



Cardiff University
School of Psychology

Studentship Title:	Social norms, identity, and habits for better local environmental quality in Wales
Research Area/ Project Title:	Environmental Psychology
Location:	Cardiff University, School of Psychology
Expected Start Date:	October 2018
Duration:	3 Years
Deadline for Application:	11 th May 2018

Description of Research Opportunity:

Reducing litter to create clean attractive neighbourhoods has become a policy priority for central and devolved governments alike. Litter places a substantial burden on local authorities' finances, and also affects how people feel about their community, with deprived neighbourhoods being disproportionately affected. While litter strategies are generally based on education, enforcement and infrastructure, these approaches may not be sufficient for behaviour change. Research has pointed to the importance of social norms, identity, and habits for behaviour and behaviour change.

In the proposed project, the student will work with Keep Wales Tidy to see how social norms, identity, and habits can be used to create clean attractive neighbourhoods through behaviour change. The research will draw from insights from environmental psychology and urban studies to examine perceptions of litter and environmental quality and to design interventions to improve local environmental quality (LEQ). The focus will be on deprived neighbourhoods to explore positive social outcomes of such improvements.

The research consists of a multi-method programme of work. In particular

1. Quantitative neighbourhood surveys to examine the role of litter in perceived environmental quality and place attachment.
2. In-depth qualitative interviews with residents of deprived neighbourhoods to explore how social norms, identity, and habits shape waste-related behaviours relevant to LEQ; and
3. Theoretically-based field experiments to develop effective interventions to improve LEQ.

This 'collaborative studentship' involves co-supervision from the School of Psychology and

Keep Wales Tidy. The student will spend part of the time within the Keep Wales Tidy organisation.

Keep Wales Tidy is an independent environmental charity that works across Wales, aiming to protect the environment now and for the future. The organisation works with other stakeholders to achieve these goals, through research, community action, and education.

Supervision:

These studentships are 'collaborative' awards. Applicants should take careful consideration of the working title and description of the project, and may wish to contact the named member of staff for a discussion prior to applying.

What the studentship will cover:

The studentships will commence in October 2018 and will cover your tuition fees (at UK/EU level) as well as a maintenance grant. In 2017-18 the maintenance grant for full-time students was £14,553 per annum. As well as tuition fees and a maintenance grant, all School of Psychology students receive conference and participant money (approx. £2250 for the duration of the studentship). They also receive a computer and office space, additional funding for their research, and access to courses offered by the University's Doctoral Academy and become members of the University Doctoral Academy.

Eligibility:

ESRC studentships are highly competitive, candidates should have an excellent academic background in the social sciences, holding a 1st or strong upper 2nd class degree; applications from those also holding a relevant research training Masters degree (or an equivalent background in research training) will be considered for a +3 award. Full awards (fees plus maintenance stipend) are open to UK Nationals and EU students who can satisfy UK residency requirements.

1+3 OR +3?

The awards are available on either a 1+3 or +3 basis. A 1+3 studentship provides funding for four years (or part-time equivalent), completing a research training Masters in the 1st year, followed by 3 years research funding for a PhD. A +3 studentship provides funding for the three years PhD research study only (or part-time equivalent).

Assessment:

The closing deadline for applications is 4pm on Friday 11th May 2018. Short-listed applicants will be invited to interview, which are expected to take place in May 2018. After interview, a final short-list of applicants will be put forward to a Panel convened by the ESRC Wales DTP Management Group at which final decisions with regard to studentship awards will be made. In most cases successful applicants can expect to hear in June 2018.

How to apply:

You can apply online - consideration is automatic on applying for a PhD in Psychology, with an October 2018 start date (programme code RFPDPSYA).

Please use our online application service at

<http://www.cf.ac.uk/regis/general/applyonline/index.html>

and specify in the funding section that you wish to be considered for School funding. Please also specify that you are applying for this particular project.

The application should also contain the following documents:

1. Covering letter: Please address this to Prof. Tony Manstead, School of Psychology. The covering letter must set out your reasons and motivation for applying to study at Cardiff University, in the Psychology pathway; your understanding, and expectations of doctoral study; and your academic interests generally, and particularly of those relating to your proposed research. The covering letter should be no more than two pages. Please also specify which pathway you will be applying to and whether you wish to apply on a +3 or 1+3 basis.
2. Academic / Professional Qualifications: Where appropriate, this should also include proof of English Language Competency (7.0 IELTS minimum).
3. References: All applications require two academic references to be submitted in support. Candidates must approach referees themselves and include the references with their application.
4. Curriculum Vitae: This should be no longer than two pages.
5. Research Proposal: For collaborative studentships, the proposal should build directly on the outline description that has been supplied. The proposal should be up to a maximum of 1000 words, not including bibliographic references. We suggest that you use the following five headings in your research proposal:
 - Your reflections on the title, aims and purpose of the research;
 - An overview of some key research literature relevant to the study;
 - Your proposals for developing the design and methods of the study;
 - A description of potential outcomes of the project for understanding, knowledge, policy and practice (as appropriate to the topic);
 - References

Application deadline: 11th May 2018 with interviews (either in person or by Skype) being held in May.

General Information:

The School of Psychology is one of the largest and most successful in the UK (<http://www.cf.ac.uk/psych/>). The School's excellent standard of research and teaching has been recognised in every Research Assessment Exercise. It has its own brain-imaging centre (<http://www.cf.ac.uk/psych/cubric/>), enhancing the international-leading research in behavioural neuroscience, cognitive ergonomics, forensic, social and developmental psychology.

Cardiff is the youngest capital city in Europe and the fastest growing in the UK. It plays host to many national and international sporting events at the Millennium Stadium (<http://www.millenniumstadium.com/>). Culturally, the city is thriving, with the Wales Millennium Centre (<http://www.wmc.org.uk/>) in Cardiff Bay. Cardiff is in very close proximity to the beautiful Welsh countryside (<http://www.breconbeacons.org/>), has a two hour rail link to London and a (cheap) one hour air link to Paris and Amsterdam (<http://www.cardiffairportonline.com/>)

Please address any informal enquiries to:

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