



2nd Edition: International Congress on  
**Behavioral & Social  
Science Research**

July 15th, 2024

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**PROCEEDING BOOK**



# Introduction

The 2nd International Congress on Behavioral & Social Science Research 2024, organized by the Sciinov Group, was successfully held on July 15th, 2024. This event brought together experts, scholars, activists, and thought leaders from around the world to explore how behavioral science can help us understand the complex interplay between individual behavior, social norms, and broader cultural and political systems.

The event provided a platform for both established and emerging voices, with participants from diverse backgrounds contributing to dynamic conversations about the evolving understanding of behavioral and social science in today's world. The Sciinov Group was proud to host this inspiring and impactful conference, which not only highlighted critical issues but also offered hope and actionable solutions for a more inclusive future.

# Keynote Presentations



# The Myth of Closure in Death Investigations

**Ian Freckelton AO KC**

University of Melbourne, Australia



## **Abstract:**

This paper reviews the concept of closure in the context of death investigations, focussing upon inquests undertaken by coroners under the Anglo-Canadian-Australian model. It identifies that the function of an inquest in facilitating closure has become an orthodox aspect of the rhetoric promoting the therapeutic advantages of coronial investigations. However, in addition, the quest for closure can be summoned as a basis for the justice in convening an inquest, re-opening an inquest or appealing against what are perceived as unsatisfactory aspects of an inquest's processes or outcomes.[1] This chapter reviews the notion of closure, concluding that it is simplistic and requires nuance. It argues that it should not be used in the context of coroners' death investigations as it carries with it the counter-therapeutic potential to create erroneous expectations that coroners' findings and recommendations will bring an end to grief and enable bereaved family members to move ahead with their lives with a sense of resolution and healing.

## **Biography:**

Ian Freckelton is a King's Counsel (senior barrister) in practice throughout Australia. He is a Professor of Law and Professorial Fellow of Psychiatry at the University of Melbourne and an Honorary Professor of Forensic Medicine at Monash University. He holds honorary professorial appointments at the Queensland University of Technology, La Trobe University, Southern Cross University, Griffith University and the Auckland University of Technology. He is an elected Fellow of the Australian Academy of Health and Medical Sciences, the Australian Academy of Social Sciences, the Australian Academy of Law and the Australasian College of Legal Medicine. He has been a Judge of the Supreme Court of the Republic of Nauru, a member of the Mental Health Tribunal of Victoria for 25 years, a member of the Bar Council of Victoria for 5 years, and a member of 9 statutory tribunals. He is currently a member of the Coronial Council of Victoria. He is the author of 50 books and over 750 articles and chapters of books. He has given over 750 presentations in more than 40 countries. He is the Editor of the Journal of Law and Medicine and the Founding Editor of Psychiatry, Psychology and Law. In 2001 he was made an Officer of the Order of Australia (AO) for "distinguished service to the law, and to the legal profession, across fields including health, medicine and technology" and in 2024 he was awarded its highest award by the International Academy of Law and Mental Health, the Prix Philippe Pinel.

# AI-powered Behavioural and Social Science Research: Power Automate or Power Struggle?

**Brian Lee Chin Hin**

*Singapore University of Social Sciences, Singapore*



## **Abstract:**

Artificial Intelligence (AI) has taken many industries by storm. AI is the simulation of human intelligence using computer systems to engage in learning, reasoning and self-correction. Machine learning (ML), a subset of AI, can even perform supervised learning, unsupervised learning and reinforcement learning.

Using AI for behavioural and social science research has generated hot debates within the research and education industry nowadays. For example, it sparked concerns among the research community early last year, following many reports of research students using ChatGPT content to pass off as their work.

Using AI for behavioural science work is inevitably a double-edged sword. While AI represents a great opportunity for behavioural and social science research, it also poses potential threats to the research culture and ethical considerations.

One major nightmare the science community may have is that their members do not engage in the proper research process anymore. To make things worse, ChatGPT can produce plagiarism-free content. This can be a challenge to the behavioural science sector when it comes to research integrity.

Behavioural and social sciences seek to understand and predict behavioural or social issues through systematic analysis and empirical investigation. Some would argue that AI can contribute effectively to providing a more accurate systematic analysis so that they can just focus on the implications and applications.

