CULTURE, MEDIA & SPORT

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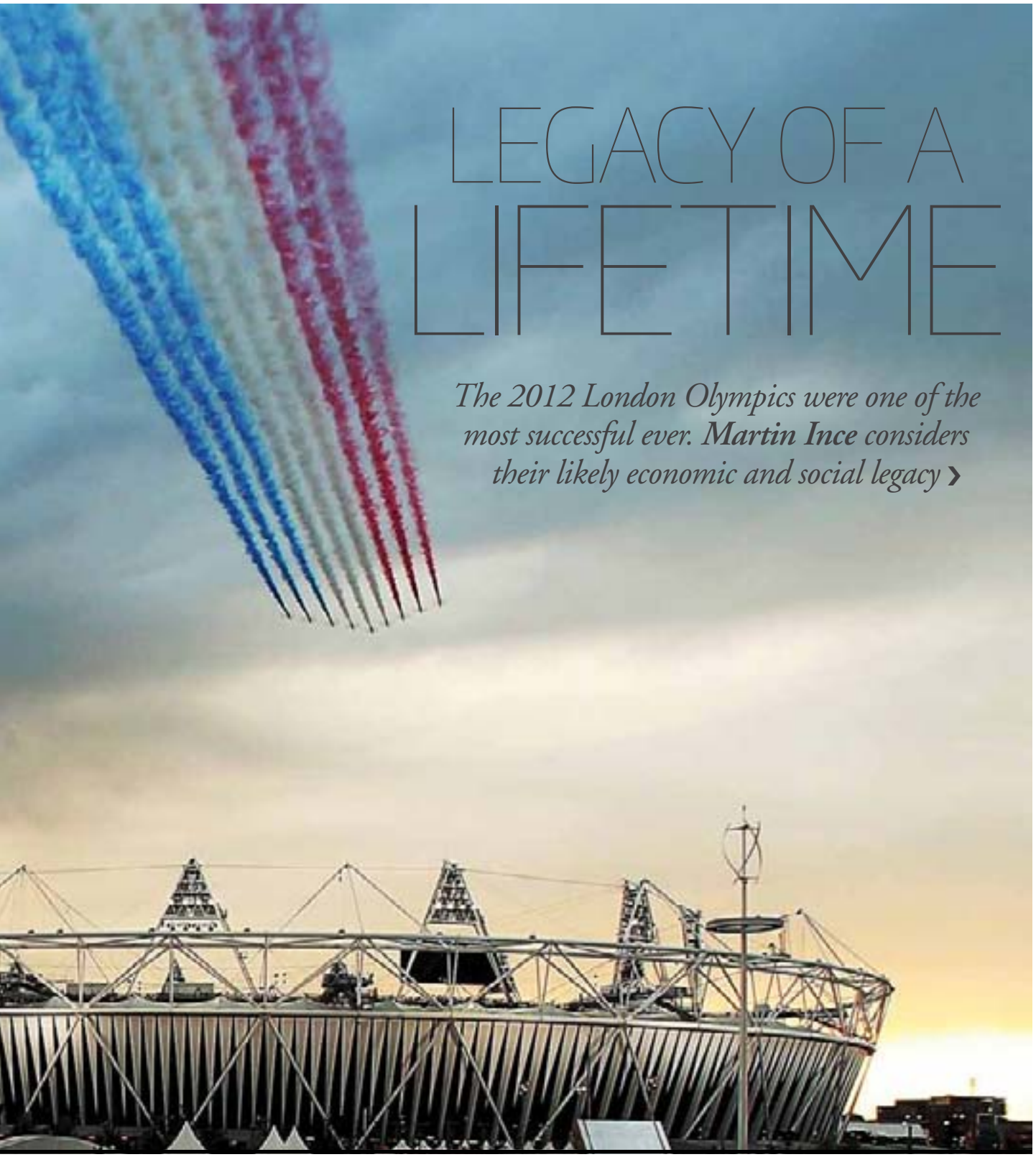

LEGACY OF A LIFETIME

The 2012 London Olympics were one of the most successful ever. ***Martin Ince*** *considers their likely economic and social legacy* ›

Politicians, administrators, sponsors and even athletes have spent years talking about the 'legacy' of the 2012 Olympic and Paralympic Games. But what will that legacy be? A group led by Allan Brimicombe, Professor of Geo-information at the University of East London, is looking for legacy evidence in a number of areas, which include an improved physical environment, more participation in sport, and reduced social and economic deprivation.

Interviewed at the UEL campus, handily close to the main Olympic Park, Brimicombe points out that the International Olympic Committee pushes hard for proof of lasting benefit from the Games it supports. He says: "The UK public sector spending on the Games is £9.3 billion and LOCOG (the Local Organising Committee) spent another £2 billion from sponsors, the IOC and ticket sales. So the 'Greatest Show on Earth' is also the most expensive show on Earth. The IOC needs proof that it is producing sustainable social and economic transformation if it is to ward off criticism of this spending."

Professor Brimicombe's research uses 2003 as the baseline, two years before the Games were awarded to London, and will look at data from then until 2015. Much of the work makes use of the many datasets now being made available for small areas of the UK, including street-level data for some topics such as crime.

He is clear that there is definite evidence of deprivation in the East End. Data on social and economic factors, health, crime and the environment all tell the same story. And there has already been change. The Olympic Park started as 200 hectares of derelict, contaminated, flood-prone land, and it is now a safe, clean leisure and work area. Flooding from the River Lee has been stopped, and the electricity lines that prevented any major development in a large part of the area have gone underground. This has allowed the massive Westfield Stratford City to be built – one of the largest urban shopping centres in Europe – which would probably not have happened otherwise because of the recession.

