

Background

Jo Parkes – Horizon CDT 2020 Cohort

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CENTRE FOR DOCTORAL TRAINING



Jo Parkes
Horizon CDT
2020 Cohort

Pre 2005
Media
(Major: Radio)

Post 2005
Business Psychology
(Major: Assessment &
Engagement)



90s



00s



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LINCOLN



making sense of people



the british
psychological society



IBM Smarter Workforce



The Association for Business Psychology

10s



20s



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Engineering and
Physical Sciences
Research Council



This work was supported by the Engineering and Physical Research Council
[Grant number EP/V51973X/1] and by BBC Research & Development.

2020...!

Download our digital marketing toolkit

- Read our research findings
- Get the key points on our flash cards
- Listen to our interview series

More 10 weeks

Our digital marketing toolkit aims to help the BBC's marketing public purposes in a form that can be understood within the context of people's everyday lives and personal journeys. We aim to develop tools that use the creativity of individual people and teams to help inform the design of future services. In doing so, we aim to inform the creation of content that can help, educate and entertain the audience of the BBC's programs in an internet age.

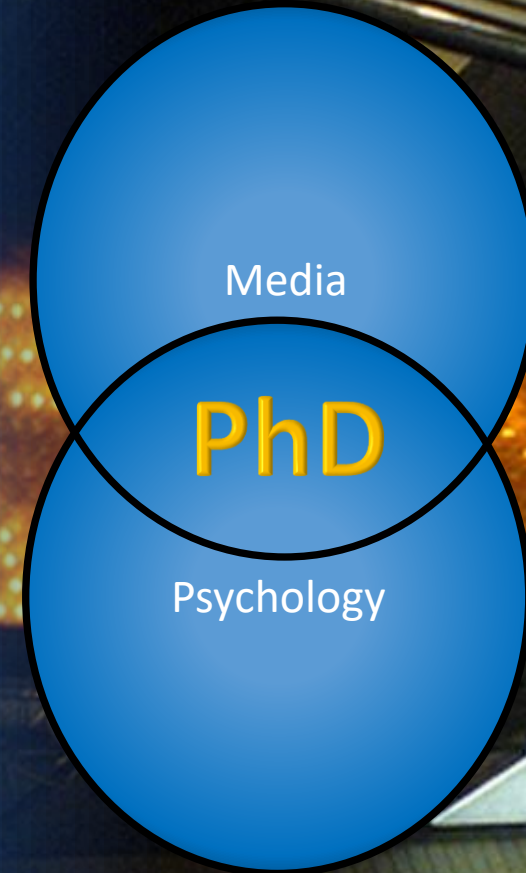
Interested and think you could work on this?

[Apply for a PhD Studentship with BBC R&D and the University of Nottingham which will be focus on this subject.](#)

As a starting point, we will focus on 10 key areas. This group is currently a high priority for the BBC as young people's lives are most affected by digital technologies and services.

To understand how to enhance the quality of people's lives, we need to first understand people as a whole psychological level.

- What is fundamentally important to people in life?
- What do people want?
- How do values drive their behaviour?



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Industry Partner:
BBC Research & Development

Official Start Date:
February 2021

Projects:
Human Values Inventory
Inclusion Survey
BBC iPlayer Values Questionnaire
5 Minex Programme Values Survey
Personalisation Interviews



