**Faculty of Arts & Social Sciences / Faculty of Management / Faculty of Engineering**

**Itinerary**

**September 22, 2021 on Zoom**

4:00 pm ***Opening Remarks and Introduction of first presenter by Dr. Alison Conway***

4:10 pm **Emily Eaton**, CCGS (Dr. Fiona McDonald/Dr. Sean Lawrence) URA

Reading in a pandemic: discovering the current and historic influence of literature

Up to this point, there has been little research concerning the effect mid-20th-century literature has on our understanding of human behaviour in pandemics. Many return to the same novels during difficult times as a form of comfort and understanding of their new reality. Through an analysis of pre-coronavirus critiques of George Orwell’s *Nineteen Eighty-Four* and Albert Camus’s *La Peste,* and the adaptation of these novels, this research traces the ideas created by these novels through large events in the past century such as the Coronavirus pandemic, to see how they influenced our understanding and how interpretation changed throughout its lifetime.

4:20 pm **Renoir Gauvin**, CCGS (Dr. Gabrielle Legault) URA

Equitable Food Bank Access: Identifying Barriers for Indigenous Peoples

Emergency food assistance remains the sole government facilitated response to food insecurity in Canada. This project set out to assess equitable access to food banks and barriers for Indigenous Peoples in the Okanagan region. Virtual semi-structured interviews conducted with food bank staff capture (1) an understanding of Indigenous food insecurity and food charity in the Okanagan within the context of the current COVID-19 pandemic; (2) insight into frontline staff and volunteer experiences, observations, and understandings regarding equitable access to food provisions; and (3) food bank staff and volunteers’ understandings of barriers to food bank access and observations of food insecurity.

4:30 pm **Prisha Vaidya,** CCGS (Dr. David Geary) IURA

Socially Distanced Darshan: Hindu rituals and devotion for Ganesh Chaturthi

Ganesh Chaturthi is an important festival celebrated by Hindus that has particular resonance in the cosmopolitan city of Mumbai. Many Hindu devotees congregate and worship Ganesh as the deity of protection and remover of obstacles. However, in light of COVID-19 pandemic and introduction of social distancing measures, significant changes were required to the rituals in homes and public settings. This study examined the various creative adaptations of the rituals made by devotees to celebrate Ganesh Chaturthi in this evolving context. Devotee’s understanding of Ganesh and his image were explored, including insights on environmental aspects and pressures related to the festival.

4:40 pm **Katherine Brand**, CCGS (Dr. Christine Schreyer) URA

Babywearing: Using Social Media to Identify an Online Community of Practice

This research provides a linguistic anthropological analysis of online babywearing communities. From publicly available social media I documented 173 main hashtags. Utilizing a critical discourse analysis framework, I identified where hashtags illustrated boundaries of accessibility and inclusivity amongst community members. My analysis showed that the most frequently used hashtags were tied to the practice of babywearing, original babywearing hashtags, parent identity and types of carriers. In many cases multiple identities were indicated and this overlap provides insight into both individual and communal identity. These results will be foundational for future research pertaining to the linguistic practices of online babywearing communities.

4:50 pm **Samantha Maki**, Psychology (Dr. Jan Cioe) URA

**Content Warning: This project will reference sensitive topics relating to sexually explicit media, and genital anatomy. For the purposes of this project explicit imagery will be presented.**

An Analysis of Vulva Appearance in Mainstream vs. Made-for-Women Pornography

Viewing invariable images of vulvas in explicit media could have a negative impact on women’s self-perceptions. Images from video pornography were categorized on the level of pubic hair grooming and labia minora protrusion. Both websites had barely any protrusion of the labia minora. The mainstream website showed vulvas with primarily no hair, whereas the made-for-women website had a slight variation in grooming level. Both websites depicted mostly small, groomed, and tidy vulvas. These depictions could push women to problematic measures to adhere to the standards presented. Makers of pornography should consider diversifying their criteria for actresses, while also providing image disclaimers for their viewers.

