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It was an exciting first year for the Sussex Centre for Research on Kindness (ROK). We have a new logo, a mailing list with more than 325 subscribers and, most importantly, we’ve started building and growing our kindness community. This year we held an external launch event, hosted by BBC Radio 4 presenter Claudia Hammond (see p. 15), and a research speed-dating event as an internal launch event (see p. 5). Our members continue to learn about kindness, and share what they’ve learned, via public talks, blog posts and media interviews. (see pp. 12-14)

The mission of the ROK is to:

1. **Learn**: Conduct rigorous academic research on topics related to kindness, showing the world how kindness can be studied scientifically.
2. **Share**: Give away the research on kindness (ours, and research by others) so that people and organizations can use that research to make change in their communities, schools, and workplaces. This involves shining a light on kindness, getting people talking and thinking about it, and bringing people together around kindness.
3. **Nurture**: Train others in the science of kindness so they can also contribute to learning and sharing.

Accordingly, this report has sections titled Learn (see p. 5), Share (see p. 12) and Nurture (see p. 17)

Please feel free to share this report with anyone who you think will be interested in learning about kindness. Everyone is welcome to subscribe to our mailing list at the bottom of the homepage on our website, or follow us on Twitter/X, @KindnessSussex, or Instagram @researchonkindness

We are looking forward to working with you over the next year.

Gillian Sandstrom
Director of the Sussex Centre for Research on Kindness
The ROK is led by Dr Gillian Sandstrom (Psychology) with Dr Meike Fechter (Anthropology and International Development) as Co-Director, and founder Prof Robin Banerjee (Psychology) as advisor. We are grateful for administrative support from Elouisa Huitson (Psychology). For the past year, we have also benefitted from the enthusiasm and support from our undergraduate placement student, Kerry Moor.

Our Steering Group from across the University met in December 2022 and June 2023 to provide feedback and direction. Current members include:

- Dr Zahira Jaser (Business School)
- Prof Michelle Lefevre (Social Work)
- Dr Liz McDonnell (Law, Politics and Sociology)
- Dr Karen Patterson (Brighton and Sussex Medical School)
- Prof Martin Spinelli (Media, Arts and Humanities)
- Dr Catherine Will (Law, Politics and Sociology)
The ROK launched to University of Sussex staff at a research speed-dating event on Feb 17. Academics and students from Schools across the university attended the event at The Meeting House, and we were joined by James Croft, University Chaplain and Lead Faith Advisor. Attendees had a series of brief exchanges with others, with Gillian relishing the task of ringing a bell to signal partners to rotate. Everyone enjoyed the opportunity to meet new people and learn about each other’s interest in kindness.

A second event was held on Apr 28, to introduce ROK members to two datasets that are available for their research: The Kindness Test data (available by contacting kindness@sussex.ac.uk), and Mass Observation Archive data (available by contacting moa@sussex.ac.uk, or by visiting The Keep). We heard a presentation from Jason Freeman, at Hokkaido University, about his work with The Kindness Test data, looking at the connection between well-being and relational mobility: a socio-ecological factor that represents how much freedom and opportunity a society or social context affords individuals to choose and relinquish interpersonal relationships based on personal preference (Thomson et al., 2018). We also heard a presentation from Dan Campbell-Meiklejohn, about how the data from The Kindness Test can be connected to other large-scale public datasets via postal code.
Members of the ROK have been carrying out a wide range of research projects related to kindness. We briefly highlight a few ongoing studies, and spotlight a few completed projects.

**The Kindness Test**

Work continues on analyzing the massive amount of data collected through The Kindness Test. Gillian Sandstrom and Robin Banerjee have made good progress on writing up a paper that all contributors will be co-authors on. This paper will contain the methodological details that will be cited by all other papers that use Kindness Test data.

