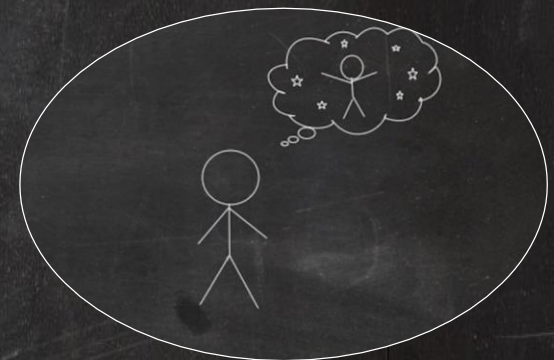


Supporting engagement among white working- class boys

The search for inspirational role models

Eliza Kozman

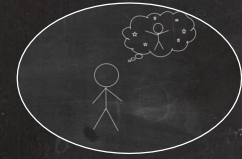
November 2018



Behavioural insights and education

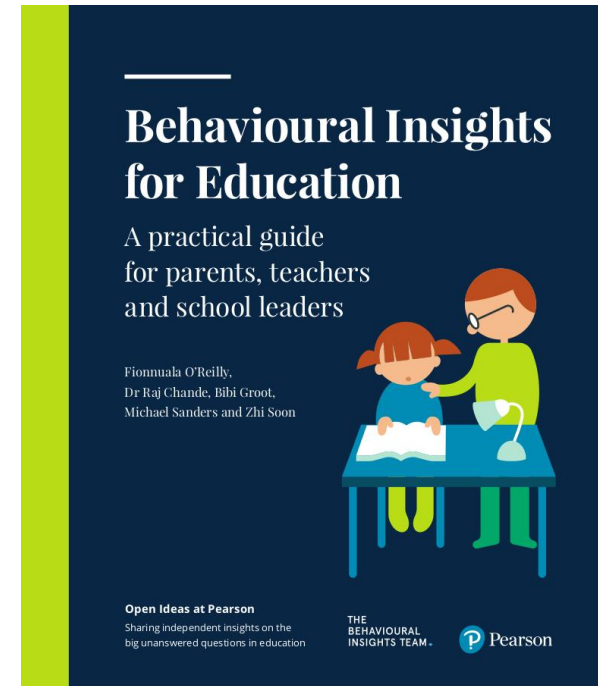
BIT and UCL





Behavioural insights and education

“In the UK, students do worse in their final official exams when there is an international football tournament taking place, particularly boys.”





Behavioural insights and education

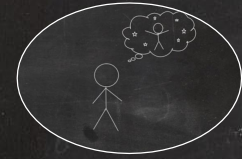
“You are being offered a free online test preparation course for the SAT that is intended to improve your chances of being accepted and receiving financial aid at a college you like.”

*“Your decision to sign up for the course will be kept completely private from everyone, **except** the other students in the room’*

61% students signed-up

*“Your decision to sign up for the course will be kept completely private from everyone, **including** the other students in the room”*

72% students signed-up



Understanding human behaviour

System 1

Fast thinking/Automatic
intuitive, effortless

2x2

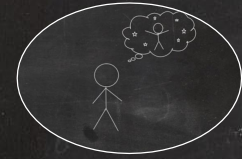
Taking your daily
commute

System 2

Slow thinking/Reflective
deliberate, analytic

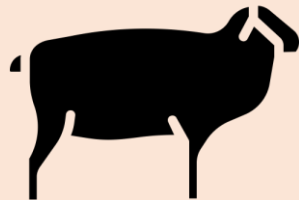
24x17

Planning a trip overseas



Behavioural biases

Herd behaviour



Present bias



Banerjee, A. (1992). Quarterly journal of economics. *Quarterly Journal of Economics*, CVII(3), 798–817.

DeMarzo, P., Vayanos, D., & Zwiebel, J. (2003). Persuasion bias, social influence and unidimensional opinions, (August), 909–968.

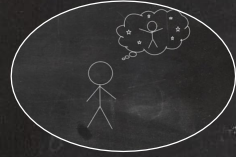
Rabin, M., Carpenter, C., Eyster, E., Huff, D., Meissner, C., Camerer, C., ... Macarthur, C. (2002). Inference By Believers in the Law. *Quarterly Journal of Economics*, (August).

Tversky, A., & Kahneman, D. (1973). Availability: A heuristic for judging frequency and probability. *Cognitive Psychology*, 5(2), 207–232.

Tversky, A., & Kahneman, D. (1973). Availability: A heuristic for judging frequency and probability. *Cognitive Psychology*, 5(2), 207–232.

