

Project proposal

Project title	Applying novel methods to inform critical health behaviour interventions	
First Supervisor	Professor <input type="checkbox"/>	Andrea Petroczi
Second Supervisor	Prof. Declan Naughton	
School	Life Sciences <input type="checkbox"/>	
Other member of supervisory team (no more than three KU supervisors in total)	Dr. Tamas Nepusz	
Specific requirements beyond 2:1 degree		

Project summary (max 4,000 characters)

MSc by Research

Obtaining reliable information about health compromising behaviour such as habitual excessive drinking or illicit drug use is a challenging task but is fundamental to evaluate the need and effectiveness of interventions. Although self-reports are inexpensive ways to obtain epidemiology data, owing to the intrusiveness of the questioning, the level of social undesirability of the response and the perception of disclosure to a potentially transgressing or embarrassing event to a third party influences people's willingness to answer honestly. Indirect estimation methods that provide extra protection above anonymity are widely used in epidemiology. It is recognized that estimation models are superior to direct self-reports but they are criticized for their susceptibility to noncompliance. Efforts have been made to address this shortcoming but the mechanism of noncompliance was seldom investigated. Recent advances at Kingston resulted in a model that is capable of statistically differentiating and estimating deliberately malicious and innocuous noncompliance but linking these to actual behavior is yet to be made. Thus this project aims to validate the cheating-detection estimation model in a series of experimentally manipulated conditions to elucidate how respondents manipulate their answers, coupled with objective verification of the behaviour via hair analysis.