In light of the above debate, the speaker would like to further analyse the pros and cons of using AI for research work. The speech aims to provide a solution and draw the boundary of using AI for behavioural and social sciences properly and ethically.

## **Biography:**

Associate Professor Brian Lee is the Head of Communication Studies at the Singapore University of Social Sciences, Singapore. He teaches and conducts applied research in social media and strategic communication. One of his research papers, "the Internet Commerce Models in Asia," was awarded the top paper at the Pacific Telecommunications Council's Essay Prize (USA) in 2001. Besides contributing actively to applied research in behavioural and social sciences, Prof Lee has served as a key speaker at many local and international conferences to share his insights.

Prof Lee holds a doctoral degree in Communication and Information from Nanyang Technological University, Singapore, and a Master's degree in Communication Studies from the University of Texas at Austin, USA



# The Age of Understanding: Rethinking Generations in the Workplace

**Zoe Wyatt**

Wyatt-Potage Consulting, Australia



## **Abstract:**

The contemporary workforce is characterized by an unprecedented confluence of generational cohorts, each with distinct values, work styles, and technological proficiencies. This presentation explores the challenges and opportunities presented by this multigenerational landscape. Drawing on current research and workplace examples, it examines how organizations can foster a collaborative and productive work environment by acknowledging the multifaceted nature of generational diversity. The discussion highlights the importance of technological adaptability, effective leadership styles, work-life balance initiatives, and dismantling generational stereotypes. An integrative approach that acknowledges the intersection of generation, culture, and individual experiences is advocated as key to maximizing organizational outcomes. This presentation will also provide actionable strategies for crafting an inclusive workplace where employees from all generations feel empowered to contribute their unique skills and perspectives, ultimately leading to a more engaged and productive workforce.

## **Biography:**

Dr. Zoe Wyatt-Potage is an Australian registered Mental Health Social Worker with over a decade of experience in psychological wellbeing. Holding a PhD with a specialisation in trauma and resilience, Dr. Wyatt-Potage has conducted research and worked across diverse global settings, including Cambodia, Thailand, Myanmar and Mauritius. Her academic research focuses on trauma and resilience, enriching her clinical practice. She currently operates globally as a clinical consultant and educator, developing and delivering workshops, webinars and therapy sessions. Dr. Wyatt-Potage is passionate about promoting mental health in sustainable workplaces and is dedicated to helping individuals, teams, and organisations navigate trauma and build resilience.

# Ethics of Public Relations in the Age of the Influencer

## Vincent Potage

Wyatt-Potage Consultin, Mauritius



### **Abstract:**

This presentation examines the ethical landscape of public relations in the rapidly growing field of influencer marketing. It aims to dissect and understand the ethical considerations and challenges unique to this modern context. The session begins with an exploration of how the influencer phenomenon has transformed traditional PR practices and the new ethical questions this transformation raises. Central to the discussion is the analysis of real-world scenarios where the lines between authentic engagement and sponsored content blur, highlighting the need for clear ethical guidelines. The presentation also unpacks the responsibilities of PR professionals in navigating these grey areas, ensuring transparency, and maintaining public trust. In a digital era where influencers wield significant power over public opinion, this talk emphasises the critical need for upholding stringent ethical standards in public relations practices. The conclusion offers forward-looking perspectives on how ethical practices can be reinforced in the evolving landscape of influencer PR.

### **Biography:**

Vincent Potage is a strategic communicator with over a decade of leadership experience, focusing on driving growth, sustainability, and engagement through innovative communications strategies. He holds an MBA and is accredited by the Chartered Institute of Public Relations. Vincent specialises in integrated campaigns that enhance brand presence while building strong media and stakeholder relationships. His expertise in crisis communications, combined with his strategic vision, allows him to contribute effectively to sustainable development initiatives by fostering collaboration, improving team dynamics, and enhancing community and customer engagement.

# Reducing Malnutrition lowered murders in 5 nations: A review of 6 clinical trials that followed 11 quasi-experimental studies

**Stephen J. Schoenthaler**  
California State University, USA



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# Oral Presentations



# Not Sufficient Pressure

**John Grumley**

The University of Sydney, Australia

**Abstract:**

Since Martin Jay's seminal *Dialectical Imagination: A History of the Frankfurt School 1923-1950* published by Little Brown, Canada, 1973 Martin almost single-handedly generated a whole generation of Western philosophers interested in what was to become so-called Western Marxism generated by György Lukacs *History and Class Consciousness* 1923 and immediate followers like Max Horkheimer, Theodor Adorno and Walter Benjamin in the 1920's.