> ICONIC BUILDINGS ARE IMPORTANT BECAUSE THEY HELP CREATE PLACES THAT CONTAIN COMMUNITIES

BETTER CONNECTIONS

He adds that even after the Games, legacy spending has not stopped. "One of the key developments is the provision of a large amount of higher-quality housing, much of which will be built on land that was used for Games facilities. This is positive in itself, and will also improve health outcomes because good housing is a key health determinant. And the Games have catalysed the arrival of new employers such as Ikea and Coca-Cola, and the redevelopment of Stratford High Street."

As Professor Brimicombe points out, Stratford, the area of London nearest the Olympic Park, is now about the best-connected place in the region, with a wealth of train lines to the whole of South-East England and the continent, and a quick rail link to London City Airport. This means people can get there to spend money, and also that local people can commute easily to find work.

A wider question is the future of the local economy. Professor Brimicombe says: "The area has the shortest-lived businesses in London. The hope in this and other areas, such as health and crime, is that East London will gradually close this gap and enterprises here will become more stable and established. The East End has always been a place where people can enter the London economy cheaply, and we don't want to lose that. But we want businesses to grow here and stay here, not to move off as soon as they become successful. That means having a high-quality environment where they want to stay."

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A significant part of the legacy story relates to the Olympic Park itself, and here Allan Brimicombe points to local political complications. The northern end of the site is under the control of the Lee Valley Regional Park, a major leisure organisation that will make use of the Velodrome, BMX track and canoeing facilities there. But the other end of the Park has no such 'legacy client'. So the future for the main stadium, the aquatics centre and the media centre is far less certain. There is controversy over the future use of the stadium, perhaps by West Ham United Football Club, and about the cost of converting it for that use. Professor Brimicombe points out that it has none of the conference and banqueting facilities that most stadia need to make a profit. And he adds: "After all, London already has Wembley Stadium."

NATIONAL IMPACT

Brimicombe's research has a remit for the whole of the UK as well as East London, but he says that it will be hard to get a clear idea of any national economic effect. He points out: "The Olympics cost about £10 billion from 2005 to 2012, but that is only one quarter of a per cent per year of the UK's £1-trillion economy. So it is small. There may be a lift in GDP in the third quarter of 2012, when the ticket sales are counted in, but that effect will then fall away. In any case, the people who were there may be spending less in cinemas and restaurants than they would have otherwise. In the same way, people come from abroad for the Games, but other tourists may stay away. Certainly the big analysis of the (2000) Sydney Olympics found a fall in GDP."

But he is optimistic that the London Games will have a positive, if small, impact on UK GDP. Much of the construction spending was on infrastructure. This increases GDP because people use infrastructure once it is there. The benefit is especially marked if it is used by inward investors who would not have come otherwise.

The Games may also catalyse other types of change in the East End. At the moment, it is a high-crime area, with £98 million more crime per year than an equivalent region elsewhere in London. If its crime rate converges with the rest of the capital as conditions there change, £1 billion will be saved over a decade, equal to the policing and security cost of the Games.

Professor Brimicombe says that up to now, Barcelona's 1992 Games have been regarded as the most transformative, leading to new housing and a remodelled waterfront, and putting the city on the map as a desirable destination. In London, he points out, the private sector is being asked to do far more, which will produce a different set of outcomes. In addition, he is already in discussion with Rio, the 2016 hosts. Here too, the hope is for the transformation of a major city. But the problems and opportunities in a developing world nation with extensive poverty are very different from those posed by other recent host cities.

Professor Brimicombe adds that the biggest effect of the London Games may not be easy to measure. One major benefit could be to add to the East End's sense of place. He says: "We saw at the Olympics that London is a great backdrop, for example with the archery (at Lord's cricket ground) and equestrian events (at Greenwich Park). Iconic buildings are important because they help create places that contain communities. Having some pride in the place where you live means more social cohesion. If people think of Stratford as a place with distinctive sculpture, that will be a positive Olympic legacy. But the legacy won't happen overnight and it won't happen automatically. It is a 20-year project that will need continuing effort and investment." ■

www.uel.ac.uk/2012/legacy/olympic.htm

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STRATFORD'S WESTFIELD CENTRE, A DEVELOPMENT TO BUCK THE GLOOM OF THE RECESSION; THE STUNNING AQUATIC CENTRE, ACTION AT THE VELODROME AND HIGH-FLYING BMX BIKES ALL ADDED TO THE DRAMA OF THE GAMES, BUT WHAT PART WILL THE INDIVIDUAL SITES PLAY IN THE FUTURE?

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IAN HARGREAVES
Professor of Digital Economy at Cardiff University and a former editor of the *Independent*, deputy editor of the *Financial Times* and director of BBC News and Current Affairs

OPINION: JOURNALISM

READ ALL ABOUT IT!

*Despite the many threats to the British news industry, there is still a need for trustworthy, accurate reporting. **Professor Ian Hargreaves** looks at who's making the news*

Gotcha! If 2012 was the year that the British news industry choked on its own most famous headline, 2013 could be the time when the skies start to clear. Two mighty forces came to a head last year: an intense crisis of values and a more prolonged turbulence of business models. In 2013, we will see whether journalism is getting its ethical house in order and, on the business front, we should notice more success stories in post-digital journalism, although few will use ink-on-paper technology.

> WHO WILL CONTINUE TO RESOURCE THE PATIENT CRAFT OF REPORTING A STORY, FACT BY FACT, INTERVIEW BY INTERVIEW?

The ethical issues are more straightforward than the business ones, although not necessarily more tractable. Journalism has always had chancers and the phone hackers whose actions led to the closure of the *News of the World* and the humbling of its high profile owners will long feel that their behaviour was historically unexceptional. Lord Leveson's inquiry into the culture, practice and ethics of the press put these matters on a public stage of unprecedented scale and one handsomely populated with celebrities guaranteed to draw a crowd. At the time of writing, we await Lord Leveson's verdict and the subsequent government response."

