



Awards Arab World 2024

Research Project of the Year: Arts, Humanities and Social Sciences

Institution Name	New York University Abu Dhabi
Submission title or project name	Women and Science: Trust my Competence (Not My Gender!)
Nominee / key personnel	Luca Maria Pesando, Associate Professor of Social Research and Public Policy and Associate Programme Head, New York University Abu Dhabi; Valentina Rotondi, Professor, University of Applied Sciences and Arts of Southern Switzerland, Switzerland
URL	https://www.dropbox.com/scl/fi/2lnd3olv7hq2ek5l18tvk/Trust_Science_imp.pdf?rlkey=6vk7vpi0dp95nx43d3ekj2x8z&dl=0
Submission	<p>STEM-related fields are instrumental in reducing the skills gap and narrowing occupational segregation. However, women are still under-represented across them. Gender-based stereotypes are important determinants of women's under-representation in STEM, and scientific research is a field in which gender-based stereotypes are particularly evident. Similarly, trust in science and scientists is essential to highly differentiated societies, where knowledge is specialised and complexity growing.</p> <p>Leveraging a survey experiment across five different countries with 5,800 parents and their children, this project explores gender-based stereotypes among scientists. We find that the UAE is the country with the highest level of trust towards science and female scientists. Furthermore, in the UAE and Israel there is no evidence of gender-based stereotypes, while in other countries, respondents are significantly less willing to update wrong beliefs when provided with information by women. Lastly, parents' stereotypes profoundly shape children's stereotypes, yet this is less the case in the UAE.</p>



Awards Arab World 2024

Research Project of the Year: Arts, Humanities and Social Sciences

Institution Name	Arab Academy for Science, Technology and Maritime Transport
Submission title or project name	ARTifact World
Nominee / key personnel	Supervisors: Professor Dr Nahla Ahmed Belal; Professor Dr Mohamed Essam Khedr Team Leader: Habiba Amr Team Members: Ali Said; Mohamed Haggag; Mostafa Tarek; Yara Ahmed; Ziad Ahmed
URL	https://previewer.adalo.com/9bfaf4a8-7c7d-4752-9bca-2b4d1a94a8f0
Submission	<p>Tourism experience is facing a lot of challenges; thus, tourism promotion needs to find alternative methods to keep up with the digital age, in addition to using the rich historical museums, since the available applications do not include any innovative ideas.</p> <p>In this project, we propose to develop a deep learning and augmented reality (AR) mobile application for museums. The ARTifact World application will use deep learning techniques to recognise and identify artifacts in the museum's collection, and overlay AR content such as images, videos and audio to enhance tourists' experience. The mobile app will feature an easy-to-use interface for visitors to access the AR features and deep learning model (a Convolutional Neural Network). The model will be trained to recognise and identify the artifacts, and the 3D model will be used to add more media, such as adding Text to Speech to information in audio.</p>



Awards Arab World 2024

Research Project of the Year: Arts, Humanities and Social Sciences

Institution Name	American University of Sharjah
Submission title or project name	Engaging Emirati Youth in Their Heritage Through Immersive Virtual Reality Project
Nominee / key personnel	Sohail Dahdal
URL	
Submission	<p>The Participatory Action Research (PAR) project, led by Professor Dahdal, uses immersive storytelling to connect young people with their history. It involved a collaboration of three years with 13 undergraduates to create an innovative VR documentary, "Emirati Stories", depicting pre-oil Emirati tales within a virtual Sharjah Fort. Funded by an American University of Sharjah grant, the project explores immersive media's efficacy, the impact of student involvement in PAR, and serves as a non-traditional research output. The project, exhibited worldwide, operates on the Meta Quest Pro VR headset. It aims to engage youth with their heritage by merging past and future.</p> <p>Preliminary results suggest VR documentaries as effective engagement tools. The project, grounded in ethnographic action research, saw students involved in all creation stages, resulting in an internationally showcased work that uses cutting-edge technology to reimagine history.</p>



Awards Arab World 2024

Research Project of the Year: Arts, Humanities and Social Sciences

Institution Name	Prince Sattam bin Abdulaziz University
Submission title or project name	Adopting HyFlex Course Design: Actions for Policymakers, Researchers and Practitioners
Nominee / key personnel	Tahani Aldosemani
URL	https://www.emerald.com/insight/content/doi/10.1108/978-1-83753-618-420231010/full/html
Submission	<p>Our research addresses the pressing need for a thorough examination of HyFlex course design within higher education. Conventional courses often have limitations in accommodating the diverse needs of students, prompting a quest for alternative instructional models. HyFlex, with its integration of online and in-person elements, emerges as a flexible solution. Our primary objectives revolve around investigating the efficacy of HyFlex in promoting active and transformative learning experiences.</p> <p>The results of our study unveil HyFlex's potential to significantly enhance educational accessibility, student engagement and the cultivation of critical thinking skills. Our proposed strategies for implementation offer valuable insights for stakeholders seeking to adopt HyFlex models. Ultimately, broader society stands to benefit from improved educational outcomes and enhanced workforce preparedness. Thus, our research provides a conceptual review of existing literature, supplemented by insights from experts through a Delphi study and providing a HyFlex Course Delivery Modality plan.</p>