5:00 pm **Emma Alcott**, Psychology (Dr. Jamie Piercy) URA

Risk Intervention: Caregivers response to difficult child behaviours

Research has demonstrated children with a history of externalizing behaviours elicit more negative responses from parents, which exacerbates difficult behaviour over time. To determine response patterns in non-parental caregivers, 418 care providers were presented with a 2x2 vignette depicting a female or male child with or without a stated history of externalizing behaviour, who was engaged in a conflict with another child. Participants reported their response to the hypothetical conflict as well as other personal factors. Results revealed no effect of externalizing history or gender; however, caregiver characteristics, such as well-being and efficacy managing emotions, were associated with behaviour-management styles.

5:10 pm **Mariza Micallef,** Psychology (Dr. Maya Libben) URA

Psychological Functioning in Post-Concussive Syndrome Before and During the Pandemic

Post-concussion syndrome (PCS) refers to the persistence of traumatic brain injury symptoms. Individuals are at higher risk for psychological conditions and impacts of social isolation, and were likely affected by the pandemic’s mental health repercussions. Semi-structured interviews were conducted to assess psychological function and community support before and during the pandemic. Results suggest poor functioning and the importance of available community support programs. While some individuals accessed support, more is needed regarding education, immediate care, and insurance/monetary assistance. These results provide insight into the function and available support for individuals with PCS and how support might be improved.

5:20 pm **Soumyaa Subramanium**, Psychology (Dr. Carolyn Szostak) IURA

**Content note: the following presentation explores the theme of suicide. There will be quotes and descriptions of suicide taken from media.**

**If you or someone you know is thinking about suicide, call the Crisis Centre at 1.800.SUICIDE at 1-800-784-2433. Students can also reach out to Health and Wellness for support, call**[**250 807 9270**](tel:+12508079270)**.**

Suicide in Digital Media: Does media adhere to guidelines for suicide?

Media guidelines for responsible reporting about suicide are well established. The extent to which increasingly popular social media news sources comply with these guidelines or whether the guidelines capture the unique features of social media is largely unknown. A content analysis, based on existing guidelines, was conducted on 51 articles from five popular digital media news sources. Contrary to recommendations, information provided about the deaths was frequently detailed, sensationalistic, and stigmatizing across sources. Moreover, inclusion of resources and preventative strategies was lacking. Recommendations for revisions to the guidelines will be discussed.

5:30 pm **Stephanie Awotwi-Pratt**, History & Sociology (Dr. Deana Simonetto) URA

Black - Canadian Women's Reproductive Health and Experiences of Pregnancy and Delivery in Canada

Obstetric racism emerges in Black Canadian women’s experiences with healthcare providers and contributes to medical complications. This research adopts a trauma-informed intersectional feminist approach to address a critical gap in our knowledge about the reproductive health of Black women. Drawing on 15 in-depth virtual interviews with Black Canadian women this study illustrates how these women experience regulation and control during pregnancy, labour, and delivery which left them feeling dehumanized by health care providers. This project demonstrates that Black Canadian women experience marginalization and oppression when accessing reproductive health care within medical institutions in British Columbia.

5:40 pm **Braydon Neiszner**, PPE (Dr. Andrea Craig) URA

Estimating the effect of British Columbia’s Carbon Tax on Gasoline Consumption

Seeking effective ways to reduce emissions, including through carbon pricing models, has become a central issue for policymakers. In 2008, the Government of British Columbia introduced a revenue neutral carbon tax to reduce carbon emissions. Recent research seeks to further understand long-term effects of the Carbon Tax. Through panel data regression and synthetic control, estimates show that the Carbon Tax has a significantly larger effect on the reduction of gasoline consumption than gasoline prices. Additional results suggest the Carbon Tax is most effective in years where the price is increasing, and thus raises questions about the tax’s long run efficacy.

