



Laura



Kathryn



Ian



Chris



Bogdana



Alex

June 2019

The Influence Zone was a themed zone supported by The British Psychological Society and included six psychologists:

- Laura Fisk is a clinical psychologist at a GP surgery helping people with their mental health problems.
- Kathryn Atherton uses research on human behaviour to come up with solutions to problems in society.
- Ian Cookson’s research looks at how we can understand transport choices, particularly cycling, using the social identity approach.
- Chris Fullwood is studying how people communicate and manage impressions in the online world.
- Bogdana Huma teaches social psychology, with a focus on social influence and persuasion in real-life sales encounters.
- Alex Lloyd, the winning psychologist, is trying to answer questions about when and why teenagers take risks.

Key figures from the Influence Zone and the averages of the June zones

PAGE VIEWS	INFLUENCE ZONE	JUNE '19 ZONES AVERAGE
Total zone	14,362	14,954
ASK page	944	1,171
HAT page	1,251	1,374
VOTE page	1,149	1,415

The Influence Zone was a psychology themed zone, with more sixth form groups taking part. This meant class sizes were smaller, leading to fewer students taking part than the average.

Popular topics

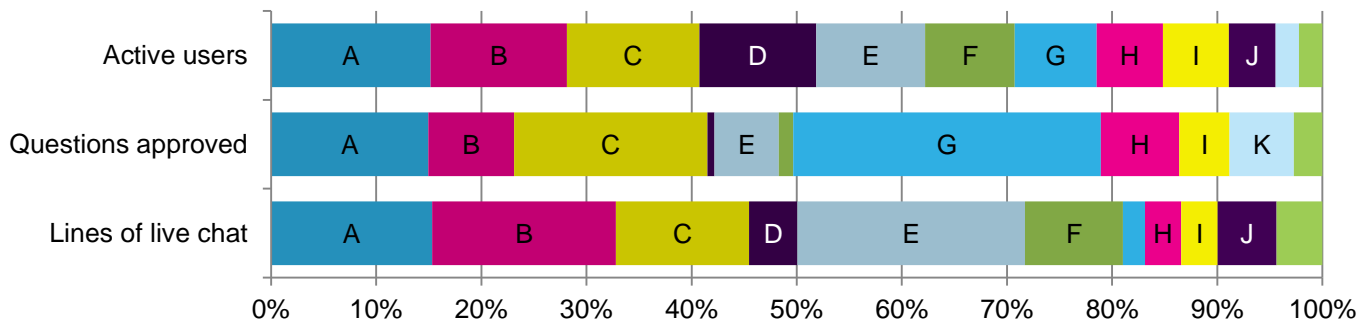
Students in the Influence zone were interested in being a psychologist and how research is carried out, with a quarter of all questions in ASK about working scientifically. These included questions about how experiments are conducted, how research impacts participants and about different experiments the students had learnt about in school, such as nature vs nurture and Milgram’s experiment.

Students found Alex’s work with teenagers relatable and asked him why young people like to take risks, as well as how to ensure their friends aren’t a bad influence.

A third of questions in ASK were students getting to know the psychologists on a personal level, helping them to see them as normal people and developing their science capital. They asked about everything from pets, to religion, to sport to video games.

	INFLUENCE ZONE	JUNE '19 ZONES AVERAGE	IAS 2012-19 AVERAGE
Influence Zone Schools	12	10	10
Students logged in	337	380	391
% of students active in ASK, CHAT or VOTE	80%	89%	86%
Questions asked	201	319	664
Questions approved	147	173	293
Answers given	441	414	529
Comments	26	46	70
Votes	256	303	308
Live chats	19	20	17
Lines of live chat	4,311	6,730	5,742
Average lines per live chat	227	346	357