**Reading and Empathy**

Jane Oakhill, Robin Banerjee, and Alan Garnham (all in the School of Psychology at The University of Sussex) received ESRC funding (Jun-2022 to Jun-2025) for a project called *Reading Feelings: Does Reading Fiction Improve Children's Empathy and Pro-social skills?*. Research on adults suggests that reading fiction is causally related to empathic response, but little work has been done with children. The researchers plan to use both longitudinal and experimental (training) studies to evaluate the effects of reading fiction on empathy in childhood. They will share their findings through their links with [Empathy Lab](#).

**Whole-school Approaches to Mental Health**

Robin Banerjee has been leading an initiative funded by the Academic Health Sciences Network focused on the whole-school approach (WSA) to mental health in schools. Following a highly successful ‘best practice review’ of work in this area last year, in 2022-23 he has launched a second wave of work designed to help educational settings self-assess and track the implementation and outcomes of WSA. The work is being undertaken with the support of our research clinic on school mental health in the Sussex Partnership NHS Foundation Trust, as well as our charity partner, the Charlie Waller Trust.
The 4-day Work Week

Charlotte Rae has worked with 10 employers so far, to help them trial a 4 day working week. She and her team have measured what’s changed for staff in terms of wellbeing, workplace performance, and even brain function with MRI scans! So far they have seen that burnout decreases, productivity goes up, and staff feel more motivated about their work. They are continuing to enrol employers over the coming months, and welcome any enquiries about taking part in the trial or invitations to give talks. www.sussex4dayweek.co.uk.

PhD Student Updates

Eleanor Kashouris (supervised by Dr Liz McDonnell and Professor Bobbie Farsides) succeeded in her viva, getting a full pass with no corrections for her thesis on ‘Inflammatory responses: UTI and AMR’. She won the Foundation for the Sociology of Health and Illness' Mildred Blaxter scholarship to work at Newcastle University with Dr Geth Rees to continue her work on urinary tract infection. Congratulations Eleanor.

James Laughton (supervised by Gillian Sandstrom and Smadar Cohen-Chen) has completed the first year of his PhD, which will focus on the factors that predict how people feel after performing acts of kindness (see Spotlight p.10).

Nicky McCrudden started her PhD in Oct 2022 (supervised by Gillian Sandstrom and Smadar Cohen-Chen). Her research focuses on the mechanisms behind compassionate behaviour between colleagues. She is developing a measure of the skills and attributes that underlie compassion, and hopes to eventually develop targeted interventions to help people cultivate compassion towards their co-workers.
Professor Martin Spinelli, Department of Creative and Critical Practice in the School of Media, Arts and Humanities secured £100,000 in funding from Arts Council England to produce a second season of The Rez: a sci-fi podcast adventure for 7–11 year-olds, also told through a comic book and a game-based website (https://jointherez.com/).

The Rez podcast series now runs to two seasons (a total of 25 episodes), has exceeded 500,000 downloads, and has been recognised in the Lovie Awards, the Signal Awards, the Webby Awards and the ARIAs. This is a huge accomplishment in that (for all of these awards except the Webbys) there were no “kids & family” categories for entrants—The Rez was competing against hard-hitting adult dramas produced by big production houses. The Rez appeared in the Top 20 of the Kids/Family podcast charts in both the US and the UK. The Rez was also featured in numerous mainstream publications, including a full-page feature on Prof Spinelli in the *i* daily newspaper on 20 February 2023. Prof Spinelli and his creative and research partner, Dr Lance Dann of the University of Brighton, were invited to present a talk about The Rez at a prestigious media industry conference: Children’s Media Conference in Sheffield, in the summer of 2023.

Prof Spinelli and Dr Dann worked in partnership with Brighton-based Make (Good) Trouble to develop teaching resources about kindness, deflecting bullying, prosocial behaviour, and healthy media diets. These resources have earned PSHE Association accreditation, and the Association has promoted them across the country for use in delivering national PSHE curriculum content to primary schools. To date more than 100 schools in the UK and abroad have used The Rez PSHE teaching resources, which are freely available to download from The Rez website.