5:50 pm ***Introduction of Management students by Mary Butterfield***

6:00 pm **Maria Paz Marengo Di Bez**, Management (Dr. Annamma Joy) IURA

Circularity in the Luxury Fashion Industry

Driven by the linear business model, the fashion industry became one of the most polluting industries. Although a large proportion of the pollution can be attributed to the fast-fashion sector, the luxury segment is not immune to these problems. Thus, it is imperative for luxury brands to take action as soon as possible. Circularity could be part of the solution to these sustainability issues. This project explores the circular economy and its benefits, as well as how to measure progress toward sustainable goals. Lastly, it analyzes the applications of circularity to two benchmark companies: Stella McCartney and Patagonia.

6:10 pm **Shuhui (Trista) Wu**, Management (Dr. Jennifer Davis) IURA

The Impact of COVID19 on Faculty Conducting Research in BC: Secondary Analysis of a Canadian National Survey

The support of the federal and provincial governments for faculty conducting research at universities in British Columbia (BC) is essential. Our primary objective was to develop research recommendations, relevant to federal and provincial government support, and based on data collected from a Canadian national COVID-19 survey conducted in 2020. The original survey ascertained the social, health, and economic impacts experienced by faculty conducting research in Canada. We utilized a subset of these data (BC data) to ascertain key impacts specific to researchers in BC. We simultaneously conducted a thorough literature review of the federal and provincial government supports in place for faculty researchers in BC. The federal government governs the education and research in universities, but the province does not give institutions money for research. Most resources go to teaching, learning and student needs. Due to rising political pressure and capital loss, pressure increased on faculties is becoming increasingly oriented and responsive to business needs. However, there was still a dearth of data on education and research policies. After a comprehensive analysis of BC survey data and copy written resources could identify how the COVID-19 pandemic negatively impacts faculties in research support, tenure, promotion, and economic health and well-being.

6:20 pm **Hardikaa Balasubramaniam**, Management (Dr. Jennifer Davis) IURA

The Experience of Tenure-Track Faculty in Canada Conducting Research Amidst a Pandemic: A Qualitative Perspective (Social & Economic Impact: COVID-19 – Wave 2)

The COVID-19 pandemic has yielded substantial changes to on-campus research activities across the world. As the faculty members have reinvented remote work, it is important to understand the experience and impacts on faculty conducting research as they adapt to new normal. This qualitative study explores the health, social wellness, and economic experiences of tenured and tenure-track faculty conducting research who work at public-Canadian universities. Faculty reported that the COVID-19 adversely impacted their research productivity, career trajectory, and time management between research, teaching, and service. Moreover, two emergent impacts were unique to racialised and indigenous faculty members - 1) lack of communication from the university, and 2) lack of collaboration and collegiality. The result of the study will be used to understand the faculties’ experience and their ideas for future recommendations for change that would support their academic career trajectory and their research productivity.

6:30 pm **Josie Leung**, Management (Dr. Jennifer Davis) MURA

Cross-sectional Quantitative Analysis Ascertaining the Health, Social, and Economic Impacts of COVID-19 on Tenure-Track Faculty in Canada

Canadian public universities have implemented an evolving set of COVID-19 protocols to provide safe working environments for faculty members and students to continue academic research. This online survey aims to understand the differential health, social, and economic impacts of the COVID-19 pandemic experienced by tenured and tenure-track faculty who do research work at Canadian public universities, exploring differential impacts by gender identity, racialized status, and indigenous identity. Caregiver burden and working hours have generally increased. Most faculty members reported a reduced ability to balance work/life demands. Universities should provide resources to better support faculty with caregiving responsibilities to balance work with life demands.

6:40 pm **Yunji Im**, Management (Dr. Eric Li) IURA

The Transformation of K-Fashion: A Visual Analysis of Fashion Magazine’s Cover Page

The popularity of Hallyu (or “Korean wave”) culture has changed the fashion landscape substantially since the beginning of the Millennium. This study examines the transformation of K-fashion by analyzing the covers of a female fashion magazine in South Korea published between 2002 and 2021. We also interviewed four fashion marketers and designers to further advance our understanding of the changes. Our findings show that the definition of K-fashion is polysemous and the representations are constantly renewed and revised. Such ongoing changes reflect the dynamicity and multiplicity of Korean popular culture and illustrate Korea’s indispensable tie to the larger global fashion system.

