

Please provide us with a summary of your PEARL Grant project, how it went and what the impact was using the framework below as well as adding / attaching any additional information or outputs you feel relevant.

Activity Title:	Young Women and Stereotyping: Research Workshop and Skillshare
Grant-holder name:	Stefano Belli

- 1) Please provide a summary describing the final project as it was delivered. Include details of when and where the activity took place, and any changes made to the original proposal alongside why these took place.

In July 2018 Stefano Belli of the School of Psychology, together with Leila Lamoureux and Nicole Fielding of the Eleanor Glanville Centre ran a day-long research workshop with the Young Women's Trust – a charity who represent and advocate for economically disadvantaged young women. The workshop on the day was split into two parts and took place at the offices of the Young Women's Trust in London.

In the first part of the workshop, participants (young women from economically disadvantaged backgrounds) took part in a focus group looking at experiences of and beliefs about stereotyping, ensuring that the research would take account of the relatively under-represented experiences of working-class young women from around the country.

This was followed by a research skills training session, with the goal of allowing the participants to design and conduct their own peer research in partnership with the Young Women's Trust. This developed into a study-design session where we provide advice and input to the participants and the YWT on how they could go about designing and conducting a set of interview studies into young women's experiences of job-seeking and the job centre, which they were planning as future collaborative study. Initial feedback from the session was encouraging.

- 2) Assess the outcomes of the activity and its impact on people who engaged with it. Please include details of;
 - a. What was successful?
 - b. What did not go so well?
 - c. What would you do differently next time?
 - d. What was the impact? Please include a summary of how many people have engaged with the activity (face-face, online, via social media etc.). Include any qualitative or quantitative evaluation data and comments.



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The day of the workshop and focus group provided excellent research data that surpassed our expectations. Following the transcription and beginnings of analysis of the data, the data collected during the research has proven very useful in informing and improving ongoing research.

Participants in the workshop seemed to have genuinely benefited from the research training, and this is now feeding directly into community and peer-based research being conducted by the Young Women's Trust.

The direct impact of the project was that we provided research skills training to 4 young women from economically disadvantaged backgrounds, who in turn helped with data collection and design for the Young Women's Trust, involving more economically disadvantaged young women.

- 3) How has your public engagement activity had an impact on research? This could include new data, new questions generated by the public, how the engagement has changed or shaped your research etc.

Beyond the impact described above, the activity has proven very valuable for informing new research. Based on material and feedback from the focus groups, we have designed and modified new stimuli for stereotype research. These new test materials are currently being piloted, but the results that have come back so far have been promising, suggesting that there is important value and validity that has come from improving psychological research material in collaboration with the target audience for that research.

Specifically, the materials have been used as part of study to look at the relationship between experiences of gender stereotyping or subverting gender stereotypes, and the differential effects that these experiences have on different gendered individuals in terms of mood, gender-normative beliefs, and cognitive biases that have previously been associated with emotional symptoms.

- 4) Are you hoping to repeat, continue or carry out further activity following on from your PEARL grant? If so, please provide details.

There are no immediate plans to carry out another activity in this exact format, but the general format certainly seems like it would be of use for future research and offers a good framework for co-design of research.

As stated above, the workshop has provided valuable insight into ongoing primary research both at Lincoln and for the Young Women's Trust.

Over the course of the project we have built up contacts with the Young Women's Trust, and we hope to work with them again and their network again in future. This could take the form of collaborations with their network to refine our study materials and future research directions.





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Additionally, we hope that might be possible to set up an (initially informal) research network where we can support the development of research ideas from the YWT network and help with any questions about research design.

- 5) Please describe any outputs from your project you could provide to support future PEARL and public engagement activities at the University such as;
- a. Photographs / films
 - b. Evaluation data
 - c. Methodologies
 - d. Contacts

We are very happy to share our methodologies and the materials we produced, either in the form the focus group, or the research skillshare that we provided in the second half of the workshop.

We also now have contacts with the Young Women's Trust, in particular their research officer. Based on previous conversations with the YWT they and we would be happy to share these contact details for future collaborations.

- 6) Are there any further comments, ideas, suggestions or other you would like to share? n/a.