If you know a school that might be interested in The Rez, please direct them to The Rez website.
Dr Catherine Will, Prof Bobbie Farsides, Dr Ulla McKnight, and Dr Eleanor Kashouris from the Department of Sociology and Criminology have been conducting work on a Wellcome-funded project called *Marginalization and the Microbe*. Their research explores how different groups mobilise around a healthcare challenge, and how issues of vulnerability can be addressed, including those at the intersections of immigration, homelessness and precarious work, and the experiences of ethnic, sexual and gender minorities. The study focuses on antimicrobial resistance (AMR) as a serious and ongoing challenge to the provision of health care, both during and after COVID-19, but also notes that the pandemic has highlighted the critical importance of understanding how marginalisation happens in healthcare, and how this can translate into higher morbidity and mortality in some groups. As we have seen in the pandemic, these groups may be more at risk of catching and dying from COVID-19 virus. In the case of AMR, some people may similarly be at a higher risk of bacterial infections in relation to sexual and bladder health. Questions about existing and intensifying health inequalities, and the capacity of different health systems and other social infrastructure are all pressing at this moment. As with COVID-19, the researchers are keen to explore the effects of racism as well as sexism, and the effects of these social factors on access to appropriate health care and protective factors like secure and safe housing.

The research team has been engaging with the public in various ways. Dr Kashouris hosted the first event for people experiencing Urinary Tract Infections in Newcastle in April. Another is planned for London on 30th September 2023 at the Friends’ Meeting House in London. Dr Kashouris also gave a talk at the Royal College of Physicians on the Challenge of Urinary Tract Infections, 14th June 2023.
James has completed the first year of his PhD, and run his first research project: an online study which explored how the outcomes of committing an act of kindness (sense of meaning, positive and negative feelings) are affected by choosing to do the act, as opposed to being asked. He found that people experience more positive feelings and a greater sense of meaning when they do things for others voluntarily.

His study also looked at the extent to which the suffering of the recipient affects these psychological outcomes. When the recipient was perceived to be suffering, people carrying out an act of kindness experienced more negative feelings but a greater sense of meaning. In other words, it seems that people can find meaning when they are able to alleviate or address the suffering of others. Interestingly, the study found that this sense of meaning is explained by (a) the extent to which we feel that our act made an impact on the recipient, and (b) the extent to which we receive gratitude from the recipient.
One of these interventions targeted the interactions between bus drivers and their passengers. By placing stickers on the driver cab doors and exit doors on 150 buses in Hammersmith, London, NL were able to increase the number of passengers greeting their driver by 7%: 30% of passengers on buses with the stickers greeted the driver, compared to 23% on buses without stickers. This equates to 140 million more potential interactions across a year based on 2019/20 bus data from the UK Government Department for Transport.

The launch of Neighbourly Lab’s report on this project received significant press attention from the BBC, The Times and The Independent. You can read the full report about the findings on Neighbourly Lab’s website.
Part of the mission of the ROK is to give away the science: to help others learn about the science of kindness, and use it to make changes in the world. Our public launch event was one way to do this, and to demonstrate our commitment towards being outward-facing (see Spotlight, p. 15).

Throughout the past year, members of the ROK have delivered many talks and workshops on the topic of kindness, and authored blog posts about their work (see some examples below). It was a special year for ROK member Claudia Hammond, who published a book called *The Keys to Kindness*, featuring data from The Kindness Test, as well as other research from ROK members (see Spotlight, p. 16).

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**Talks and Workshops Delivered by ROK Members**

**World Kindness Day: 11-Nov-2022**
- Panel on The Kindness Test, [KindFest](#) (Claudia Hammond, Robin Banerjee, Dan Campbell-Meiklejohn, Gillian Sandstrom)
- Kindness in teaching and education, [KindFest](#) (Gillian Sandstrom)
- [MO85: Everyday Kindness, Mass Observation Archive @ 85 Festival](#) (Suzanne Rose)

**Kindness in General**
- Maintaining satisfying relationships, ESRC Festival of Social Science (Mariko Visserman)

**Kindness in Education**
- Kindness, Festival of Learning (Kerry Moor)
- West Sussex Mental Health Leads Network Event (Robin Banerjee)
- Empowering Young People to Change the World, online teachers conference (Robin Banerjee)
- The Rez, Children’s Media Conference (Martin Spinelli and Lance Dann)