I had the great good fortune to be marked by Martin Jay of my PhD dissertation that was later published as *History and Totality: From Hegel to Foucault* by Routledge, London 1989. From that time, I have maintained email contact with Martin and occasionally we would exchange our papers and two years ago he sent me his paper *Fidelity to the Event?* which was a contemporary reading of Lukacs's *History and Class Consciousness*. Not surprising the intervening years has led Martin to a more critical reading of the classical text where its initial interpretation of the proletariat as the immediate subject/object of the historical process with its idealist, Hegelian exaggerations. Martin Jay's new book *Immanent Critiques: The Frankfurt School under Pressure*, Verso, London, 2023 continues this continual reading of the original text. This new book is constituted of six previous papers where Jay revisits his fifty-year acquaintance with the Frankfurt School and his ongoing relationship with the various thinkers and generations of it. The first Chapter is 1968 in *Expanded Field: The Frankfurt School and the Uneven Course of History*. From the earliest days, the Frankfurt School was reluctant to identify the proletariat ascribed or empirical with the traditional Marxist claims of scientific objectivity. They were aware of the dangers of wagering on the emancipatory course of history and instead turned to a range of alternatives provided by metaphysics, art as utopian imagination or even theology. The tradition of critique from Kant to Marx rejected the eternal truths of history and instead demanding an exploration of alleged "self-evident" ideas and universal values. Habermas also worries that the critical leverage can be lost through an overly aggressive critique of rationality expressed in the original *Dialectic of Enlightenment* in 1942. To avoid the Scylla of transcendent ahistorical dogmatism and the Charybdis of reductive ideology critiques, The Frankfurt School turned to immanent critique to generate a normative impetus from an examination of the reasons between expressed ideals of a society and its actual performance. This book tries to put pressure on this legacy of Immanent Critique. This tradition has sufficient resources to combat the theoretical dogmatism and relativist dogmas. This is a way to warrant the hope will contribute to keep the gathering darkness at bay. The Frankfurt School had always tried a bridge the gap between radical theory and transformative praxis. This was especially during the demands of militant students. Chapter 2 examines the ideas of Theodor Adorno and the role of Sublimation in Creativity and Cultural Redemption. Chapter 3 *Blaming the Victim? Arendt, Adorno and Erikson on the Jewish*

# Motivational factors influencing readiness to use youth friendly services among secondary school students in East Belesa district, Ethiopia, using the Theory of Planned Behavior, 2022

**Menen Tsegaw,**  
Ambo university, Ethiopia

## **Abstract:**

**Background:** The reproductive health of youth has become a major public health concern. The utilization of youth friendly services is low among Ethiopian youths. Intention is the best predictor of behavior. However, there is no study done on the area which assesses the intention of the school youths to use youth friendly services.

**Objectives:** This study was aimed to assess intention to use youth friendly services and its factors among secondary school students in East Belesa district, using the Theory of Planned Behavior, 2022.

**Methods:** An institution based cross-sectional study was conducted from May 23 to June 12, 2022 in East Belesa district. Stratified random sampling technique was used. Data was entered using EpiData and analyzed using STATA version 14. Standardized  $\beta$  and R<sup>2</sup> values were used to interpret effects and variability with intention to use youth friendly services respectively. Simple and Multiple linear regression analysis were performed. Statistical significance was declared at a p-value of  $<0.05$  with 95% confidence interval.

**Results:** A total of 511 respondents participated in the study giving a response rate of 99.8%. Around half of the participants were males (52.8%). The mean score of intention to use youth friendly services was  $3.39 \pm 1.14$ . Direct perceived behavioral control ( $\beta = 0.25$ , 95%CI: 0.05, 0.45), subjective norm ( $\beta = 0.28$ ; 95%CI: 0.09, 0.47), attitude ( $\beta = 0.20$ ; CI: 0.03, 0.36), educated mothers ( $\beta = 1.65$ , 95%CI: 0.21, 3.09) and female sex ( $\beta = -1.77$ ; 95% CI: -3.10, -0.44) were significant predictors of intention to use youth friendly services.