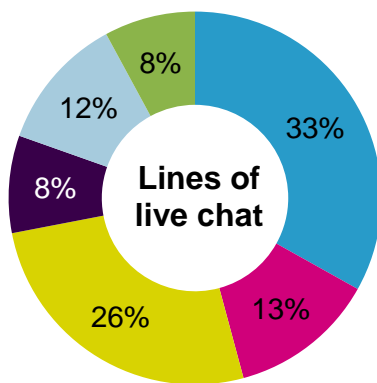
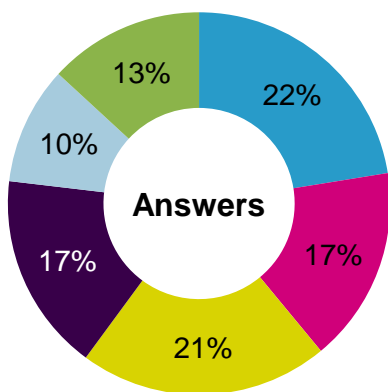
School data at a glance



School	Year/s	Classes
A	Furness Academy, Barrow-in-Furness (WP/U)	7 2
B	Glyn School, Epsom	9,10 3
C	Slemish College, Ballymena (WP)	8,9 2
D	Cleeve School, Cheltenham (U)	12 3
E	Saint John Houghton Catholic Academy, Ilkeston	9 2
F	Dame Alice Owen's School, Potters Bar	12 2
G	Marr College, South Ayrshire (U)	7 1
H	Ormskirk School, Ormskirk (U)	12 2
I	SGS Berkeley Green UTC, Berkeley (U)	10 1
J	St Gilgen International School, Austria	9 1
K	John F Kennedy Catholic School, Hemel Hempstead (U)	8 1
L	St Martin in the Fields High School for Girls, London (WP)	STEM Club 1

We want to increase the participation of under-represented groups going into STEM careers. Find out what we mean by our under-served (U) and WP schools (WP), and how you can support us in working with more of these at about.imascientist.org.uk/under-served-and-wp/

