

#### Establishing a new academic field

- Shift to a new academic research field
- Until now Sociology of Childhood, Youth & Families
- Intergenerational & intra-generational relationships
- Need evidence-based research
- Publish academic papers
- Present at conferences
- Build networks with related fields



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### **Bridge and Social Science**

Sociology of Bridge Research

- 52 in-depth interviews with elite players (UK & US)
  - On average 2 hours: wide range of themes & topics
- Insights into the bridge world
  - partnerships, team dynamics
  - benefits, skills
  - 20 male / 12 female over 35
  - 12 male / 8 female under 35



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# Understanding Dynamics and Interactions of the Bridge World

#### **Research questions**

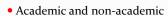
 What are the range of skills which partnerships and teammates develop when playing bridge?

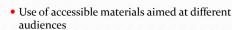
What are the benefits of bridge?



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## Outputs





- Blog posts, newspaper articles and radio
- Summary report ACBL & NBO websites
- Themed articles for bridge magazines
- Developing a database of existing resources

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First ever 3 year PhD in Bridge
Bridging the Gap: An Exploration of Transitions in Play through the Lifecourse

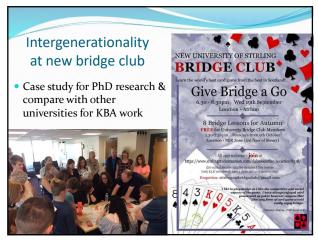
Kevin Judge started 1 Oct

Opportunities and barriers to participation and progression

 Feed into targeted marketing for different age groups via KBA



Funded by EBED, UK and Irish Bridge Unions, and the University of Stirling  $\,$ 





#### Social Media

sociology of bridge twitter: @soc\_of\_bridge

#### Facebook activity

New Zealand Bridge

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over 32,000 hits and over 480 shares

#### NZ Radio: The Bridge Zone

- 20 min radio interview (22 Aug 2018) + follow-ups (Dec & Feb 2019)
- http://accessradio.org/ProgrammePage.aspx?PID=6379a3ce8450-482c-bad1-6b4cc2574313
- regular updates 'Postcard from Scotland'

Mailbase list for research updates (twice a year) - growing network

### EBED/University of Stirling **Partnership**



Dr Caroline Small, EBED Trustee

Literature review

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10

12

Ashworth, R., Punch, S. and Small, C. (2016) A Review of Possible Interventions into Healthy Ageing and Cognitive Stimulation: Exploring the Links between Bridge and Dementia, Aylesbury: English Bridge Education & Development (EBED),

http://www.ebedcio.org.uk/health-wellbeing-research

Bridge as a meaningful activity for older people "includes a social aspect and sense of being a 'team player' alongside being mentally challenging"

# EBED/Stirling

survey



 Individuals who play bridge have higher levels of overall wellbeing than those who do not play

McDonnell, D., Punch, S. and Small, C. (2017) Individual Wellbeing and Bridge: An Empirical Analysis, Aylesbury: English Bridge Education & Development (EBED), http://www.ebedcio.org.uk/health-wellbeingresearch

Plans for Sociology of

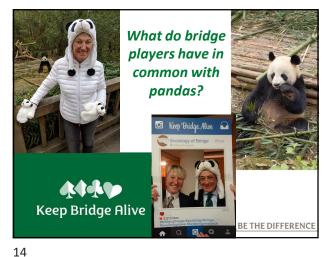


- Building a vibrant, inclusive and sustainable bridge community
- Collaboration with ACBL Educational Foundation
  - for KBA and for future projects
- Ideas to maximise research use?
- What kinds of outputs most useful?

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