Awards Arab World 2024

Research Project of the Year: Arts, Humanities and Social Sciences

Institution Name	University of Mosul
Submission title or project name	Preserving the Disappearing Cultural Heritage of Post-War Mosul
Nominee / key personnel	
URL	https://mosul-heritage.com/
Submission	<p>The Preserving the Disappearing Cultural Heritage of Post-War Mosul research project aims to construct a data platform for the tangible and intangible cultural heritage elements of old Mosul city and encourage nearly-graduate students to pay more attention to their culture. The three-year project included workshops, training courses, site work, data collection, documentation, modelling, exhibitions, symposium, researches, reports and a website – all available to researchers and the public.</p> <p>The project was carried out by researchers from the University of Mosul and the University of Wasit in Iraq, and Nottingham Trent University and the University of Leeds in the UK. It was supported by the British Academy and various organisations provided training and support such as ICCROM and professors from the Architectural Engineering Department in the College of the Engineering at the University of Mosul.</p>



Awards Arab World 2024

Research Project of the Year: Arts, Humanities and Social Sciences

Institution Name	Zayed University
Submission title or project name	Researching and Producing 'An Gorta Mor: Passage to India'
Nominee / key personnel	Dr Ian Michael, Professor of Marketing, College of Business
URL	https://www.youtube.com/watch?v=M4XMWXo-Cs
Submission	<p>The poignant documentary "An Gorta Mór: Passage to India" written and co-produced by Ian Michael tells the migration story of John Footman, who, as a 21-year-old in 1847 escaped famine-ravaged Clonakilty in County Cork, Ireland, for India. John eventually settled in Madras (now Chennai) and created his own Irish-Indian family. The story of John Footman as told in the film is also the personal history of the writer's great-great-great-grandfather. Nearly 200 years later, Ian Michael journeys to Ireland to reflect on the meaning of his Irish-Indian heritage.</p> <p>During "An Gorta Mór" (The Great Hunger) which occurred between 1847-82, Ireland lost a quarter of its population to death and migration, millions braved the seas to seek a better life in Canada and the US. Yet John was among the few Irish nationals to travel as far as India and begin a unique Irish diaspora there.</p>



Awards Arab World 2024

Research Project of the Year: Arts, Humanities and Social Sciences

Institution Name	The Arab Institute for Women (AiW) at the Lebanese American University (LAU)
Submission title or project name	Countering Backlash: Reclaiming Gender Justice
Nominee / key personnel	
URL	https://counteringbacklash.org/
Submission	<p>The Arab Institute for Women (AiW) at the Lebanese American University, in collaboration with the Institute of Development Studies, has embarked on a 5-year project under the title “Countering Backlash: Reclaiming Gender Justice”. In light of trends seeking to reverse the gains obtained in women’s rights and gender equality, and to reduce the civic space for progressive movements, the project aims to create the necessary knowledge and identify opportunities for women’s rights organisations and gender justice advocates to counter the backlash and address the erosion of gender objectives.</p> <p>The AiW is working under the three strands of “Voice”, “Patriarchy” and “Policy and Practice” in order to address the backlash, the erosion of gender policies, and find new opportunities for feminist impact.</p>



Awards Arab World 2024

Research Project of the Year: Arts, Humanities and Social Sciences

Institution Name	Al-Ahliyya Amman University
Submission title or project name	Towards a Sustainable University Campus
Nominee / key personnel	Dr Saba Alnusairat; Dr Amer Hijazi; Professor Anas Ratib ALSoud; Professor Eman Al Nazly
URL	https://www.ammanu.edu.jo/sdo/initiatives/
Submission	<p>Al-Ahliyya Amman University (AAU) in Jordan is a leading example of sustainable development in universities within the Middle East. Recognising the environmental impact of universities, AAU implemented a multi-phase project to establish a framework for sustainable campuses. The project, "Towards a Sustainable University Campus", examined AAU's social aspects, physical facilities and various sustainability areas like energy, water and waste. This resulted in a strategic plan, "AAU Sustainable Development Programme", which aims to create a green built environment and enhance student life through resource optimisation and a healthy campus environment.</p> <p>AAU's commitment is further demonstrated by the Sustainability Steering Committee and the Sustainability Development Office. The committee develops university-wide sustainability policies, while the office provides consultations, promotes awareness and manages research projects. Additionally, AAU is transforming its courtyards into a sustainable living lab to improve student well-being. AAU's efforts position it as a role model for sustainable development in universities.</p>