



Keep Bridge Alive

Global KBA Initiative

@soc_of_bridge




UNIVERSITY of STIRLING

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BE THE DIFFERENCE

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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

- Academic and non-academic
- Use of accessible materials aimed at different audiences
 - 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

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Intergenerationality at new bridge club

- Case study for PhD research & compare with other universities for KBA work




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Media interest

Playing bridge helps to maintain 'brain fitness'

UK National Newspapers Headlines:

University's coming up trumps with latest PhD... in bridge

Card doc 3 year deal

Doctorate in game of bridge is on the cards for university

By **Tim Bugler**

A SCOTTISH university is to fund a doctorate in bridge after a major study showed the trick-taking card game keeps people smarter, happier and more social into old age.

The three-year PhD studentship in the sociology of bridge at the University of Stirling is part of a project aiming to look at what makes people take up bridge and keep playing all their lives.

It will also explore the role a hobby can play in friendships and personal communities, as well as how it creates a sense of belonging and collective identity within and across generations.

Academics invited people to join the newly founded University Bridge Club, set up as part of a series of research projects into the health and wellbeing benefits of the game.

The firm, funded by English Bridge Education and Development (EBED), compared the responses of more than 6,400 bridge players with over 10,000 responses from wave six of the English Longitudinal Study of Ageing.


It found those playing bridge have higher levels of wellbeing than those who don't.

The new Stirling club will also help build intergenerational relationships within and beyond the university.

Professor of Sociology Samantha Punch - who is an international bridge player - leads the research with Dr Caroline Small, an honorary senior lecturer at Imperial College, London.

She said: "The club has the potential to enable people to maintain good health, through increased positive cognitive, social and quality of life outcomes.

"As well as contributing to healthy ageing and brain fitness, participation enhances social networks and a sense of belonging to a wider community."



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Social Media

- sociology of bridge twitter: @soc_of_bridge
- Facebook activity
- New Zealand Bridge
- 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=6379a3ce-8450-482c-bad1-6b4cc2574313>

- regular updates 'Postcard from Scotland'

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

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EBED/University of Stirling Partnership

Dr Caroline Small, EBED Trustee

- Literature review

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"



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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-wellbeing-research>

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Plans for Sociology of Bridge: Action Research

- 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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