

A fully funded PhD studentship in...

Cycling as serious leisure: An exploration of motivational factors, gender and consumption

**Closing date: 13<sup>th</sup> April 2012**

**Interview date: 9<sup>th</sup> May 2012**

#### **Supervisors**

**Director of Studies:** Dr Irmgard Tischner, Institute of Health and Society, University of Worcester, UK

**Other Supervisors:** Dr Gyozo Molnar (Institute of Sport and Exercise Science, University of Worcester, UK), Dr Berenice Mahoney (Institute of Health and Society, University of Worcester, UK).

#### **Context**

The past few years have seen a rise in all aspects of cycling, however, the majority of this increase seems to be driven by so-called MAMILS: 'middle aged men in Lycra'. Women have remained a minority, both in cycling clubs and at cycling events. Despite women's generally increasing participation in physical exercise, they are still more engaged with duties of care than men, thus having less regular free time. This has particular relevance to cycling, which is a relatively time consuming sport/leisure activity, and may be one reason for women's underrepresentation. This research predominantly seeks to explore this gender imbalance in cycling participation and investigates gender identities, motivational aspects and the role of consumption within the world of cycling.

**Essential:**

- Applicants should have (or expect to receive) a First or Upper Second (2:1) Honours Degree or an MA/MSc in Psychology or a closely related and relevant discipline;
- Proficiency in oral and written English;
- Computer literacy;
- Ability to organise and meet deadlines;
- Good interpersonal skills;
- Ability to work independently and contribute to a team;
- Commitment and an enthusiastic approach to completing a higher research degree
- Experience in the use of qualitative and quantitative social science research methods;
- Interest in recreational road cycling.

**Desirable:**

- Education to Masters Degree level in a psychology-related discipline;
- Knowledge of relevant psychology and leisure-related literature;
- Experience in conducting interviews and/or ethnographic research;
- A keen interest in and knowledge of road cycling sub-culture;
- Full UK Driving Licence.

It is an expectation that the successful candidate will participate fully in the activities of the Institute of Health and Society and gain additional experience in the teaching and research environment of the University.

**Facilities:** This research studentship is fully funded by the University of Worcester (UK). During your time at Worcester, you will be provided with your own computer and an office space, which you will normally share with other full-time research students. Your office will normally be located in the Graduate Research School or your Institute. Candidates will be expected to have suitable academic qualifications but additional specialised training will be available as required.

The Institute of Health and Society is the home of Psychological Sciences, which this project will be primarily based in. We have a vibrant research culture with a number of PhD students and research assistants working on a diverse range of projects.

The Sport, Exercise and the Body Research Interest Groups (SEB RIG) is a novel collaborative research that critically explores social issues associated with Sport, Exercise and the Body; supports research that is interdisciplinary, theoretically sound and embedded in empirical evidence; and aims to increase the appreciation of high quality socio-cultural research.

**Bursary:** You will receive a tax free bursary of £12,300 for a period of 3 years plus an expenses budget. Fees will be paid in full at the UK/EU rate for home and EU citizens. Applicants from outside the EU are welcome but will need to pay the balance of registration fees for non-EU students. If you are applying and not eligible as an EU student you should make a statement on your application form to confirm you will fund the additional fees (approx £6000 per year).

**The Interview:** The interview will provisionally be held on **9th May 2012**. All successful applicants will be interviewed. You will be asked to make a short 10-minute presentation on 'Gender matters in sport, exercise and serious leisure'. Following which, you will be interviewed by the supervisory team. The overall process normally lasts around 3 hours in total and includes a chance to talk to some of our full-time students and an opportunity to view the campus and Institutional facilities. There is also an opportunity to present the supervisory team with an example of your written work (e.g., an independent study/assignment) at the interview.

**Widening Participation:** As part of its mission statement the University is committed to widening participation for its higher degrees. Although most candidates will have an undergraduate and/or a Masters degree, the University is happy to accept applications from candidates with relevant professional qualifications and work related experience.

**Application forms are available at:** <http://www.worcester.ac.uk/discover/phd-studentships.html>

**For further information** or an informal discussion on this project, please contact Dr Irmgard Tischner [i.tischner@worc.ac.uk](mailto:i.tischner@worc.ac.uk)

If you have any questions regarding the application process, please contact Mrs Helen Tabinor, Graduate Research School Manager (tel: 01905 855012, email: [h.tabinor@worc.ac.uk](mailto:h.tabinor@worc.ac.uk)).

Completed application forms should be sent by email to: [research@worc.ac.uk](mailto:research@worc.ac.uk) or sent to: Graduate Research School, University of Worcester, Henwick Grove, Worcester, WR2 6AJ, UK