As a Sunday paper delivery boy in the 1960s, I grew up with the *News of the World*. Its circulation then exceeded eight million; in the year of the paper's death, it was not much more than a quarter of that level. In the intervening half century, commercial radio, television and the internet ate the newspaper industry's lunch. Many local newspapers closed or shifted from daily to weekly publications to cut costs. Others are trying to make ends meet by diversifying to online service, only to find that on the internet, there are new, low-cost competitors and a limitless expanse of advertising space. Today, more people say they turn to websites than to newspapers to find out what's going on locally.

DIMINISHING RETURNS

Newspapers thus play a smaller part in everyone's lives. Or do they? A 2012 Ofcom survey asks people which medium they would miss most if it wasn't there. Almost half say television; 18 per cent say the internet; and just three per cent say newspapers. But look at the most popular online news sites and what do you find? A race led by the BBC (with 10.1 million unique users), followed by the *Daily Mail* Online, the *Guardian* and the *Telegraph*. The *Mail* and the *Guardian* are in the top five news sites globally, with audiences that far exceed the UK readerships of their newspapers.

There are many comparable paradoxes of this turbulent stability. Some magazines see their circulations hit by the same forces that have hurt newspapers. But the *Economist* continues to do well, online and in print; *Private Eye* goes on growing as a print-only publication and Moshi Monsters, a video game with a business model problem online,

Will the hacking scandal result in journalists being more, or less trusted by the public?

PA PHOTOS

last year doubled the sales of its tie-in magazine. The *Financial Times* has more digital subscribers than purchasers of the printed *FT*. At the same time, UK commercial television faces an intensely competitive, global multi-channel market. But in 2012, UK public service broadcasters were still delivering 15 of our top 20 channels.

It is also true that in the advertising world, sheer volume of business is slowly but surely starting to compensate for the super-slim profit margins per transaction. In 2011, internet advertising spend, at £4.8bn, surpassed ad spend in TV and print.

REASSESSING VALUES

For professional journalists, this landscape of demanding contradictions shows fewer jobs, but also new forms of 'user-generated' content: the polemic of the blog; the bugle call of the Tweet; and emerging forms of practice such as data journalism, which requires practitioners to have sophisticated skills in statistics and data visualisation. All these tools are as readily available to academics, politicians, think-tankers, community leaders and subject experts as to professional journalists: look at the many ways in which scientists have set up camp as part-time journalists and commentators in recent years. All well and good, say professional journalists, but who will continue to resource the patient craft of reporting a story, fact by fact, interview by interview? Who will train people in these skills? And who will take responsibility for ensuring that partisan does not pose as impartial?

It is here that journalism's twin crises, of values and business model, converge. The internet has not taken away the human need for trustworthy accounts of what is going on, even if it has facilitated the emergence of new tools, such as crowd-sourcing, peer-checking and wiki-compiling serving similar ends. Professional journalism and the news business can only thrive if they are market leaders in the thing we most need them for: trustworthy reporting, with a strong second line in well-informed and entertaining commentary.

Yet we know from data that tracks back 30 years that British journalists are the least trusted figures in British public life, apart from politicians. Consistently gathered American data makes a similarly chastening set of points about the public's view of reporting accuracy and other issues bearing on trust.

If British journalism's day in Lord Leveson's court results in a renewed commitment to solid values of accuracy in reporting and basic decency in professional conduct, 2013 could be the turning point, when the digital world looks like not an existential threat, but the biggest opportunity for half a century. ■

www.cardiff.ac.uk/jomec

CORPORATE SOCIAL RESPONSIBILITY

A SPORTING CHANCE

As sporting organisations face up to their social responsibilities, are Premier League clubs measuring up?

WHEN YOU ATTEND a football game on a Saturday do you think about the social and environmental impacts of the sport? How did you travel to the game? How much energy do those big floodlights use? How involved is your club in its local community? Many sporting organisations are now beginning to address the fact that sport can positively affect society and is demanding on the environment, particularly with the emphasis on sustainability and regeneration at the London 2012 Olympics.

Corporate Social Responsibility (CSR) concerns the behaviour and activities of businesses in terms of their contribution to achieving economic, social and environmental sustainability. While we know a lot about how 'corporations' – big businesses – approach CSR, less is known about how different types of organisations, such as small businesses or sports organisations, understand CSR. Heledd Jenkins, Research Associate at the ESRC Centre for Business Relationships, Accountability, Sustainability and Society (BRASS) at Cardiff University, has been investigating organisations that have considerable social and environmental impacts, but have been overlooked in business research and are poorly understood.

> PREMIER LEAGUE CLUBS DELIVER A WIDE RANGE OF COMMUNITY ENGAGEMENT PROJECTS

FOOTBALL FOCUS

Past research by Heledd Jenkins' colleagues at Cardiff University into the sustainability of large sports events such as the FA Cup final revealed a shortage of data on the social and environmental impacts of sport and a lack of in-depth understanding of how sports organisations understand and put into practice their responsibilities in these areas. Using the English Football Premier League as a case study her research aims to fill some of these knowledge gaps and gain a better understanding of the social and environmental impacts of a high-profile sport like football.

