

DISSERTATION CONFERENCE 2018

10 speakers
dissertation tips & tricks
networking drinks



Department of
Psychological and
Behavioural Science

Dis|Co
Dissertation Conference

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Why a Dissertation Conference?

The origin of this conference stems from a gap we perceived in the dissertation process. To analogize it to a famous thought experiment – if a tree falls in a forest and no one is around to hear it, does it make a sound? If months of hard work resulted in a document that just went from student to marker and was ultimately archived – did it make an impact? We thought perhaps not.

The idea of this day is thus manifold: to give prior year MSc students a platform to showcase their research, to allow current year MSc students to be exposed to the types of research they could undertake in their own dissertations, and perhaps most importantly, to facilitate knowledge exchange and provide an opportunity for collective feedback and discussion – something that is integral to the progression of science itself. After all, the Latin root of the word dissertation is *dissertare* – which means continue to discuss. We hope everyone leaves with the spirit of continuous discussion today.

Going forward, the aim of the DisCo Initiative is to provide exposure to the dissertations, and create a network of current students, alumni students, professors and on the long run companies to share the knowledge and facilitate a discussion.



DORI



SAI



SARAH



GRACE



MARIA Z.



MARIA F.



The DisCo Team

The founders of the Dissertation Conference are Dorottya Svab, Sai Kalvapalle and Sarah Crom, three DPBS alumni from the class of 2016-2017. During the 2017 edition DPBS alumni Grace Rahhal and Maria Zimbron helped us with the event and joined the team. Finally, our latest addition was the 2017-2108 MSc student Maria Fei, who has done an amazing work keeping us in touch with the 2017-2018 cohort.

Dr. Frédéric Basso, Chair

Assistant Professor in Economic Psychology at LSE since 2014, I'm happy to be the Chair of this great initiative that illustrates our commitment to study real people, going from the world to the lab and back again. Inspired by the LSE focus on the betterment of Society, DisCo, as the first student-led conference of its kind in the DPBS, has been highly valued at the School and our Department for being a platform where MSc students share the knowledge they produced through their dissertations.

2:00 PM	Welcome: Why are we here? <i>DisCo Team</i>
2:10 PM	Introduction <i>Chair: Dr. Frédéric Basso</i>
2:20 PM	The psychological implications of economic inequality: Understanding the roles of social trust and individual perceptions. <i>Christoph N. Henking</i>
2:30 PM	Dietary habits in advanced age. An investigation of food choice drivers, approaching to fight malnutrition among the elderly in the UK. <i>Aylin Giena Bruns</i>
2:40 PM	What drives some professionals in Brazil to resign from steady jobs in search for more meaningful work forms? <i>Felipe Brescancini</i>
2:50 PM	'Is it coming home?' A Construal Level Theory perspective on climate change communication. <i>Maria Fei</i>
3:00 PM	Health and Well-being for Chinese in the 21st Century: The Study of Perceived Compatibility between Identities, Cultural Identification, and Self-Construal. <i>Fei Yuan</i>
3:10 PM	Part I: Q&A
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3:35 PM	LSE Life: Dissertation Tips
3:50 PM	'What did you mean by that?': American White allies' perceptions and experiences of confronting racial prejudice within close relationships. <i>Kelly A. Douglas</i>
4:00 PM	Is Haiti a "shithole" country? An investigation into the social representations of Haiti held by Westerners and Haitians using a mixed methods approach. <i>Max Hugo Gaston</i>
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4:50 PM	Panel: What do we learned today? <i>Supervisors + Alumni + Methods</i>
5:00 PM	Closing Remarks <i>DisCo Team & Dr. Frédéric Basso</i>



Christoph N. Henking

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*The psychological implications of economic inequality:
Understanding the roles of social trust and individual
perceptions.*

Supervisor: Jennifer Sheehy-Skeffington

Coming from Germany, I completed my BSc at the University of Konstanz in the south of the country. Since then, I have become excited to bridge academic research and its real-world implications, having gained work experience at the World Health Organization and in public sector consulting. I believe that the disciplines of social psychology and behavioural economics should have a confident voice in the research of large societal issues - such as the perceptions and consequences of economic inequality. Now, I am looking to work in consulting or public policy, and plan to pursue a Ph.D. in the near future.



Aylin Giena Bruns

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*Dietary habits in advanced age. An investigation of food choice
drivers, approaching to fight malnutrition among the elderly in
the UK.*

Supervisor: Saadi Lahlou

I am highly passionate about improving the way we live. During my studies in Germany I led one of the worlds' largest student-run business organisations, connecting corporate leaders with students from 70 nations, aiming to develop solutions for some of the many problems the world has got today. Since 2013, I help building an HR-Tech company that successfully empowers individuals to access and develop their careers. LSE enabled me to connect, learn and grow in many ways. With my dissertation I was allowed to work in the field of health and ageing which is highly important for our future.



Felipe Brescancini

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What drives some professionals in Brazil to resign from steady jobs in search for more meaningful work forms?