**Conclusion:** the magnitude of intention to use youth friendly services was low. Perceived behavioral control, attitude, subjective norm, educated mothers and sex were the predictors of intention to use youth friendly services. The theory of planned behavior could be applied to predict intention of youths to use youth friendly services.

## **Biography:**

Menen Tsegaw (MPH): is MPH graduate in Health promotion and Behavioral Health Sciences from the University of Gondar in 2022. Methodologically she is trained on qualitative, quantitative and mixed methods research. Menen is a lecturer at Ambo University, Ethiopia. She is delivering Health Education and Health Promotion courses for undergraduate students. In addition to teaching, she is also engaged in advising undergraduate health science students in Ambo University. Menen is a member of Ethiopian Health Education and Promotion Professionals Association. She published research articles of multidisciplinary nature in different reputable journals. Her research interests include Maternal and child health, chronic disease prevention and management, Health promotion, nutrition, reproductive health and youth/adolescent health.

# Interpreting the Hindu Sacred Calendar before 1858

**Anamika Bhattacharjee**

University of East Anglia, United Kingdom

## **Abstract:**

This presentation examines the Hindu calendar's complexity, exploring its astronomical, religious, and cultural dimensions. It scrutinizes interpretations by British scholars such as Henry and Thomas Colebrooke, James Prinsep, Henry Cavendish, William Jones, Thomas Wray, and Horace Wilson, shedding light on colonial perspectives and contributions to Oriental Studies.

Their works provide historical context and diverse perspectives on British interpretations of the Hindu calendar, essential for understanding colonial-era cultural dynamics, which also demonstrate their collective reliance on indigenous expertise. For example, James Prinsep (1799–1840) decoded ancient Indian scripts, linking them intricately with the Hindu calendar. His studies on Kharosthi and Brahmi scripts elucidated historical events and religious practices aligned with lunar months and tithis. Prinsep recognized the calendar's significance in daily life, agriculture, and religious observances, advocating for a uniform system to coordinate with colonial administration. Utilizing the Hindu calendar in numismatic studies, he interpreted dates and events on ancient coins, reinforcing its role in historical contexts. His decipherment of inscriptions on pillars underscored the calendar's importance in recording historical information and religious practices, echoing throughout ancient Indian artifacts and monuments., Prinsep, and Cavendish emphasized astronomical knowledge and calendar adjustments, while Wilson and Cavendish noted regional variations and linguistic challenges. Wray, Cavendish, and Colebrooke discussed calendar evolution and religious connections. Observations on festivals came from Wilson and Wray, while Cavendish highlighted the role of almanacs and documentation challenges. Taken together, the work of these scholars allows us to interpret both scholarly traditions and indigenous beliefs.

## **Biography:**

Anamika Bhattacharjee, born on 8th January 1995 in Siliguri, West Bengal, India, is a distinguished historian with a fervent dedication to unraveling the complexities of cultural interactions. Her academic journey commenced at St. Joseph's School in Siliguri, where she laid the groundwork for her intellectual pursuits. Building upon this foundation, she pursued her secondary education at Holy Child Auxilium School in Vasant Vihar, New Delhi, India, fostering a comprehensive understanding of various academic disciplines.

Anamika's insatiable thirst for knowledge led her to Ram Lal Anand College, University of Delhi, where she pursued a Bachelor of Arts with Honors in History, delving deep into the annals of the past to comprehend its profound implications on the present. Subsequently, she pursued her master's degree in history at Rabindra Bharati University, Kolkata, West Bengal, India, honing her analytical skills and expanding her scholarly repertoire.

Driven by a profound curiosity and a commitment to scholarly excellence, Anamika embarked on her doctoral journey at the University of East Anglia, delving into the intricate tapestry of British interpretations of sacred Hindu festivals from 1757 to 1858. Her research seeks to illuminate the nuances of cultural exchange and colonial perceptions, offering invaluable insights into historical discourse.

In addition to her academic pursuits, she has contributed significantly to the academic community as a Lecturer at Salesian College, Siliguri, India, where she imparted knowledge and inspired the next generation of historians. She has also authored two research works, "History of Siliguri (1800-2020)" and "Tribes and Castes of the Darjeeling District," which have garnered acclaim for their meticulous scholarship and insightful analysis.

