



Using digital media to tackle prejudice in children: University of Kent and Globe Smart Kids collaborate in new research

THE HAGUE, NL – Feb. 10, 2016 – We are pleased to announce a groundbreaking collaboration between Globe Smart Kids and the University of Kent to examine how digital media can be used to tackle prejudice in children.

“This partnership is driven by a shared goal: to develop effective interventions and create the next generation of global citizens.”

With funding from the Economic and Social Research Council (ESRC), and starting in October 2016, Globe Smart Kids and the University of Kent will collaborate in a 4 year CASE Studentship Programme for joined research titled: **Virtual intergroup contact to create Global Citizens - Tackling prejudice in children using new digital media**. The South East Doctoral Training Centre’s Selection Panel identified this new course of study during an open competition.

Intergroup contact through technology

One of the most promising means of reducing prejudice among children and adults is intergroup contact, which refers to meaningful interactions between members of different groups. The research will test a new form of contact, namely ‘*simulated inter-group contact*’, with primary school-age children. The aim of the study is two sided: 1) examine the impact of a technology-mediated ‘*simulated direct contact*’ intervention and 2) further development of the One Globe Kids education materials.

A new contribution to the field

To date, the majority of research on contact has concentrated on the impact of *attitudes* towards specific groups. This is a step behind recent trends in the field of education which call for researchers to focus on young people’s ‘*intercultural competence*’, a series of skills, abilities and perspectives that are necessary in order to navigate a diverse world. This research will be the first to study novel outcomes that are essential for creating a new generation of global citizens, including cultural openness, perceived difference, communication, confidence, and security in diversity.

An experienced Globe Smart team

On the University of Kent side, the research will be supervised by Dr Lindsey Cameron, Senior Lecturer in Psychology and Professor Dominic Abrams.

For Globe Smart Kids, Executive Director Anne Glick, and Dr Jennifer Kerzil, Associate Professor of Psychology at the Catholic University of the West in Angers (UCO) in France, will lead the project.

“Unfortunately, children aren’t always able to cross the geographic, linguistic and other borders that divide them. That’s where our research into imagined contact and simulated contact, which is where One Globe Kids works, is extremely valuable. Studies have shown that it can have a significant impact on attitudes and behavior, encouraging interaction with other groups. Our collaboration with Globe Smart Kids is an opportunity for real, national and international impact.” - Dr Lindsey Cameron

Globe Smart Kids (www.globesmartkids.org) is the maker of One Globe Kids education materials (www.oneglobekids.com). With new technology, One Globe Kids helps children at home and at school move beyond prejudice towards openness, mutual liking and friendship with those from outside their daily bubble, both near and far.

Established in 1965, the University of Kent (www.kent.ac.uk) – the UK’s European university – now has almost 20,000 students across campuses or study centres at Canterbury, Medway, Tonbridge, Brussels, Paris, Athens and Rome. Kent is ranked 17th in the UK for research intensity (REF 2014). It has world-leading research in all subjects and 97% of its research is deemed by the REF to be of international quality.

#globesmart #maketheforeignfeelfamiliar #imaginedcontact #intergroupcontact #research

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