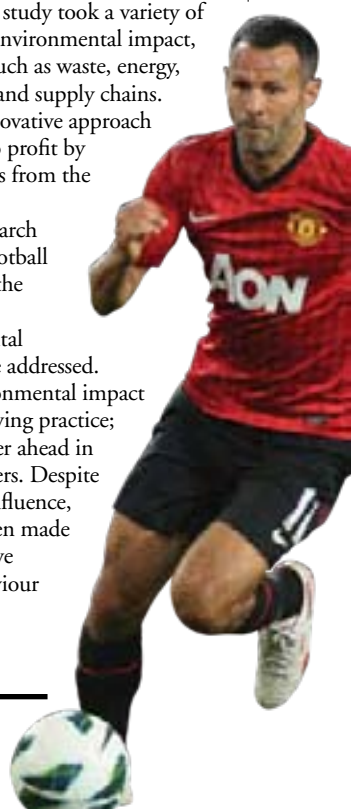
Football is a unique and powerful cultural phenomenon. Its power to engage, its youth appeal and potential to influence are substantial, but can it positively change its own behaviour and the behaviour of others when it comes to minimising environmental impact and addressing social concerns? Heledd Jenkins' research shows that football clubs acknowledge their responsibility to improve social and environmental performance and 'give something back' to 'the community'.

English Football Premier League clubs deliver a wide range of community engagement projects, which address issues such as social inclusion, health, sports participation and education, and support a number of charities each year. Most Premier League clubs have adopted the community trust model of delivering community programmes. Community work is undertaken by a community trust, which is linked to the club by brand name, but is a separate charitable organisation. Most of their programmes are externally funded and they work closely with local partners, such as schools, to influence the lives and lifestyles of people in a positive way. But awareness levels about their work are low and community trusts think they are the game's 'best-kept secret'.

The clubs in the study took a variety of steps to lessen their environmental impact, addressing impacts such as waste, energy, water use, transport and supply chains. One club had an innovative approach to turning waste into profit by turning grass cuttings from the pitch into compost.

The BRASS research demonstrates that football clubs recognise that the business of sport has negative environmental impacts that must be addressed. Yet addressing environmental impact in football is an evolving practice; some clubs are further ahead in the process than others. Despite football's power to influence, little progress has been made in influencing positive environmental behaviour in supporters. ■

www.brass.cf.ac.uk



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COACHING

HANDS OFF!

New no-touch coaching practices could reduce participation in sport – are such safeguards necessary?

DURING PREPARATIONS for the London 2012 Olympics, the excitement at their success, and the golden glow of achievement, there has been a focus on ensuring a legacy of increased sporting activity, particularly among young people. Sebastian Coe, Chairman of London 2012, said: "Winning the Olympic Games represents the single biggest opportunity to transform sport and participation in the UK forever. We have a unique opportunity to increase participation at community levels as well as elite levels; from the school playground to the winner's podium." This is a challenging project, and recent research has explored a social trend that could undermine it completely.

The project, Hands-off Sports' Coaching: The Politics of Touch, was led by Professor Heather Piper from Manchester Metropolitan University (MMU) with Professor Dean Garratt, University of Chester, and Dr Bill Taylor, MMU. It built on previous research on the problem of touch between professionals and children in education and childcare, and the culture of fear and defensive practice built up in response to the moral panic around child abuse.

Exploring similar issues in physical education and sports coaching with children and young people, the team interviewed and observed coaches across a range of sports, where governing bodies have developed elaborate frameworks and regulations designed to safeguard children and young people in sport.

Heather Piper says: "Of course child protection is very important, but the way it is being promoted has unintended and negative consequences for coaches, children and sport itself. Imposing the idea that all intergenerational contact is risky, and so must be regulated, makes non-parental adults and children toxic to each other – and that is an unhealthy context for sports coaching."

> RESEARCH FOUND THAT MANY COACHES FELT THAT THEIR EFFECTIVENESS HAD BEEN REDUCED

The research found that many coaches felt that their effectiveness had been reduced by the dominating emphasis on child protection, and on risk-free, no-touch practice aimed at avoiding any misunderstanding or allegations of abuse. This self-defensive strategy was linked to uncertainty, self-doubt and anxiety.

While some younger coaches viewed the safety-first approach as a fact of life, many with more experience regretted the diminished quality of relationships and the need for continual monitoring of self and others, to the extent that they wondered whether to continue.

Knowing the consequences of misunderstanding had a chilling effect. One example concerned a volunteer football coach, suspended and subjected to investigation after an excited young player rushed across the pitch and hugged him during her goal-scoring celebration. Heather Piper commented: "Coaches think 'that could have been me!' which is an unhealthy situation. It's bad for children too. It can't be right that ten-year-olds joining a club have to sit through a child protection presentation.

"The implicit message is that coaches are dangerous yet, for many young people from less supportive backgrounds, relationships with coaches can be important and beneficial. We should be celebrating coaches, not undermining them, and the Inspired to Greatness website (www.inspired2greatness.org.uk) which recognises the enormous contribution sports coaches make, is a small step in that direction."

UNUSUAL SUSPECTS

An implication from this research is that, as the UK seeks to optimise the sporting, health and activity benefits of a successful Olympics and Paralympics, questions need to be asked about how 'good safeguarding practice' is understood and delivered in sports contexts.

Heather Piper and her colleagues suggest that current approaches, which start from the assumption that everyone is a suspect and offer false confidence that following specified procedures can avoid all risk, should be subject to critical reappraisal. If we want more children to engage with sport, supported by expert coaches, making everyone scared is a strange way to start the process. ■

www.esri.mmu.ac.uk

Community-level coaches are vital to increase child participation in sports, but 'hands-off' regulations are marring their contribution

ALAMY

GRAFFITI

ART OR CRIME?

How street art can inspire social regeneration

GRAFFITI PROMPTS MIXED reactions: Is it art or vandalism? How can city spaces encourage creativity without damage? And what responses to graffiti are economically, environmentally and socially sustainable?

The ESRC-funded Dialogues with Graffiti for 21st-Century Cities Network (GDN) sought to answer these questions by connecting a diverse and previously disjointed group of parties, from Britain and abroad, to exchange ideas about the challenges surrounding graffiti and to review new social innovations being used to address them.