Currently residing in Norwich, UK, Anamika continues to enrich the academic landscape as a dedicated educator and cover supervisor, leveraging her expertise to nurture intellectual curiosity and critical thinking skills. Her multifaceted engagement extends beyond the classroom, as she remains an active volunteer with organizations such as Hungate (Norwich) and The Gardens Trust, advocating for cultural preservation and community engagement.

Anamika's commitment to interdisciplinary scholarship was further evidenced by her participation in the recent History seminar at the University of East Anglia on 1st May 2024, where she engaged in rigorous academic discourse and exchanged ideas with fellow scholars.

# Towards a definition of Refugee Discourse “The Discursive Architecture of Syrian Refugees Narratives

**Kinan Noah**

University of Exeter, United Kingdom

## **Abstract:**

This study, anchored in an in-depth exploration of autobiographical writings of Syrian refugees, aims to unearth and articulate the intricate nuances and central discourse features that shape their tales of forced migration. By addressing the pivotal question, “What are the prominent features of forced migration discourse?”, this research seeks to shed light on the distinct narrative structures that define and encapsulate the lived experiences of Syrian refugees. A theoretical foundation, firmly grounded in the intersection of Narrative Identity, Identity Dilemmas, and Migration Discourse, serves as the backbone of this investigation. Through this lens, the study meticulously examines how these personal accounts, while representative of individual journeys, collectively contribute to and redefine the overarching discourse on forced migration.

Initial findings reveal a complex matrix of themes, where tales of anguish, loss, and trauma are interwoven with stories of hope, resilience, and adaptation. These narratives, though personal, transcend individual experiences, offering a panoramic view of the broader continuum of collective experiences and master narratives that Syrian refugees navigate. By contextualizing these individual tales within the expansive tapestry of collective narratives, this study offers a renewed understanding of the interplay between personal identity and the broader dynamics of forced migration. The intrinsic value of this exploration is its capability to offer multi-faceted insights that both deepen our empirical grasp on identity representations in the context of forced migration and pave the way for a defined discourse in Migration Studies

## **Biography:**

Kinan Noah is an Associate Lecturer in Human Geography, University of Exeter. His research and teaching sit at the intersection of Human Geography, Migration Studies, and Sociolinguistics. His specific focus revolves around the profound complexities of identity, place, and migration— especially forced migration and sense of self.



# Moral Foundations Theory & Immigration: US and the UK

**Kanellakou Leda**

*University of Wisconsin, United States*

## **Abstract:**

Social scientists of various stripes have built a comprehensive research program studying public attitudes towards immigrants. Immigration is among the contentious political issues in the United States and Europe—evidenced in part by the election of Donald Trump, the UK's Brexit vote, and the rise of nationalist parties on the continent. Drawing from the moral foundations theory perspective (Haidt 2013) and the entrenching and the persuasion hypotheses (Day, Fiske, Downing, and Trail 2014), experiments were performed in the United States and United Kingdom. Results confirmed moral foundations significantly influence how political ideology relates to immigration attitudes, but the way it does so is more complex than originally expected. Further information around the amplification hypothesis (Clarkson, Tormala and Rucker 2008) plus work on novel information by Petty, Tormala, Brinol and Jarvis (2006) is considered. Implications and recommended changes for future research is discussed.

## **Biography:**

Leda Kanellakou completed her Ph.D. in Sociology at the University of Iowa in 2002. She has served as the President of the Wisconsin Sociological Association, Chair of the Sociology, Criminology & Anthropology Department at the University of Wisconsin at Whitewater (UWW), Director of Strategic Planning for the College of Letters & Sciences—UWW, and completed a visiting scholar year at the University of Huddersfield in the United Kingdom from 2018 to 2019. She has published 24 articles, some of which have been cited over 800 times, and has received multiple grants and awards for her research as well as for her teaching and service.

# The Medieval Discourse on Love as a Critical Platform for Modern Social Behavior

**Albrecht Classen**

University of Arizona, United States

**Abstract:**Curiously, medieval European poets had already outlined fundamental criteria of ideal human behavior, driven by the experience of love. Poets such as Marie de France, Chretien de Troyes, Andreas Capellanus, Hartmann von Aue, Gottfried von Strassburg, and others developed a whole set of values that were essential for the experience of love. Those include, above all, the nobility of one's heart, i.e., the courtly values of compassion, commitment, compromise, collaboration, and community, not to forget communication. It is difficult to assess whether our modern western society (or eastern society, and others) still thrive on those values and norms, but it is obvious that a critical examination of the experience of love in medieval literature can set the foundation for a postmodern realization of what makes us to humans, makes us to a civilized society in which love, friendship, mutual respect, tolerance, and good communication can be promoted.