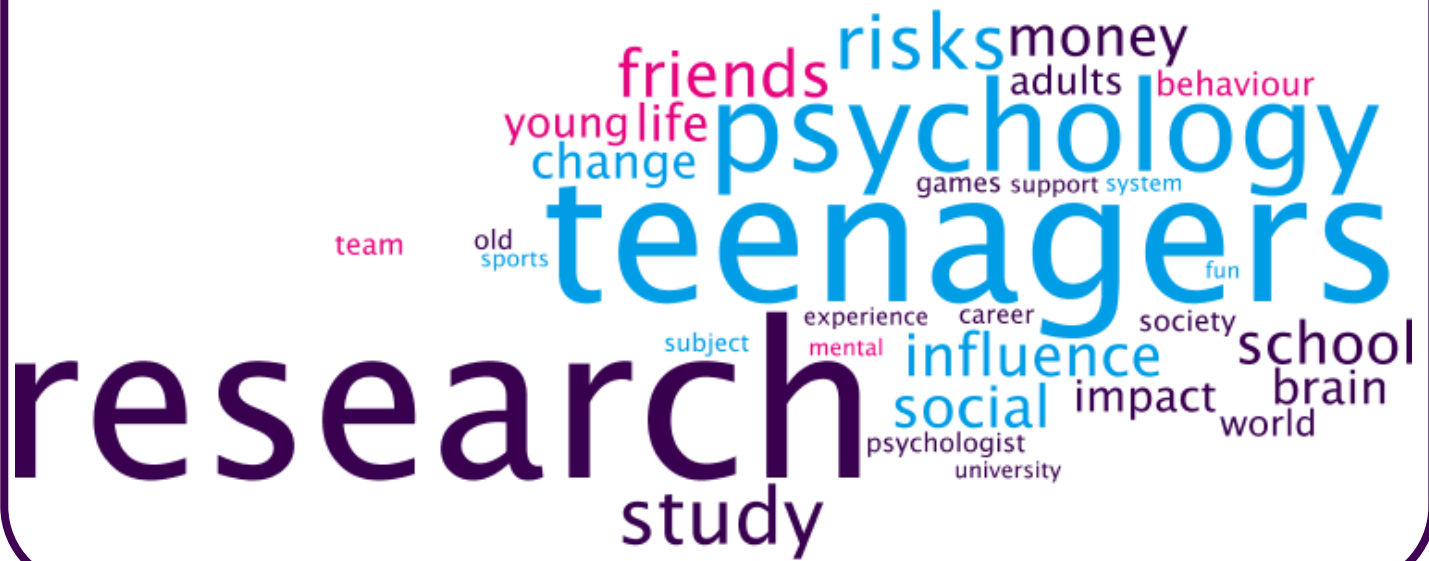
Psychologist Activity



PSYCHOLOGIST	PROFILE VIEWS	POSITION
Alex Lloyd	564	Winner
Chris Fullwood	590	2nd
Ian Cookson	497	3rd
Bogdana Huma	428	4th
Kathryn Atherton	517	5th
Laura Fisk	532	6th