The project defined graffiti not as a problem to be solved but as a contested use of public space

COPYRIGHT

POLICING THE PIRATES

More engagement with 'downloaders' could produce copyright legislation that ensures everyone wins

WITH THE RISE OF DIGITAL media, copyright plays a significant role in the lives of ordinary media users, whose attitudes and behaviours towards copyrighted material challenge industries, policymakers and producers attempting to maintain financial stability in the face of changing technology. A team of researchers in the Institute of Communications Studies at the University of Leeds has identified key issues behind the disagreement between involved groups and the need for users to have a voice in the policy debate.

The research project, Communicating Copyright: An Exploration of Copyright Discourses in the Digital Age, analysed government-commissioned reviews and reports, websites, and public relations materials to understand the competing views. This research found that industries are changing how they address media users: attempts to enforce the law and criminalise unco-operative users have become less common than reminders to consumers that their support is important to the creative industries. The industry message to government also highlights the value of copyright to the creative sector: industries justify copyright as the foundation of the market and the means to protect rights holders' investments. Industry arguments emphasise the financial damage caused by piracy and predict a national cultural decline if piracy continues.

Policy and government documents attempt to balance the different interests and needs of groups affected by copyright, from rights holders and creative workers to users and small and medium enterprises. The public good role of copyright, a key aspect of early copyright law, is still recognised: government-commissioned reviews endorse further exceptions to the law, such as allowing users to copy digital media for private use. But the notion of social benefit is often combined with economic benefit in policy and government documents. What's beneficial for authors and owners is viewed as also beneficial for the public, but this assumption ignores a broader sense of the public good, which includes the right to access and use copyrighted material in creative and social ways.

> USERS GENERALLY DID NOT FIND ANTI-PIRACY CAMPAIGNS PERSUASIVE

Unlike most of the parties involved in the debate about copyright, ordinary media users do not have an official channel through which their views are shared and promoted. To address this gap, the team conducted focus groups with media users in Yorkshire, ranging in age, background and experience with downloading. The picture that emerged was of media users who are more complex, cynical and rational than industry and government characterisations tend to recognise.

Users may be willing to download popular, commercial media through peer-to-peer networks, but they also described a sense of loyalty in supporting lesser-known artists or through purchasing products they have tried and liked. Many of the participants engaged in non-professional creative activities and considered copyright as both artists and users.

GREATER PUBLIC ENGAGEMENT

Users generally did not find anti-piracy campaigns persuasive, and found holes in the claims communicated: for example, they didn't believe friends or colleagues would judge copyright infringing behaviours harshly or that the damage to the creative industries was as serious as claimed. Users offered justifications for infringing behaviours, from the belief that illegal downloading was temporary (relating to income, employment and age) to the recognition of shared social attitudes that make it normal to break the law.

The research shows a division between the beliefs of media users and the norms expressed in copyright regulation. Government and industry communications have tended to focus on trying to persuade users to change their attitudes and behaviours. Instead, users could be treated as sources of legitimate justifications that feed into copyright policy and regulation. Greater public engagement with the policymaking progress and involvement in consultations would put users and the public interest back where they belong: at the heart of copyright legislation. ■

ics.leeds.ac.uk

to be explored. Discussions were facilitated by the Design Against Crime Research Centre at the University of Arts, London, which regularly works with police, local authorities and place managers, and values graffiti as an art form alongside secure design that delivers crime prevention.

The GDN explored a series of case studies that show innovative approaches to encouraging graffiti as an art form while preventing crime.

Workshops identified that, despite some notable exceptions, in the main many UK authorities do not take 'creative' or 'socially innovative' practices seriously as viable responses to graffiti. This may be connected to the absence of evaluation and 'evidence' of the validity of such approaches, even if there are a growing number of public organisations such as Brighton & Hove City Council, already applying such approaches and getting results. Examples of work can be seen here: left, 'Street Advertising Services', which has done work for various police forces; right, top, artist-managed open galleries; and bottom, reverse graffiti initiated by artist Moose, and now much copied.

The GDN project team's next step is to enlist more UK partners and to secure additional funding to help gather new evidence, and to investigate innovative approaches to graffiti as a creative practice that inspires social regeneration in communities. ■

graffitidialogues.com

CHESHIRE POLICE; MOOSE; SYMBOLLIX; DIFUSOR; ISTOCK

BODY IMAGE

BODY PERFECT

Channel swimming challenges the conventional image of the athletic body by re-evaluating the aesthetic of body fat

ENGLISH CHANNEL SWIMMING is an extreme endurance sport and, as research from the University of Warwick shows, the ideal Channel swimming body is very different from what we commonly imagine as an ideal 'athletic' body. Channel swimmers have to endure low water temperatures and unpredictable conditions for ten, 15 or even 20 or more hours, and body fat provides useful insulation. Consequently, many aspiring Channel swimmers either try to maintain the body fat they already have, or gain additional body fat prior to their swim.

In a two-and-a-half year study of swimmers as they prepared for English Channel swims, including training for the swim herself, Karen Throsby found that body size, and particularly body fat, is a major preoccupation among the swimmers. The work of gaining or maintaining body fat for those swimmers who were lean at the start of training was sometimes very stressful, often coming after years of careful dietary restriction as part of other endurance sport training regimes.

POSITIVE ABOUT THE FAT BODY

But for others, and especially those who had long histories of struggling to lose weight, Channel swimming offered a new, more positive way of thinking about the fat body. After years of hating and struggling with their bodies, these swimmers talked enthusiastically about a new-found pride in them. This also led many to re-evaluate old habits of thought and behaviour.

The sharing of food after training swims is an important part of Channel swimming culture, and swimmers talked about the freedoms of being able to eat freely, and in public, without feeling guilty or ashamed. Others said that they had decided not to lose the weight they had gained for the swim because it made them feel strong and powerful. One female swimmer said that it had helped her to give up her habit of daily weigh-ins, allowing her to enjoy her 'amazing' body rather than hating it and constantly trying to make it thinner.

