

**Faculty of Business, Law and Social Sciences**

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| **Proposed Title:**  Understanding the paradigm shift of stereotyping and conformity of homosexuality in a UK population: A mixed methods exploration |
| **School:**  School of Social Sciences |
| **Proposed Supervisory Team:**  Dr Deborah Earnshaw (School of Social Sciences/Department of Psychology)  Dr Elle Boag (School of Social Sciences/Department of Psychology)  Dr Samuel Parker (School of Social Sciences/Department of Psychology)  Professor Craig Jackson (School of Social Sciences/Department of Psychology) |
| **Abstract:**  Recent reports suggest that same-sex relationships, marriage and rights are more socially accepted than ever before in the US. Pioneering research by Taylor in 1983 had identified that sex role definitions form a strong basis for understanding homosexuality, where individuals were expected to conform to stereotypical characteristics of the binary sexes. Whilst Western society may be more accepting of homosexuality, there are still concerns about stereotyping homosexual individuals and conforming to ideals of gender roles, with research reporting findings that both heterosexual and homosexual individuals hold the same gender stereotypes about homosexual individuals.  The PhD will aim to explore stereotyping of and conformity to homosexual characterisation in individuals in the UK. The research will investigate heterosexual and non-heterosexual perspectives through multiple studies. The combined outcome of this project will be a PhD thesis providing a comprehensive insight into perceptions of stereotyping non-heterosexuality from heterosexuals and non-heterosexuals. Upon completion the successful student should emerge as a qualified and highly competitive candidate for further academic work. |
| **Research Environment:**  The student will become a member of the Identities and Inequalities Research Centre within the School of Social Sciences. The Centre’s overriding aim is to produce high quality multi-disciplinary research, theory and practice to explain human behaviour. The centre itself has many active researchers and all work produced is expected to have a significant impact and influence on communities, particularly when highlighting discrimination and individualities.  All centres have a strong outward focus, both developing interdisciplinary links and collaborating with partners at local, national and international levels. |
| **Applicant Requirements:**  **Essential:**   * Upper second class BSc Psychology (Hons) Degree (or equivalent GBC accredited qualification) * Good understanding of both quantitative and qualitative research methods * Good communication skills * Good writing ability     **Desirable:**   * First Class BSc Psychology (Hons) degree * MSc in Psychological Research Methods * PGCert in Teaching and Learning * Postgraduate/advanced level quantitative statistical analysis * Advanced experience of qualitative data analysis   The candidate should have an established understanding and insight of stereotyping of and conformity in non-heterosexual individuals. |
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