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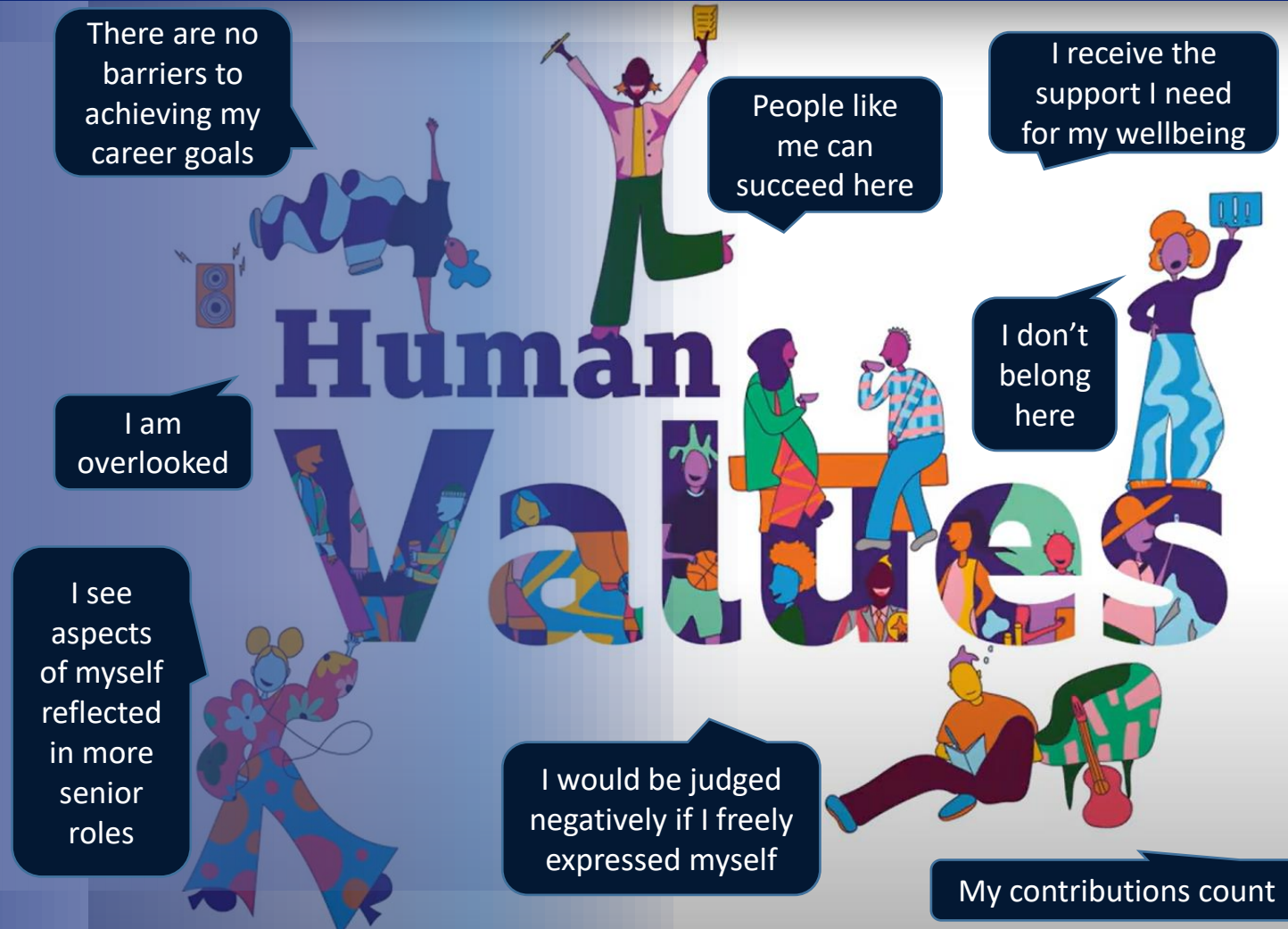
Inclusion Survey

21 item self-reflection survey

Theme:
Feeling Respected, Valued & Included

Aims:
Individual critically evaluates feelings
Department identifies strengths
Opportunities to improve highlighted

Deployment:



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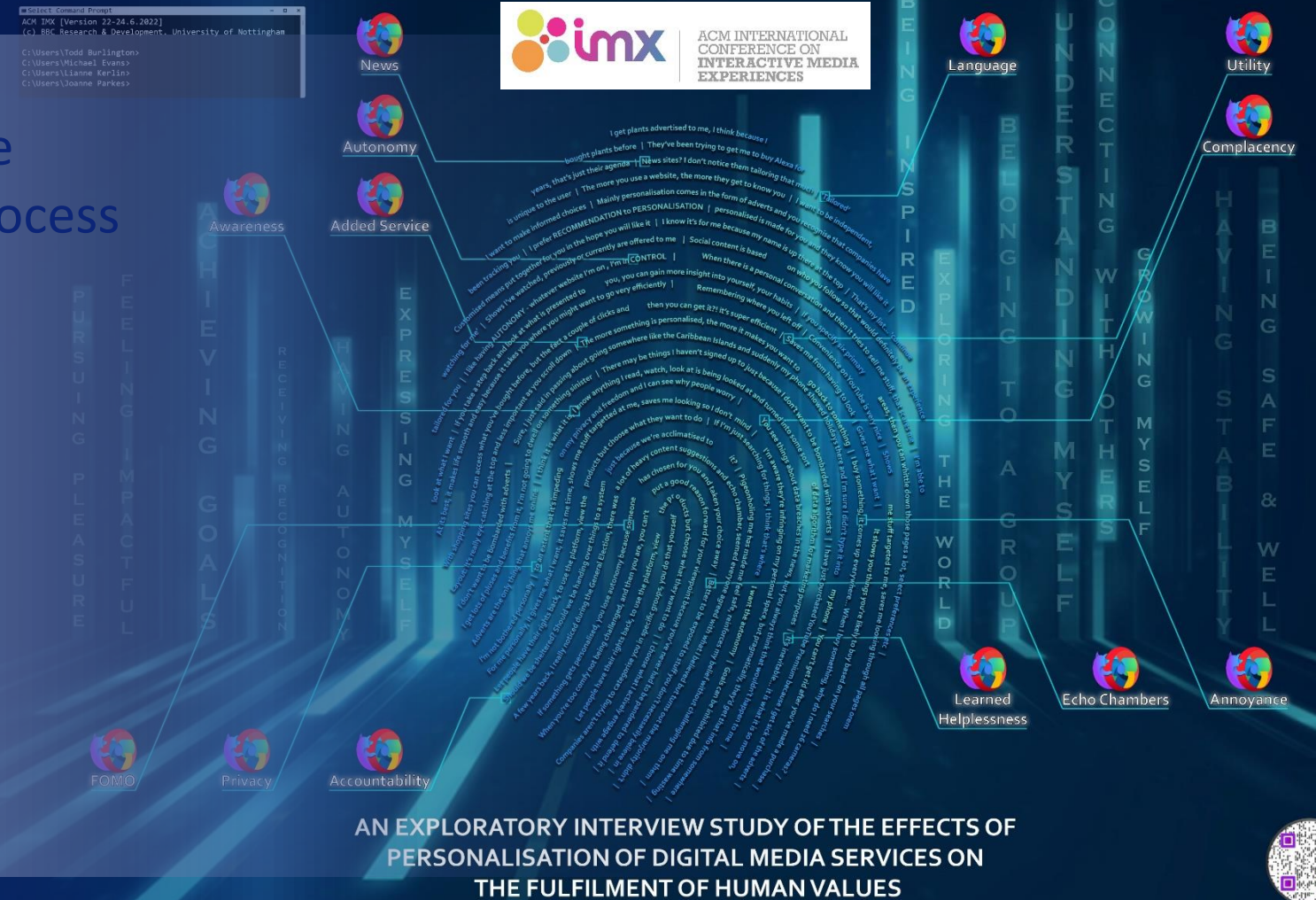


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Shared Profiles, FOMO, Echo-Chambers, Privacy & Transparency & Autonomy



The Psychology of *excessive* 'Viewing on Demand'

Supervisors:



Andrew Smith



Steve Benford



What we get out of watching TV

Ways in which it might be bad for us

Why we sometimes watch more than intended

How we can help our selves do it less

IF WE WANT TO

Industry Partner: BBC Research & Development



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When it
comes to
great Vodka,
portion
control is for
suckers.

CARRY ON THE CONVERSATION...