Channel swimming gives swimmers a chance to positively re-evaluate fat bodies and to think critically about weight loss practices, in spite of the constant negative messages in contemporary society about fatness. This challenges the prevailing assumptions of the contemporary 'war on obesity' that thin = fit and healthy, and fat = unfit and unhealthy. ■

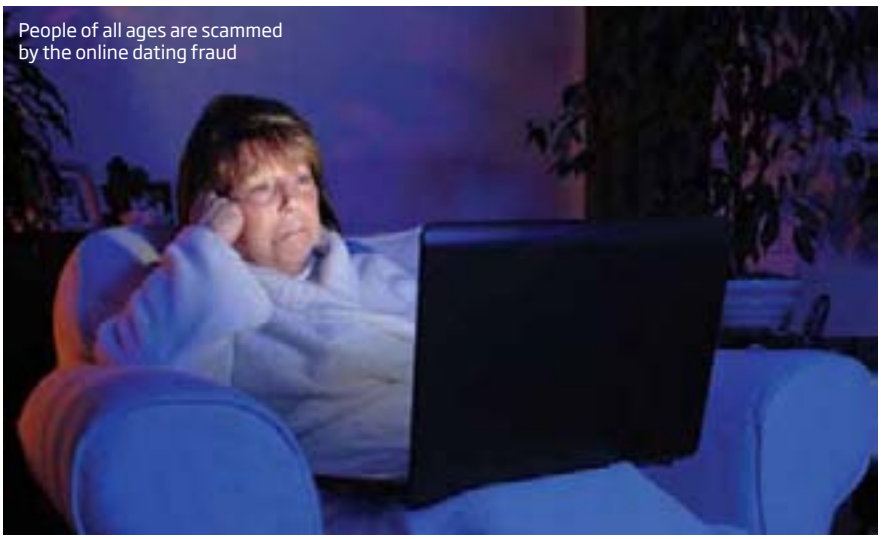
www.warwick.ac.uk/go/channelswimmer

ONLINE DATING

A MATCH NOT MADE IN HEAVEN

Online dating scams create traumatic psychological effects in a wide variety of victims, but can they be helped?

OVER THE LAST TWO YEARS, Professor Monica Whitty, Department of Media and Communication, University of Leicester, has led several research projects on a specific type of mass marketing fraud known as the online dating romance scam. Criminals pretend to initiate a relationship through online dating or social networking sites with the intention to defraud their victims. Scammers create profiles with stolen photographs and at an early stage declare their love for the victim and request that their relationship move from the dating site to Instant Messenger, email and phone, stating they want an exclusive relationship with the victim. Communication is frequent and intense, over periods of weeks, months or even years, and the criminal typically grooms victims until they are ready to part with their money.



People of all ages are scammed by the online dating fraud

ALAMY

The victim might be persuaded to visit another country where they risk being kidnapped. In other cases, victims themselves become involved in illegal activities – sometimes knowingly – such as money laundering or assisting in acquiring visas. And towards the end of the scam, some individuals are asked to take off their clothes and perform sexual acts in front of the webcam. The recordings might be used at a later date to blackmail the victims. It is often the case that victims experience a second wave of the scam.

VICTIM PROFILE

Professor Whitty's research examines the types of people who are more at risk of being taken in by this scam, the persuasive techniques the scammers use and the psychological impact of it. Contrary to initial beliefs, people of all ages are scammed by this fraud and men are as likely to be scammed as women, and homosexual men are just as likely as heterosexual men to be scammed. Individuals who score high on romantic beliefs were more likely to be drawn into the scam and more likely to be financial victims of the crime.

Victims describe a range of negative emotions including depression, guilt, shame, embarrassment, anger and fear. Other psychological effects include feeling suicidal (sometimes attempting suicide), extreme distress, emotional violation, loss of trust in others, fear, feeling stupid and denial. Some

David Walliams' successful Channel swim in 2006 gave an insight into this extreme sport

experience post-traumatic stress. Research also found that often family and friends offer little support and instead are angry that they were not listened to, or that the victim had lost money that was potentially their inheritance.

The research team has been working with the NPIA (National Policing Improvement Agency) in their development of a Fraud Learning Programme, teaching police to treat victims as potentially vulnerable: understanding that the victims may well be traumatised by the crime and, in some cases, might have already been suffering from mental health problems.

> PEOPLE OF ALL AGES ARE SCAMMED AND MEN ARE AS LIKELY TO BE SCAMMED AS WOMEN

The research also advocates that victims of this scam should be treated as 'intimidated witnesses' if they are required in court. Confronting the criminal in court after having built up such a significant relationship, and having experienced sexual abuse, could lead to further trauma.

The researchers argue that the psychological impact endured by victims of this crime is in many ways similar to rape and domestic violence and so having to testify in court would be an extremely intimidating and traumatic experience for witnesses, leaving them in a more vulnerable state as well as potentially jeopardising the case. ■

www2.le.ac.uk/departments/media

Act your age!

Through education, children can help challenge stereotypes of old age in the media

THE 2012 EUROPEAN YEAR for Active Ageing and Solidarity between Generations was intended to raise awareness of the contribution that older people make to society. It seeks to encourage policymakers and relevant stakeholders at all levels to take action to create better opportunities for active ageing and strengthening solidarity between generations.

The New Dynamics of Ageing (NDA) Research Programme has also been looking at intergenerational relationships. The NDA Programme is an eight-year multi-disciplinary research initiative with the ultimate aim of improving quality of life of older people. The programme is a unique collaboration between five UK Research Councils – the ESRC, Engineering and Physical Sciences Research Council (EPSRC), Biotechnology and Biological Sciences Research Council (BBSRC), Medical Research Council (MRC) and Arts and Humanities Research Council (AHRC) – and is the largest and most ambitious research programme on ageing ever mounted in the UK.