## **Biography:**

Dr. Albrecht Classen is University Distinguished Professor of German Studies at the University of Arizona, Tucson. He has published currently 127 scholarly books on German and European medieval and early modern literature, most recently *The Secret in Medieval Literature* (2022), *Globalism in the Middle Ages and the Early Modern Ages* (2023), and *A Translation of Johannes Pauli's Didactic Tales* (2024). He has won numerous awards for his teaching (Carnegie Professor of the Year, 2012), service (Honorary member of the American Association of Teachers of German, 2022), and research (Henry Koffler Prize for Research, 2009). The German government bestowed the Bundesverdienstkreuz am Band upon him in 2004, and he was knighted in 2017 (The Most Noble Order of the Three Lions). In Fall of 2022, he received a Fulbright grant for Egypt. He is the editor of three journals, *Mediaevistik*, *Humanities*, and *Current Research Journal of Social Sciences and Humanities*, and he has published almost 780 scholarly articles and more than 2900 book reviews.

# Measuring the Mandate in American Presidential Elections

**David RePass**

University of Connecticut, United States

## **Abstract:**

The reality of anti-Black racism, along with discriminatory practices and policies, forces Black women to navigate both internal and external pressures to present themselves in ways that minimize visible traits associated with their race, such as hair, dress, and culture (Hall, Everett, & Hamilton-Mason, 2011; Jackson & Wingfield, 2013; Opie & Phillips, 2015). Dabiri (2019) argued that Black women's "hair, in particular, was a spectacle, the site upon which most of this attention was concentrated" (p. 25). Hair plays a vital role in shaping Black women's identity, adversely impacting their opportunities for mobility and advancement in corporate Canada. Dabiri (2019) explained, "For girls and women, femininity is intricately bound up in hair. For a long time, long, flowing hair remained one of the most powerful markers of being a woman. But that is not how Afro hair grows; generally, it grows up. Of course, femininity – like beauty – remains a culturally specific project and certainly not one designed with the physicality of black women in mind. Nonetheless, we are expected to conform to these standards, and we betide us if we cannot." (p. 27)

The only way Afro/Black hair can seemingly fulfill the criteria for beauty standards is when Black women style their hair to resemble European hair – "if we style ourselves to look like something we are not" (Dabiri, 2019, p. 26). There is no doubt that Black women feel they need to be more conscious about their hair in the workplace compared to white women. Regardless of the progress Black women have made as they take on more leadership roles, their hair and appearance continue to be judged in the workplace. Dabiri (2019) questions:

Why is it that the only way black women can look 'professional' is contingent on producing a poor facsimile of white women's hair? What more poignant example is there of the necessary assimilation required in confronting a culture not designed for certain bodies, not designed for [Black women's bodies] to fit into easily? (p. 122)

The deeply personal choice of how to style one's hair is rooted in racialized and gendered norms that place Black women and their hair in a unique position. Black women face challenges when deciding how to wear their hair in the workplace. Hair plays a crucial role in shaping Black women's identity, yet it is negatively impacted by the policing of Black bodies and their natural hair, which affects their opportunities for mobility and advancement in corporate spaces. This policing constitutes a form of structural oppression. Hair significantly influences Black women's identity, which in turn negatively affects their chances to advance in corporate environments. My paper examines how this situation influences Black women's leadership in these spaces.

## **Biography:**

Dr. Kim Borden Penney, Ph.D., is a descendant of Black Canadians and Indigenous (Mi'kmaq) people in Nova Scotia whose roots trace back to the late 1600s. She earned her doctorate from the University of Toronto. Her study titled\* *Banking on Equity: Bay Street and Black Women's Leadership in Banks\** examined the leadership experiences of Black women in the Toronto banking sector and their perceptions of opportunities for mobility and advancement to executive management positions. The research explored the factors and conditions that make Black women's executive leadership in corporate Canada exceedingly rare.



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