6:50 pm **Tiara Porter**, Management (Dr. Eric Li) MURA

Carbon Labelling in Food Industry

Climate change has become one of the most important topics in both the academic and international development arena. Consumers, policymakers, corporate leaders, and cultural advocates across the world are becoming increasingly concerned about climate change. As food production is responsible for about 30% of the world’s greenhouse gas emissions, this literature review offers a holistic approach to assess previous academic research on carbon footprint food labelling. The objective of this present review is to systematically showcase key findings associated to the (i) guiding framework for carbon footprint measures in the global food industry, (ii) markets and consumers’ responses to food labelling schemes, and (iii) the design and implementation of environmental-conscious food labelling. A conceptual framework was proposed to illustrate how practitioners could better design an integrated carbon footprint food labelling system to better inform policymakers, consumers and practitioners regarding their food production and consumption choices.

7:00 pm *Introduction of Engineering students by Samantha Luckow*

7:10 pm **Darren Evan Widjaja**, Engineering (Dr. Lukas Bichler) IURA

Biomass-derived Vertically Aligned Graphene Nano Arrays

With a growing demand for lithium‐ion batteries, there is a huge market potential for solutions to combat the expected shortage and high cost of currently available carbons for energy storage applications. To address this, renewable biomass-derived carbon is proposed as an additive to Li‐ion batteries. In this study, waste materials from the forestry industry, such as barks and branches, are converted to activated carbon through a series of heat and chemical treatments. Material characterizations are then performed to understand the structure and morphology of the treated carbon. The results of the study show that biomass-derived carbon could also be used to address the limitations of modern Li-ion batteries.

7:20 pm **Shriya Agrawal**, Engineering (Dr. Joshua Brinkerhoff) IURA

Dispersion Risk Assessment of Spilled Cryogenic Liquids with Potential Low-Carbon-Emitting Alternative Fuel Applications

Cryogenic substances exist at low temperatures, in pressurized and contained environments, which results in release of plumes of toxic gas in case of spillage. In specific, this project proposes furthering the exploration of cryogenic fuels such as Liquified Natural gas (LNG), and Liquid Hydrogen (LH2), both of which are cleaner, more environmentally friendly and cheaper alternatives to the fuels currently in use in the marine, transportation, and aviation industries. A pre-developed solver for multiphase change simulations was made over x100 faster such that industries can use it to more accurately predict scope of spills, hence increasing effectiveness of mitigation strategies.

7:30 pm **Zouheir El Sidani**, Engineering (Dr. Julien Cheng) IURA – Presented by Qianqian Wang on Zouhei’'s behalf

Intra-body Communication System Pros and Cons

An intra-body communication system (IBC) is an emerging wireless communication technology for devices implanted in the human body. IBCs based on radio-frequency electromagnetic waves have many limitations and flaws, possibly causing damages to body tissues. On the other hand, the ultrasonic wave has been used for many biomedical applications, and it is a safe and very well-understood technology. Therefore, ultrasonic-based intra-body communication has recently been proposed. To experimentally demonstrate ultrasonic IBC communication, we planned on building an ultrasonic IBC communication system using field-programmable gate array (FPGA). We have worked on creating a prototype for the IBC and plan to test its efficacy.

7:40 pm **Vishesh Thapa**, Engineering (Dr. Ahmad Al-Dabbagh/Dr. Dean Richert) IURA

Machine Learning for Error Detection in PLC Systems

In Festo’s CP Lab, there is a pick and place module which instructs the user to assemble a device based on the instructions on the screen. Human workers are given instructions on how to assemble the device. However, the module has no way of detecting if the user has correctly assembled the parts. To address this, a machine learning algorithm can be used to check assembly of the device. A raspberry pi 4, connected to a camera, is mounted on top of the machine. The machine learning algorithm runs on the pi to detect incorrect or correct assembly.