

ECPS6001: Psychology Empirical Project Research Proposal

Assessment Component 1: Research proposal (1,000 words) worth 10% of the overall module mark for the Psychology Empirical Project. The proposal form will be marked in line with the Level Six Grading Rubric. The boxes below will expand as you type.

Student Name and University ID number:	Kirsty Watson (2004703)
Proposed Supervisor's name:	<i>Only complete this if you have already been in contact with a potential supervisor who has agreed to supervise you in principle.</i> Stacey Coleman

Psychology Research Area (tick all that apply)

Social Psychology [★]	Developmental Psychology ★	Biological Psychology	Forensic Psychology
Health Psychology	Individual Differences ★	Educational Psychology ★	Political Psychology
Cognitive Psychology	Clinical Psychology	Counselling Psychology	Occupational Psychology
<i>Other: indicate briefly (not included in word count)</i>			

Proposed Study Design (tick all that apply)

Quantitative	Experimental ★	Applied (with UWTSD students)	Online Questionnaire Survey
Qualitative ★	Quasi Experimental	Focus Groups	Online
Mixed Methods	Applied (with external organisation) ★	Interviews ★	Lab-based study
<i>If Applied, and involving an external organisation, please indicate your plans for gaining appropriate approvals from the organisation: (not included in the word count)</i>		<i>Other study design: indicate briefly (not included in word count)</i>	

Suggested Research Title/Area: (between 10-15 words and must reflect the essence of your proposed research question, study design and study population and should be more specific than a broad topic area).

Background: 250 words

Why is your study important? What theory and empirical research evidence supports your research question? (Please provide a rationale for your study including a brief review of relevant psychological literature and theory and a minimum of five references).

The study being carried out is important as recent research studies regarding tattoos are trying to suggest that having visible tattoos wouldn't hinder an individual's chances of being recruited and that organisations throughout must keep updating their policies to ensure that they are inclusive and equal to every individual regardless of body modifications (Uzunogullari & Brown, 2020). However, most of the recent research contradicts this by suggesting that visible tattoos do have an effect on recruitment especially with many people of the younger generations having visible tattoos which can develop a challenge to employers and hiring managers who are looking to recruit Timming, (2014). A finding from (*Tattoos - the Ugly Reality of Discrimination in Recruitment*, 2017) found that 43% of hiring managers felt as though individuals who attended interviews with visible tattoos could determine their character. Another research study (Arndt et al., 2017) found that health care hiring managers are more likely to hire an individual who don't have any visible tattoos as they can be deemed as 'unprofessional'.

Overall, the minimal recent research regarding visible body modifications including; piercings and tattoos are suggesting that employers need to become more inclusive especially as the majority of the younger population has at least one tattoo. Research has shown that people aged 18-25 years old are more likely to be inclusive with people regardless of visible body modifications in comparison with 63% of people aged 60 and over who are likely to pre-judge and discriminate against individuals with visible body modifications and only 23% of employers willing to hire someone regardless of any visible body modifications (Kovachevska, 2020).

References;

- Thomas, C. M., Ehret, A., Ellis, B., Colon-Shoop, S., Linton, J., & Metz, S. (2010). Perception of nurse caring, skills, and knowledge based on appearance. *The Journal of Nursing Administration*, 40(11), 489–497. <https://doi.org/10.1097/NNA.0b013e3181f88b48>
- T. A., Adekoya, O. D., & Sani, K. F. (2021). Stigma hurts: exploring employer and employee perceptions of tattoos and body piercings in Nigeria. *Career Development International*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/cdi-09-2020-0239>
- A. D., McCombs, G., Tolle, S. L., & Cox, C. (2017). Why Are Health Care Managers Biased Against Hiring Service Providers With Tattoos? *Services Marketing Quarterly*, 38(2), 88–99. <https://doi.org/10.1080/15332969.2017.1289789>
- hevksa, M. (2020, March 27). *14 Tattoos in the Workplace Statistics for the Modern Age*. Modern Gentlemen. <https://moderngentlemen.net/tattoos-in-the-workplace-statistics/>
- Lim, W. M., Ting, D. H., Leo, E., & Jayanthi, C. (2013). Contemporary Perceptions of Body Modifications and Its Acceptability in the Asian Society: A Case of Tattoos and Body Piercings. *Asian Social Science*, 9(10). <https://doi.org/10.5539/ass.v9n10p37>

s - the ugly reality of discrimination in recruitment. (2017, June 14). TheHRDIRECTOR.
<https://www.thehrdirector.com/business-news/recruitment/tattoos-ugly-reality-discrimination-recruitment/#:~:text=Other%20findings%20from%20the%20study>
 ing, A. R. (2014). Visible tattoos in the service sector: a new challenge to recruitment and selection. *Work, Employment and Society*, 29(1), 60–78. <https://doi.org/10.1177/0950017014528402>
 gullari, S., & Brown, A. E. (2020). Negotiable bodies: employer perceptions of visible body modifications. *Current Issues in Tourism*, 1–14. <https://doi.org/10.1080/13683500.2020.1797649>

Please state the main research question(s) or hypotheses(s): (100 words max)

Questions;

1. Do employers take into consideration/discriminate against any visible tattoos when deciding on a potential employee instead of someone with no visible tattoos?
2. If so, why is this taken into consideration when it doesn't affect someone's ability to work or produce high standards of work?

