



Eliminating barriers to postgraduate
research study in the West Midlands



BIRMINGHAM CITY
University

PROJECT BRIEF

WEBSITE AUDIT AND RECOMMENDATIONS REPORT

THAT'S ME!

ELIMINATING BARRIERS TO
POSTGRADUATE RESEARCH STUDY
IN THE WEST MIDLANDS

This document outlines a project brief for
student secondments

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Research
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AIM

This project aims to support Birmingham City University (BCU) to foster a more inclusive online presence, aligning with both That’s Me! and organisational goals relating to diversity and representation.

OUTLINE

This research project will audit BCU’s webpages to assess the extent to which the pages represent the diversity of BCU’s community. Webpages relating to postgraduate research will form the primary focus. The researcher will employ content analysis to systematically analyse BCU’s online content to identify the extent to which it reflects different demographic groups, with a particular focus on race and ethnicity. The project can also extend to other characteristics, including, but not limited to gender, age, and disability. The content analysis will involve quantitative and qualitative aspects, including the frequency and context of representation, with key metrics including the presence of diverse imagery and inclusive language.

It is expected that the project will have three main phases:

- 1. A **literature review** to determine **best practices** for designing inclusive web content.
- 2. Content **collection** and **categorisation**, detailed **coding** and **analysis**.
- 3. Compilation of **findings** in a **report** outlining the current state of representation on BCU’s webpages, highlighting areas of strength, identifying gaps, and offering actionable recommendations to enhance inclusivity.

RESEARCH QUESTIONS

- 1. To what extent do BCU’s webpages visually represent different groups, particularly different racial and ethnic groups?
 - 2. How inclusive is the language used on BCU’s webpages in terms of reflecting the diversity of its community?
 - 3. What are current best practices for designing inclusive web content, and how do BCU’s webpages compare to these standards?
 - 4. What specific areas of BCU’s webpages show strengths in diversity representation, and where are the gaps most apparent?

METHODS

Content analysis is a systematic research method used to analyse and interpret the content of various forms of communication. This technique involves the categorisation, coding, and interpretation of text, images, or other media to identify patterns, themes, or biases. Content analysis can be quantitative (focusing on counting and measuring specific elements) or qualitative (focusing on understanding the underlying meaning and context).

OUTCOMES

- 1. A dataset showing a comprehensive evaluation of BCU web content.
- 2. Representation analysis report.
- 3. Actionable recommendations for enhanced inclusivity.
- 4. Best practices framework for inclusive web content.

INDICATIVE TIMELINE AND MILESTONES

The table provides indicative expectations as the project progresses through expected phases. This can be negotiated with the Research Assistant as relevant to their time commitment and progress. The period will be scaffolded with support and engagement opportunities.

Date	Activity
June 17	Induction and literature review
June 24	Literature review
July 1- 15	Data collection and analysis
July 22-29	Report drafting and delivery