**Kindness in Healthcare**
- An event for people experiencing Urinary Tract Infections (Eleanor Kashouris)
- Challenge of Urinary Tract Infections. Royal College of Physicians (Eleanor Kashouris)
GIVING AWAY RESEARCH ON KINDNESS

Talks and Workshops Delivered by ROK Members

Kindness in the Workplace
- The 4 day week: how is it working in local Brighton businesses?, Brighton & Hove Green Party (Charlotte Rae)
- The 4 day week: how is it working in Sussex businesses?, Sherrards Law ‘Employment Law Latest’ (Charlotte Rae)
- The science behind the four day week, ESRC Festival of Social Science (Charlotte Rae)
- The Kindness Initiative, about work with the Bar (Robin Banerjee)
- Kindness at the Bar (Robin Banerjee)
- Kindness in the workplace: Benefits and barriers. Brighton Chamber of Commerce (Gillian Sandstrom, Nicky McCrudden, Emma Russell)
- Kindness in the workplace: Benefits and barriers. Veterinary Management Group annual congress (Gillian Sandstrom)
- How can a 4 day week advance flexible working, FlexForward (Charlotte Rae)
- Knowledge Hub Falmer: The 4-Day Work Week, Sussex Innovation Centre Falmer (Charlotte Rae)
- The 4 Day Week: Key findings from trials, Agency Collective (Charlotte Rae)
- How can a 4 day week make us happier, Action for Happiness Brighton (Charlotte Rae)
GIVING AWAY RESEARCH ON KINDNESS

Blog Posts

- **Learning to Talk to Strangers**. Society of Personality and Social Psychology, Character & Context blog (Gillian Sandstrom)
- **Romantic relationships: a psychologist’s view**. Sussex School of Psychology blog (Mariko Visserman)
- **From teacher to displaced person and back: Volunteering during displacement**. Protracted Displacement Economies blog (Meike Fechter)
- **What does the 4-day week do to your brain?** Digit blog (Charlotte Rae)
- **Do You See When Your Partner Says Thank You?** Society of Personality and Social Psychology, Character & Context blog (Hasagani Tissera about work done with Mariko Visserman)
- **Stories of kindness may counteract the negative effects of looking at bad news**. The Conversation (Kathryn Buchanan about work done with Gillian Sandstrom)
- **What does kindness mean in the digital workplace?** Digit blog (Nicky McCrudden)

Media Interviews

- The pursuit of kindness, Sussex Life magazine
- BBC Sunday Morning Live (Dan Campbell-Meiklejohn)
- PM Insight: How to create a kinder workplace culture… and why it matters (Robin Banerjee)
Last year, we launched the ROK with a celebratory event at the University of Sussex on 23-Mar-2023 (recording available). Almost 300 people signed up to attend in person and online. After an introduction from Gillian Sandstrom, Claudia Hammond discussed her new book, *The Keys to Kindness*, after which she asked the audience to share stories about acts of kindness that they received. She then hosted a panel discussion to introduce attendees to some of the fascinating research on kindness being carried out by a wide range of researchers across the University of Sussex:

- Prof Martin Spinelli, Professor in Podcasting and Creative Media
- Dr Liz McDonnell, Senior Lecturer in Sociology
- Nicky McCrudden, PhD student in the Business School
- Prof Robin Banerjee, Professor of Developmental Psychology

Following questions from the audience and closing remarks from Gillian, Claudia did a book signing.
Claudia Hammond's book *The Keys to Kindness*, featuring the results of the Kindness Test, as well as research by other ROK members, was published by Canongate on November 13th 2022.

In May 2023, the book won The Best Achievement Award in the People's Book Prize for “advancing the human condition.”

Claudia has promoted the book, and the underlying research, at a series of events.