Methodological Details (500 words)

Please summarise the key methodological approach: (you can include copies of proposed study materials as appendices if you wish). You must include details of the following:

- *Participants: Who will your participants be, how will you access and recruit them, and how many are needed?*
- *Design: Using appropriate terminology clearly define key elements of your design (IVs, DVs, Qual approach, expt. manipulations etc). How do you plan to analyse your main data?*
- *Materials: What are the main measures, scales, experimental tools or other materials required for your study?*
- *Procedure: How will you carry out the study – define briefly what will happen to a participant in your study from the point of consent to the study debrief.*

Participants:

For this study the participants will be hiring managers, in order to be able to give their opinion of if they take into consideration visible tattoos throughout the hiring process and if they would be more likely to hire an individual with no visible tattoos in comparison. Between 30 and 40 participants will be required for this study after close reviews of various studies Adisa et al., (2021) and Timming, (2014).

Design:

The study will consist of qualitative interviews. There will be two independent variables (IVs) in this study which include individuals with visible tattoos and individuals without tattoos (or non-visible). The dependent variable (DV) is the rate of employment if individuals have visible tattoos.

Materials:

The study will consist of using a qualitative research design, the participants will be completing an qualitative interview on their approach to the recruitment process and if they are more likely to hire someone with no visible tattoos in comparison to someone with visible tattoos and why. An information sheet will be provided before participation to inform the participant what is expected of them, how their data will be used and stored, their right to withdraw at any point and information on anonymity of their data, they will then be provided with a consent form for the researcher to store securely to ensure there is evidence of voluntary participation and a debrief form will be presented to the participants upon completion of the interview which they can keep, including the contact details of the researcher and supervisor in case they would like to contact further regarding the study. A tape recorder will also be used throughout each interview in order to store the live interview ready to be transcribed at a later date.

Procedure:

An information sheet with an overview of what is expected of them and what the study is regarding will be presented to them. If they are happy to continue participants will be presented with a consent form to ensure informed consent is gained before any participation is carried out, this will also outline their right to withdraw at any point if they feel as though they wouldn't like to proceed any further. Participants will then participate in the interview which is recorded (with consent gained). Upon completion of the qualitative research interview, the participants will then be provided with a debrief form which will inform them of the purpose of the research study, contact information of the researcher and supervisor if they wish to contact further regarding the study, information regarding personal information confidentiality and when the results of the study will be released. This will enable analysis of information from various hiring managers all within various professions by enabling the transcript to be transferred into a transcript, read over and make notes of the main view of the hiring managers opinions towards individuals with visible tattoos and who they would most likely hire and why, form an overall brief overview of the data that has been collected, divide the data provided into groups who would employ individuals with visible tattoos and who wouldn't employ people with visible tattoos, analyse the groups together and individually to gain a better overview of all the data collected and record all the results. A thematic analysis will then be carried out once data has been analysed and summarised to see if there is any patterns/trends with hiring managers and employing individuals with tattoos and their reasons of why.

Key Ethical considerations (150 words)

In this section you are required to briefly outline any specific ethical considerations for your project. All projects will be expected to adhere to the BPS code of human research ethics, and you will need to submit a full ethics form which will document your specific processes for informed consent, debriefing, and data protection. Here you need to briefly note additional or specific key ethical considerations for your particular project e.g. potential for distress or discomfort, any deception, research with vulnerable populations or sensitive topic areas, and briefly outline how you expect to manage these risks within your project.

When each participant attends for the interview first off they will be provided with an information sheet outlining what the research study is consisting of and why it's being carried out. Consent will then be gained from the participant through a consent form to ensure that there is evidence that their participation was voluntary, it will also outline that at if any point they feel as though they wouldn't like to continue any further with the interview, they have the right to withdraw, and their information won't be held, it will also inform the participant of how their data will be collected and how and where it will be stored, reassuring them that all information will be anonymous. An ethical approval form will be sent to the ethics team before conducting any interviews to ensure that all ethical guidelines will be followed, and it is suitable for the interview to be conducted.