White 'working-class' boys

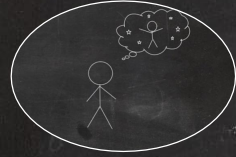
Attitudes to HE



*“If you’ve got to be there swotting over a book, you can’t be out grafting can you?
And you can’t have a social life”*

Derek, 29 white Irish labourer

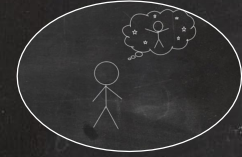
Anti-academic attitudes



'Anti-academic' attitudes

Poor engagement at
school

Rejection of
academic post-16
options



Incompatible identities

School

Lads versus 'ear'oles'

- Masculinity demonstrated via "sporting power, physical aggression or sexual conquest"

University

'Real men' versus university students

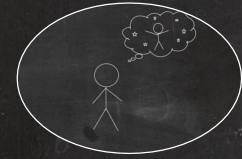
- Students characterised as 'middle-class' and unattractive

Archer, L., Pratt, S. D., & Phillips, D. (2001). Working-class men's constructions of masculinity and negotiations of (non) participation in higher education. *Gender and Education*, 13(4), 431-449.

Archer, L., & Yamashita, H. (2003). 'Knowing their limits'? Identities, inequalities and inner city school leavers' post-16 aspirations. *Journal of Education Policy*, 18(1), 53-69.

Connell, R. W. (1989). Cool guys, swots and wimps: The interplay of masculinity and education. *Oxford review of education*, 15(3), 291-203.

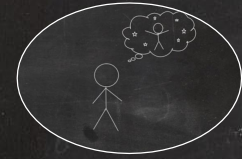
Role models



Defining role models

“Role models represent what is possible and influence what is seen as desirable”





What the literature suggests

**Perceived
similarity is
important**

**Similarity is multi-
faceted**

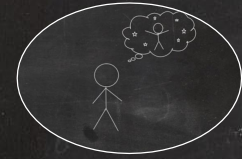
**Similarity can be
highlighted by
activities**

**Hardworking is
better than gifted**

Bagès, C., & Martinot, D. (2011). What is the best model for girls and boys faced with a standardized mathematics evaluation situation: A hardworking role model or a gifted role model? *British Journal of Social Psychology*, 50(3), 536–543

O'Brien, L. T. O., Hitti, A., Shaffer, E., Camp, A. R. Van, Henry, D., Gilbert, P. N., ... Gilbert, P. N. (2016). Improving Girls Sense of Fit in Science: Increasing the Impact of Role Models. *Social Psychological and Personality Science*, 1948550616671997.

Lockwood, P., & Kunda, Z. (1997). Superstars and me: Predicting the impact of role models on the self. *Journal of Personality and Social Psychology*, 73(1), 91–103.



What the literature suggests

Perceived
similarity is
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Similarity is multi-
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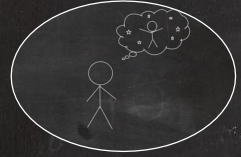
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Social distance