> PARTICIPANTS WERE ENCOURAGED TO EXPLORE HOW AGE IS REPRESENTED IN THE MEDIA

WE'RE ALL DIFFERENT

As part of the ESRC Festival of Social Science in 2011 and 2012, the NDA Programme created a workshop aimed at challenging stereotypes of older age, which was held in a Sheffield primary school Year 6 class. Act Your Age! Challenging Stereotypes of Young and Old aimed to develop childhood understandings of later life and encourage reflection on the differences and similarities between people at various ages.

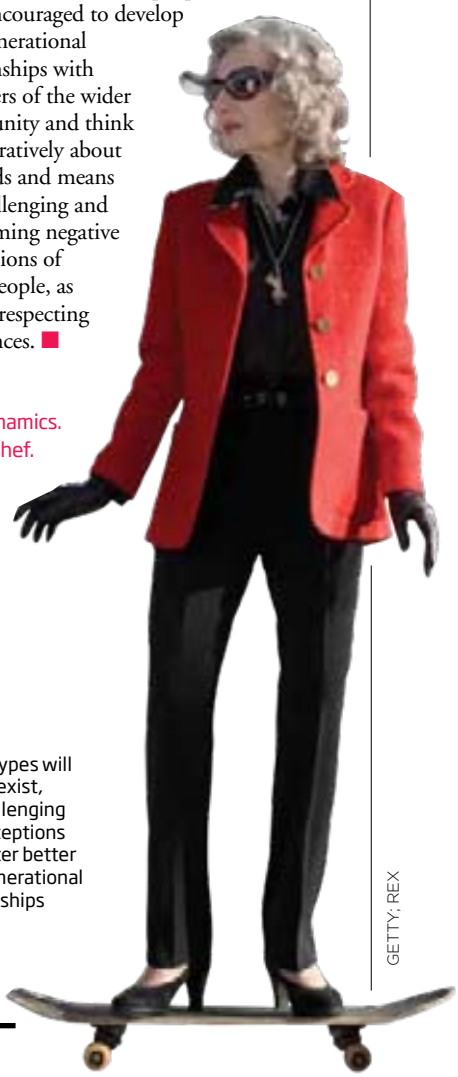
Participants were encouraged to explore how age is represented in the media while recognising and challenging stereotypes of older people. The topic converges with numerous components of the Personal Social Health and Economic Education (PSHE) part of the Key Stage 2 curriculum, such as exploring the ways that media present information and reflecting on the ways that we understand people who are different from ourselves.

It also highlighted key areas that are often neglected in children's social education. These issues have relevance in children's everyday interaction with others, as well as their own futures. And the workshop linked with one of the NDA Programme's research projects – Representing Self, Representing Ageing (also known as Look at Me!) – which challenges the current societal perceptions of older women. (The Second World Assembly on Ageing in 2002 recognised a need to challenge stereotyped images of ageing, particularly in relation to older women.)

As encouraged in the PSHE guidelines, the workshop provided an opportunity for children to engage with the wider community through the involvement of older people from local groups and also the NDA Programme's Older People's Reference Group (OPRG). Members of this group collaborated on the design of the event and also participated over the two days of the workshop. Activities included 'getting to know you' sessions with dressing up to show visual stereotypes.

Through direct engagement with older people, the children were encouraged to develop intergenerational relationships with members of the wider community and think collaboratively about methods and means for challenging and overcoming negative perceptions of older people, as well as respecting differences. ■

www.newdynamics.group.shef.ac.uk



Stereotypes will always exist, but challenging preconceptions will foster better intergenerational relationships

GETTY; REX

LITERACY

Poetic licence

What are the demands of poetry on teachers and pupils?

THE ESRC POETRY MATTERS Seminar Series underlined the importance of poetry in the curriculum and in life beyond school. It explored fundamental questions about the demands that reading, writing, speaking and listening to poetry place on young learners and teachers.

The series, run in 2011-2012 and led by Sue Dymoke (University of Leicester), Andrew Lambirth (University of Greenwich) and Anthony Wilson (University of Exeter), created a new forum for research into poetry teaching for 5-19-year-olds, addressing different aspects of the teaching of poetry: the demands of writing poetry – how is the writing process conceptualised and taught; reading and responding to poetry; inclusive ways of teaching poetry; and creative approaches.

The seminar series brought together participants from Canada, China, Malta, the US and the UK. They included English teachers, researchers from 26 universities, representatives from The Centre for Literacy in Primary Education, I-CAN – the children's communication charity, the National Association for the Teaching of English, the National Association of Writers in Education, The Poetry Society, Poetry Archive and United Kingdom Literacy Association, together with booksellers and published poets.

MANY DIFFERENT ROLES

Seminars highlighted the distinctive nature of poetry/poetry teaching and the importance of sound and musicality in poetry, poetry's role in lifelong learning and the significance of reading poetry to inform writing. The group considered poetry teachers' roles and the need for teachers to feel empowered and take creative risks rather than feel constrained by narrowly conceived views of literacy. Participants discussed the support teachers need to encourage young people to develop poetry writing. The themes will be explored further in Making Poetry Matter: International Research Perspectives on Poetry Pedagogy (*Continuum*, May 2013).

As well as creating opportunities for international collaboration and a research database, the series inspired poetry. Participants wrote, listened to and performed alongside poets Mandy Coe, Andy Craven-Griffiths, Jackie Kay, Joelle Taylor and Cliff Yates. Teachers found many approaches to writing and performance that they could experiment with back at school and examples of their students' work were displayed at the final seminar.

