing real world prejudices against transgendered women

Keon West, Goldsmiths College, Victoria Hotchin, Goldsmiths College, University London

Imagined contact (Turner, Crisp & Lambert, 2007) is a recently-developed prejudice reducing mechanism that combines Contact Theory with imagery-based techniques. It confers many of the same benefits as direct contact (Husnu & Crisp, 2010b; Statthi & Crisp, 2008; Turner et al., 2007, 2013; West & Bruckmüller, 2013; West et al., 2011), but can be applied in situations where direct contact is difficult or risky. To date, research has mostly been conducted in laboratories with student participants and target groups with whom real interaction is fairly easily achieved, such as overweight people and Muslims (e.g. Turner & West, 2012). To be effective as a real-world intervention, it would be conducted with more challenging participants and target groups with whom real contact is rarer, and also include a meaningful behavioural measure. Our study bridged the gap between the lab and the real world by investigating whether imagined contact reduces non-student participants’ prejudice against an openly stigmatised, low-contact group: transgendered women (Tee & Hegarty, 2006). We used both explicit and implicit attitudinal measures, and a live e-Gov petition supporting transgender victims of abuse as one of our behavioural measures. We found that imagined contact was most effective in reducing bias toward transgender women for participants who were high in prior-prejudice. In addition, these participants were also more likely to decide to sign the petition as a result of the intervention. This has important implications for the use of imagined contact in real-world situations.

Can I say that? Non-Whites’ use of colourblind strategies

Amanda Williams, Sheffield Hallam University, Chanel Meyers & Kristin Pauker, University of Hawaii at Manoa, Evan Apfelbaum, Massachusetts Institute of Technology

People are often motivated to appear non-prejudiced. To achieve this goal, White adults often adopt a colourblind approach where they avoid mentioning race (Apfelbaum et al., 2008). However, little research has investigated whether non-White adults similarly adopt strategic colourblindness in attempt to avoid appearing prejudiced. The purpose of this study was to examine whether non-White adults would demonstrate strategic colourblindness and whether this was related to the perceived importance of noticing others’ race (colourblind ideology).

Thirty Asian undergraduates were presented with an array of photos that varied systematically by race, gender, and background colour. Participants were instructed to ask as few yes-no questions as possible in order to identify a target photo and their questions were coded for the use of racial labels (Apfelbaum et al., 2008). Participants also completed a colourblind ideology questionnaire (Norton et al., 2006). In contrast to research with White participants, the overwhelming majority of our non-White participants (96.7 per cent) failed to adopt a colourblind approach, with over half (56.7 per cent) labelling race in each trial. Further, the use of racial labels was negatively related to colourblind ideology ($r=-.44$, $p=.009$); the more participants used racial labels in the task, the less they endorsed the idea that people should avoid paying attention to race. These results provide insight into how non-White individuals negotiate social interactions with diverse others and will be useful for informing interventions designed to improve intergroup interactions.
Right-wing authoritarianism and beliefs in conspiracy theories
Michael Wood & Debra Gray, University of Winchester

Research into the psychology of conspiracy theories has yielded inconsistent results regarding the existence of a relationship with right-wing authoritarianism (RWA). While some studies show a positive correlation between conspiracy theory belief and RWA, others show a negative relationship or none at all. In two Mechanical Turk studies, we attempt to resolve this apparent inconsistency with reference to the identity of the proposed conspirators: a positive relationship between conspiracy theory belief and RWA is only evident among theories which implicate minority or deviant groups. Our results extend previous research on the importance of specific content in conspiracy theory belief, and highlight the need for content-specificity in investigating the individual-difference correlates of beliefs in conspiracy theories.