Social distance

SOMEONE LIKE ME

Apprentice versus university student



Two tutorial sessions

- 15 mins max
- Video case studies, surveys and maths test

Liam

Apprentice at Nottingham College



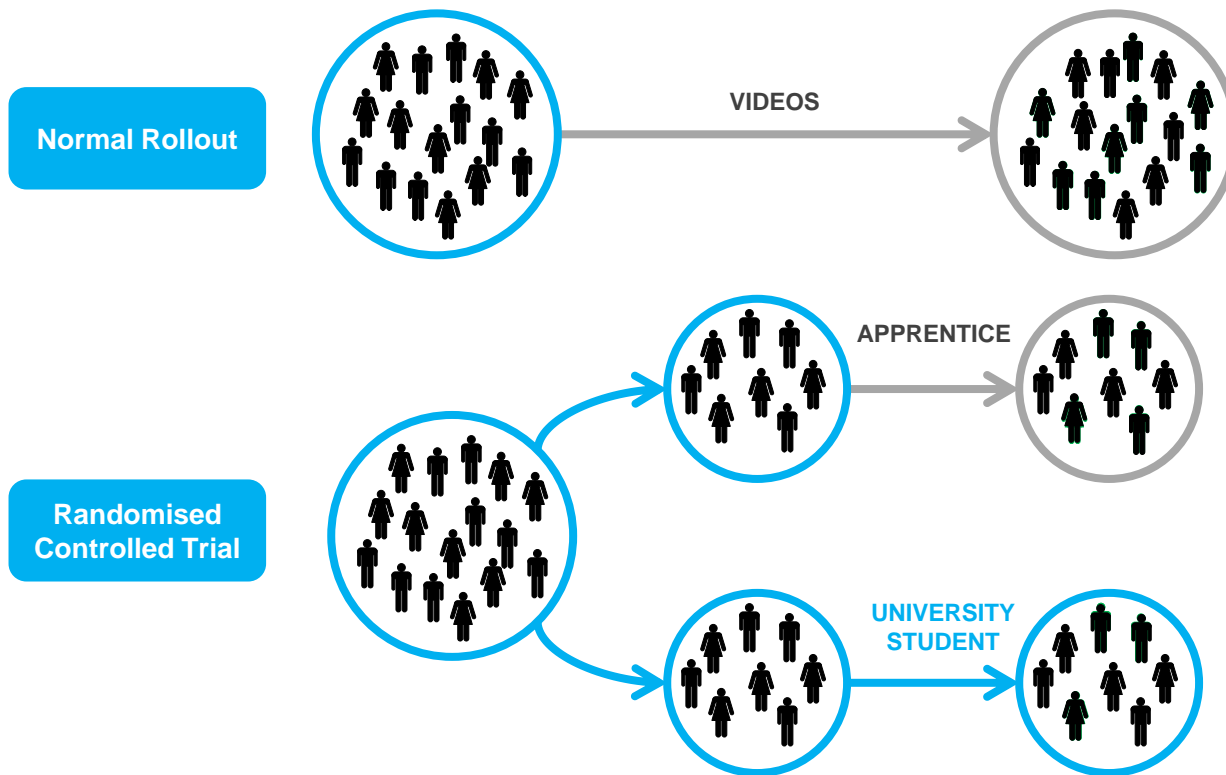
Adam

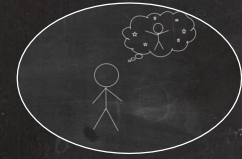
Student at NTU





Randomised controlled trial





Practical information

1. Project set-up

- Data processing agreement
- Letters for parents
- Pupil data

2. Deliver sessions

- Print materials
- Session 1
- Session 2

3. Return data

- Pupil surveys
- Pupil effort rating
- Attendance data



Benefits

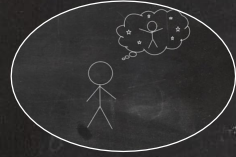
**Bespoke report
on survey**

**Research
briefing**

**Pupil lottery to
win £200 online
tutoring**

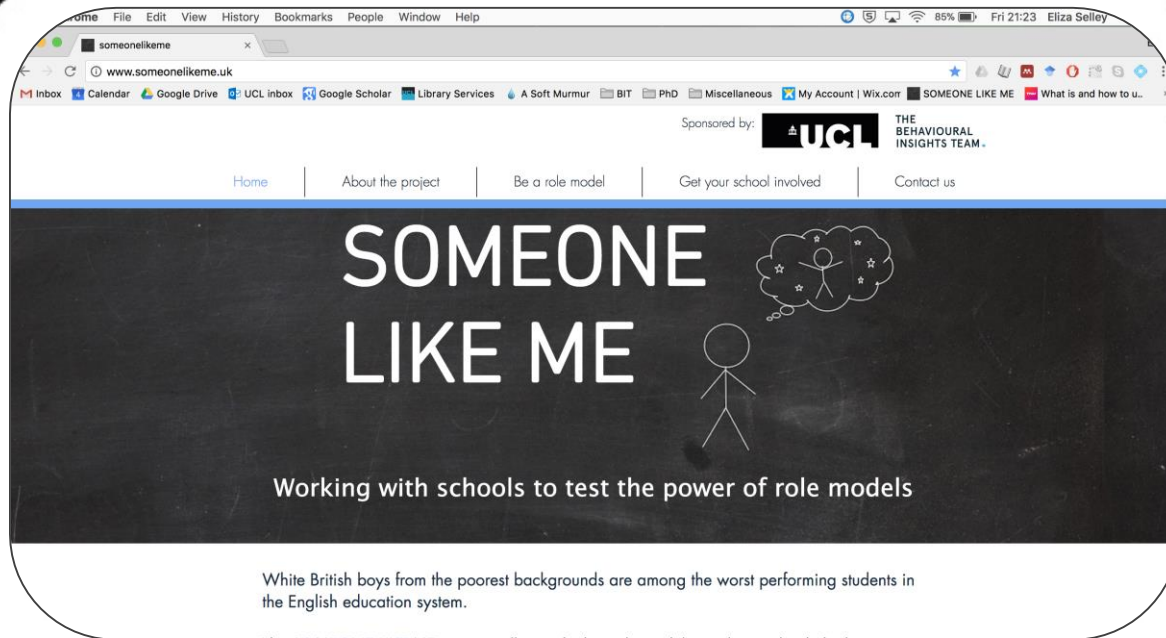
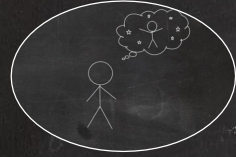
Conclusions

Conclusion



- Identity is key issue for white working-class boys
- Role models can help influence what is seen as desirable
- **SOMEONE LIKE ME** will test who makes the best role models
- I need your help to run this project!

Email me now for more info!



eliza.kozman@bi.team

Questions?