> TEACHERS WANT TO USE POETRY IN WAYS THAT WILL ENRICH STUDENTS' LIVES

Evaluations show how much the group valued opportunities to talk in depth about poetry teaching. Their experiences, the publications and other series outcomes reinforce the conviction that poetry does matter and that teachers want to use poetry in ways which will enrich their students' lives. ■

poetrymatters.posterous.com

Benjamin Zephaniah, one of Britain's best-known contemporary poets, is renowned for the sound and musicality of his poetry

ALAMY

NEWS IN BRIEF

ART AND THE WELLBEING OF OLDER PEOPLE

A project being run as part of the UK Research Councils' New Dynamics of Ageing programme explored how the arts can be used to improve the lives of older people by developing research-informed arts policy and arts interventions. The project identified intellectual frameworks to allow practitioners to understand the impacts of the arts, facilitated communication between arts practitioners and academic researchers, and helped galleries adjust their programming and management to engage with the increasing numbers of older people in the population, particularly those suffering from dementia.
www.newdynamics.group.shef.ac.uk

MEASURING SOCIAL MEDIA ANALYTICS

With the explosion in social media there is now potential for systematic data mining in relation to key social science concerns and questions.The Cardiff Online Social Media Observatory (COSMOS formerly CDRP) will allow reserachers to operationalise a next generation 'social science computational toolkit'. The toolkit will evaluate the technical, methodological and ethical challenges presented by social media analytics in the context of measuring tension during and after major events (urban riots, industrial action, political protests/elections, major sporting events, and so on).
www.cardiff.ac.uk/socsi

SOCIAL MEDIA CAN PROVIDE USEFUL DATA SOURCES ABOUT RIOTING

GETTY; ALAMY

PROFESSOR MARTIN KRETSCHMER
Director, AHRC/EPSRC/ESRC copyright centre: CREATe, University of Glasgow; founding director of CIPPM, Bournemouth University

OPINION: COPYRIGHT

WHAT'S MINE ISN'T YOURS

*Copyright is a right to prevent copying, but is copying theft? **Professor Martin Kretschmer** looks at the dos and don'ts of creative protection in an increasingly complex world*

Copyright law is implicated in our daily lives, often invisibly. Browsing a website relies on cache copies, search results may display thumbnail images and excerpts of text, downloading will require at least an implied licence. An audit of the contents of our laptops, smartphones and media players will reveal that most files we hold were acquired without payment. Empirical studies indicate that on average more than 90 per cent of tracks on portable music players are copied while only about 30-40 per cent of young adults claim not to download music, movies and TV shows illegally.

Copyright law is an invention of the printing age, and was first codified in the UK in 1710 (with a short term of 14 years that could be renewed once). Over the next 200 years, copyright's length and reach has expanded considerably, now covering a wide range of creative works for the period of life of the author plus 70 years. Any reproduction, transformation, adaptation, or exploitation of a copyright work will require the permission of the rightsholder who may be the author or, more often, the successor in title who bought or inherited the work.

A HINDRANCE TO INNOVATION?

The development of copyright into the currency of the creative industries – as well as the stringency of rights clearance requirements for potential users – have moved copyright law to the regulatory centre of the digital world. In the 2011 Review of Intellectual Property for the UK government, Professor Ian Hargreaves suggested that 'unduly rigid application of copyright law' may 'block innovation' and 'hamper growth'. The Hargreaves Report, Digital Opportunity, has attracted global attention, postulating that copyright itself has become so powerful that, rather than stimulating creativity, it may limit the opportunities for the UK media and technology sectors.

Hargreaves recommended a number of copyright reforms that have been accepted in principle by the government, and several will be making their perilous way through Parliament in 2013. They include an attempt to regulate

What is the best way to protect creative output?

the licensing of orphan works – works for which the author or owner is unknown, or cannot be traced. Such works, for example the collections of many archives, currently cannot be lawfully made available online. Other prospective reforms are the introduction of certain copyright exceptions, such as a narrow exception for private use covering mainly format shifting of content that has been bought already; and an exception for parody that may legitimise widespread practices of user-generated content, for example on digital video platforms.

> WHAT IS WRONG WITH COPYING? AND WHERE SHOULD CONTROL BEGIN AND END?

Hargreaves also proposed the introduction of a Digital Copyright Exchange, facilitating the transaction of rights. Possible implementations range from a copyright register (making it easier to trace owners) to a clearing house (offering permissions on fixed terms) or even a market-maker (forming prices much like a stock exchange).

There is a lack of credible evidence on the effects of many of these proposals. The debate about copyright reform attracts believers and non-believers – creators, investors in content, investors in technology, the digital generation or the Pirate Party. The framing of questions matters greatly: Does searching, reading or listening amount to theft? Should creators be able to control how their works are being used? If we ask the first group of questions, the obvious answer is no; if the second, the answer is more likely to be yes.

WHAT VALUE ASSETS?

Independent social science has an important role here. The digital revolution in information and communication technologies has led to radical changes in the production, distribution and consumption of cultural and knowledge-intensive goods. The changes are complex, and take place at many levels, involving new forms of collaboration, adaptation and re-manipulation, new forms of transaction, and processes that previously were thought to be in the private sphere.

There are wildly conflicting claims about the value of intangible assets, about the benefits of open and closed models of innovation to firms and society, about the potential of massive collaborative projects (wikinomics), about the impediments that existing copyright arrangements pose for new derivative markets (mass digitisation, translation services, social media), and about the link between unauthorised consumer activities and lost sales. Contradictory evidence appears to derive as much from the (un)reliability of data, as from uncertainty about what kind of data would settle fundamental questions regarding the nature of the copyright incentive.

Content creators and producers are being forced to rethink their ways of doing business, and policymakers to search for regulatory frameworks that would promote the growth of new services. So what is wrong with copying? And where should control begin and end? ■

www.create.ac.uk
www.cippm.org.uk
www.copyrighthistory.org

THINKSTOCK