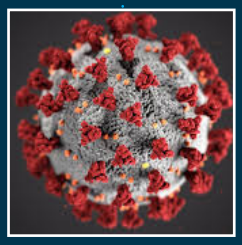
UNIVERSITY of BRADFORD



Utilising research to understand and tackle COVID-19

The University of Bradford has invested in 21 research projects to help understand and respond to the COVID-19 pandemic in the city and the region. Each project considered the impact on healthcare workers, consumers, businesses and financial markets, as well as social distancing optimisation and drug screening systems. Below represent some of the projects funded by the University of Bradford, full list of projects is available **here.**

Dementia social care project: A national survey on COVID-19 related social service closures - What are the longitudinal effects on older people with and without dementia and family carers?

Kathryn Lord, Senior Research Fellow

- Social support service usage dropped
- Cases of anxiety dropped across the study period, whilst depression rose
- Well-being increased over the three months period.

The impact of the COVID-19 pandemic on asylum seeker and refugee health in West Yorkshire and beyond

Mel Cooper, Cyril Eshareturi, Marcus Rattray, April Wareham, (Working with Everyone, London) Rose McCarthy (The Refugee Council, Leeds)

- Research focused on the impact of the COVID-19 restrictions on health and wellbeing
- A study into restrictions of food, financial security and living conditions amidst Covid-19.

An investigation into panic buying and spread of COVID-19

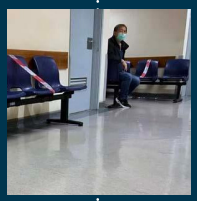
Elvira Ismagilova, Lecturer in Marketing

- Why some consumers emptied shelves, but others did not engage in this behaviour.
- A study that found perceived feeling of uncertainty, lack of control, herding, social media, awareness of consequences and justification of behaviour played an important role in panic buying behaviour.

A post COVID-19 recovery plan for small and micro businesses and entrepreneurs

David Spicer, Senior Lecturer in HRM

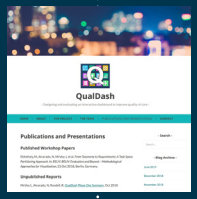
- Research investigating the impact of and response to COVID-19 in small and micro businesses and entrepreneurs in Yorkshire.
- A study into supporting plans for local economic recovery post COVID-19.



Game theory-based approach to modelling optimal social distancing

Hassan Ugail, Professor of Visual Computing

- Due to the unpredictable nature by which the pandemic has been unfolding the protocols for physical interaction require continuous reconsideration.
- We have developed a design optimisation methodology which takes the dimensions, as well as the constraints and other necessary requirements of a given physical space to yield optimal redesign solutions on the go.



QualDash for COVID-19: Visualising risk factors for COVID-19: A web-enabled tool for feature engineering

Mai Elshehaly, Lecturer in Computer Science and Rebecca Randell, Professor of Digital Innovations in Healthcare

- QualDash is a web-based dashboard for exploring National Clinical Audit data for the purposes of quality improvement.
- We progressed the QualDash software into a new re-design and development iteration to further adapt the tool to specific service monitoring needs during this time of crisis.

Moral decision-making during COVID-19: Moral judgments, moralisation, and everyday behaviour

Kathryn Francis Lecturer in Psychology and Carolyn McNabb (University of Reading)

Significant changes in social structures and community practises are likely to affect people's beliefs about what is now right and wrong. Medical professionals now find themselves making regular and distressing triage decisions which involve prioritising some lives over others. This project will collect data about people's current behaviours, their moral judgments, and the extent to which they have moralised behaviours associated with the pandemic.