These include:
- How To Academy
- The Shape of Things to Come Festival
- Frome Kindness Festival
- Edinburgh Science Festival
- Charleston Literature Festival
- Bath Literature Festival
- Cheltenham Science Festival
- ALSO Festival

She has also spread the word about the science of kindness by authoring several media articles, including:

- Why we all need to be a lot less hesitant about being kind, Observer Magazine
- Does Kindness get in the way of success? BBC Future online
- Does kindness have to be selfless, Guardian Big Ideas
- Why self-compassion is the first step to being kinder to others, New Scientist

Claudia was interviewed about her book for various podcasts and media outlets, allowing her to shine a light on kindness:

**Podcasts**

- Why Kindness is The Superpower You Didn't Know You Had, Rangan Chatterjee’s Feel Better, Live More
- Kindness, BBC Science Focus Instant Genius podcast

**Media**

- Kindness is the new buzzword — but is it losing its meaning? Sunday Times Style Magazine
- Stylist Magazine
- Just a little kindness could go an awful long way this year, Sunday Post
- Kindness, Good Housekeeping
- Do yourself a favour, be kind to others, Daily Mail
HELPING SPREAD KINDNESS

Kindness on Campus

The ROK was supported this year by our first Undergraduate Placement Student, Kerry Moor, who, among other things, designed our logo. She spread kindness on campus through the development of a Kindness Corner that toured campus around World Kindness Day (see Spotlight p.18).

Training Future Kindness Leaders

ROK members teach an online course called *The Psychology of Kindness and Wellbeing at Work*. The course consists of four modules that can be completed in any order, each of which is seven weeks long. The first cohort of students has completed the course, and several attended the summer 2023 graduation ceremony.

Many of the students formed strong bonds with their classmates, which they maintain through a LinkedIn group. One of our students, Helen Rimmer, turned her coursework essay into a blog post on Reckoning with the barriers to compassionate leadership in higher education. Another student, Rachel Bowron, used the course as a springboard to a new career opportunity, and has taken on a new role as Group Mental Health and Wellbeing Manager for a large veterinary employer.

After attending the ROK launch event, O3E, a BCorp certified team building and events company was inspired to appoint a Director of Kindness. O3E hosts team-building activities that bring teams together to create something of real value; during their first event, teams built 34 bikes that were donated to an East London charity. We’re delighted to see O3E spotlighting the importance of kindness in this visible way.
We invited placement student Kerry Moor to come up with a way to spread the word about kindness on The University of Sussex campus. She rose to the challenge, and developed The Kindness Corner: an interactive space where people can share their thoughts about kindness, learn about kindness, and carry out kind acts in the moment. The Kindness Corner toured campus, starting in the Student Centre, moving to the Meeting House, the Library Cafe, and finally the Student Study Space in the Psychology building. Kerry also arranged for an origami class to be offered every day, with the intention of having people give away their origami piece to a stranger, as an act of kindness.

You can learn more about The Kindness Corner by reading a blog post that Kerry authored, that was shared in a staff newsletter to all members of the University of Sussex community.

**Kindness in Schools**

Kerry drew on the research and expertise of ROK members to feed into a lesson plan on kindness that was developed by Gen+: a Scottish charity that aims to “provide every child, in every classroom, with a leadership and personal development programme that helps them to recognise and develop their unique skills and talents”. This new lesson on kindness will be taught to pupils in 37 schools across Scotland.
BOOKS:


Book Chapters and Journal Articles


- Buchanan, K., & Sandstrom, G. M. (2023). Buffering the effects of bad news: Exposure to others’ kindness alleviates the aversive effects of viewing others' acts of immorality. Plos one, 18(5), e0284438.


• Ferrell, A., Levstek, M., & Banerjee, R. “We Have a Voice. We Exist.”: Value of Basic Needs Satisfaction for Well-Being and Goal Development in Inclusive Theater Spaces for Young People. The Journal of Creative Behavior.


Sandstrom, G.M. (2023). Even minimal student-instructor interactions may increase enjoyment in the classroom: Preliminary evidence that greeting your students may have benefits even if you can't remember their names. PLoS ONE