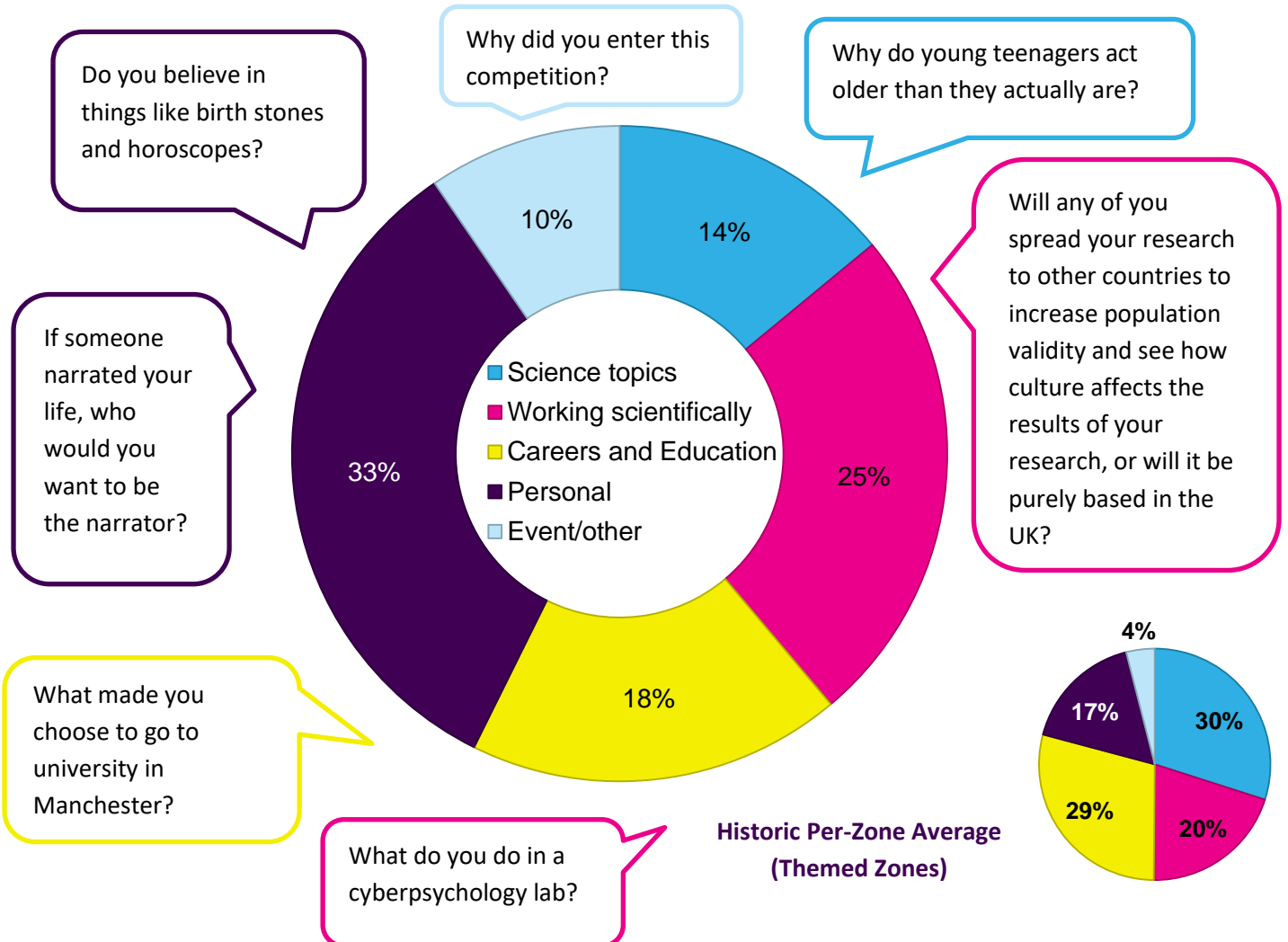


Frequent words used in live chats by students and psychologists. Size of the word represents its popularity



Question themes and example questions in the Zone

Find out about how we've coded the questions at about.imascientist.org.uk/what-do-students-ask-about/



Examples of good engagement

There was a lot of interest in the zone theme, such as this conversation from a chat about how people can be influenced, and who you should trust:

"If I have 2 friends (both pretty smart) do you think they'll make me risk anything?" – noobmaster, Student

"It depends, we come across risks every day in life. For example, crossing the road is a risk (but usually a harmless one). So there are probably situations that you'll be together and have to take some kind of risk. What do you think?" – Alex, Psychologist

"ngl thats kinda scary but u sound smart so i trust you, how do i make sure they're not a bad influence?" – noobmaster, Student

"Alex @noobmaster69 Good question! It's down for you to take a step back and think: does this person have my best interest at heart? Will they make good decisions for me and for themselves? If the answer to any of those is no, then they probably aren't a good influence" – Alex, Psychologist

"You definitely should trust smart people, because people who sound educated are most likely VERY educated, educated people are very choosy in how they speak" – XxBILLYNYExX, Student

"Hmmm... Boris Johnson?" – Ian, Psychologist

"Well boris johnson is educated he's just the english donald trump but this isn't a place for politics" – XxBILLYNYExX, Student

"True, but smart people don't always have the good intentions for you, they might want to make you do something that hurts you but benefits them" – Alex, Psychologist

"yeah true" – XxBILLYNYExX, Student

"I agree Boris Johnson wouldn't exactly be the best tbh" – noobmaster, Student

"People definitely judge people on how they use language - maybe it's not fair, but research shows us it's true" – Ian, Psychologist

Students were also curious about careers in psychology, including within the NHS:

"is the NHS short of psychologists?" – Student

"Yes and no, there is a shortage but that's because the funding isn't there to provide the posts in the first place." – Ian, Psychologist

"In that case, is it expensive to train as a psychologist?" – Student

"A little - there haven't been enough places funded for people to train - but there's a lot of people interested and doing psychology at uni." – Laura, Psychologist

"It takes time, so it's mainly down to fees, so it can be yes." – Ian, Psychologist

Psychologist winner: Alex Lloyd

Alex's plans for the prize money: "I would like to use the money to take on some school students to conduct some psychological research with me! I would take them through the research process from start to finish and have them conduct the research themselves. I would show them how we analyse the data and work with them to present our findings back to their schools!"

Read Alex's [thank you message](#).



Student winner: XxBILLYNYExX

As the student winner, XxBILLYNYExX will receive a certificate and a gift voucher.

Feedback

We're still collecting feedback from teachers, students and psychologists but here are a few of the comments made about June's *I'm a Scientist...*

"I just wanted to say what a great experience that was for my students today! Being able to really engage with the psychologists made things 'real' for them. Thank you to the psychologists for giving up their time!" – **Teacher**

"I thoroughly enjoyed my experience and would highly recommend it to colleagues...although the event is only two weeks, it is like an intensive masterclass on science communication - I feel like my ability to communicate my work has improved greatly over the course of the event." – **Psychologist**

"I have learnt that your background life doesn't just have to be about science as well and that you can do running, cooking, football etc in your free time" – **Student**