Supervisor: Saadi Lahlou

I am a Brazilian social entrepreneur and co-founder of Think Twice Brasil Institute, which engages people in perceiving themselves as important social change makers. I worked in Marketing at P&G for 10 years, until I recognized I was not fulfilled. I am postgraduate in Communication and bachelor in Business, with certificates in Social Impact and New Economy. Being passionate about cultures, I have lived in the UK, Australia, and Chile, and been to 80+ countries, 40 of which, in a field research to live and learn from vulnerable realities worldwide.



Maria Fei

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'Is it coming home?' A Construal Level Theory perspective on climate change communication.

Supervisor: Jennifer Sheehy-Skeffington

I grew up in the suburbs of New York and also hold British and Italian citizenship. I worked in market research in London since late 2010 and was in the first cohort of LSE's Psychology of Economic Life MSc, now in its 3rd year. I now work at Ipsos MORI on the healthcare team. As the Behavioural Science Lead, I consult the team on how to approach healthcare research from different perspectives, ranging from communicating to physicians to understanding barriers young men in South Africa face in seeking HIV testing and treatment.



Fei Yuan

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Health and Well-being for Chinese in the 21st Century: The Study of Perceived Compatibility between Identities, Cultural Identification, and Self-Construal.

Supervisor: Neela Muhleemann

My name is Fei YUAN (Sophie). I was born and raised in China, and went abroad for studying since I was 18. I am currently applying for the PhD program while working as a freelancer. After completing my undergraduate studying in Australia, I came to LSE and continued my studying in MSc Organisational and Social Psychology. As a global citizen and one of the young generation, my primary research interests are related to self, personal and social identity; and tried to link them with different topics across various domains, especially with HRM and cultural influences.



Kelly A. Douglas

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What did you mean by that?': American White allies' perceptions and experiences of confronting racial prejudice within close relationships.

Supervisor: Jennifer Sheehy-Skeffington

I was born, raised, and got my Bachelor's degree in Psychology in Wisconsin, US. Since then, my professional career largely focussed on advocacy, fundraising, and communications. In my free time, I found myself increasingly interested and involved in anti-racist work but did not know how to talk about it with the people closest to me. Instead, I had heated exchanges, withdrew from conversations, and at worst, severed relationships—and found other anti-racist activists had similar challenges. I knew there had to be a better way to discuss this issue. So I came to LSE for the MSc in Social and Cultural Psychology programme and conducted research on how American White anti-racist activists effectively confront racial prejudice and discrimination with other White Americans.



Max Hugo Gaston

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Is Haiti a “shithole” country? An investigation into the social representations of Haiti held by Westerners and Haitians using a mixed methods approach.

Supervisor: Sandra Jovchelovitch

Max is a fifth year litigation attorney and former State prosecutor from the United States. His parents immigrated to the US from Haiti prior to his birth. Max began the MSc focusing on behavioral influence in dispute resolution. In response to US president Donald Trump remarking Haiti was a “shithole” country, his focus shifted to social representations of Haiti. Max is now focussed on changing negative representations of Haiti through nation branding and positive imagery marketing on social media.



Kerri Bleeker

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A double edged sword: a multi methods approach to understanding parenting and digital media use.

Supervisor: Sandra Jovchelovitch

I am a recent graduate of the MSc in Social and Cultural Psychology at LSE. My dissertation was inspired by becoming a first time mother and grappling with the role technology, specifically digital media, plays in the life of my young son. My research sought to explore the perceptions and practices of parents with young children on their digital media use and that of their children. Prior to LSE, I have worked predominantly in the commercial sector with over fifteen years of blue chip client, marketing and advertising agency experience as a creative branding and planning specialist.



Susie Bennett

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The Plight Of Man: Masculinity, Emotions And Suicide In 21st Century Britain.

Supervisor: Sandra Jovchelovitch

My research explores how cultural and social ideas of masculinity and men's emotional lives, impact men's wellbeing, particularly in relation to male suicide - the biggest killer of men under 45. Suicide is an act born of emotional pain that seeks to terminate the existence of self in the world. I wanted to qualitatively explore why so many men in 21st century Britain are experiencing such levels of emotional distress, that they are choosing to terminate their selfhood. Previous to this Msc I've worked for the last 12 years in fundraising and communication roles within the charity sector including international conflict resolution and global disability rights organisations.



Micheline Rama

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"But they know if it's a human wrong." Social Representations of Human Rights in the Philippines.

Supervisor: Sandra Jovchelovitch

I am a human rights advocate, strategist, and educator with over a decade of experience in advocacy communications, social impact campaigning, and creative activism. I am the Co-Founder and Executive Director of DAKILA - Philippine Collective for Modern Heroism. I received a Bachelor of Fine Arts from the University of the Philippines, and completed residencies in Design for Social Change at the New York School of Visual Arts, and Global Road Safety Leadership at Johns Hopkins University. I will be graduating from the LSE with an MSc in Social and Public Communication after completing the programme on a Chevening Scholarship.

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