

**Class, Gender and Consumerism**

**In Industrial Scotland, c. 1939 – 1997**

**Project Information**

**About Me**

My name is Hayley Cross and I am studying towards a PhD degree in Economic and Social History at the University of Glasgow. I have previously completed two degrees in History and have experience in conducting research involving members of the public. I am supervised by two members of academic staff and I have provided the contact details of my primary supervisor below.

**About the study**

To obtain the PhD degree students must carry out an original research project. The main theme of my project is *consumer experiences* in Scotland over the course of the twentieth-century.

‘Consumer experiences’ includes areas such as; experiences of buying and using goods and services, attitudes towards fashion and taste, changes in shopping practises, experiences of credit, debt and poverty and the growth in consumer goods and spending.

My project seeks to explore and understand what people think about the things that they consume and their experiences of being a consumer. I hope to meet with approximately 40 people to discuss these issues.

**Taking part**

I would like to ask for your help in completing my project. If you decide to take part in the study, you will be asked to participate in one informal interview, lasting around 60 minutes. The interview will be arranged for a mutually convenient time and location. Should you wish, I am more than happy to visit you at home to carry out the informal interview. With your permission I would like to tape record the interview and take brief notes during the session.

Interviews will be informal in nature and questions will be designed to broadly examine the main themes. *You will be in control of how much, or how little, you wish to discuss with me. You do not have to answer any questions you do not wish to and may stop the interview at any time.*

**Your answers**

I will produce a final research project, called a thesis, which will be assessed by my supervisors at the University of Glasgow and other academic staff. Your answers, along with other participants’, will provide the main body of my project. All participants will be given a false name in my final work.

If you decide to participate in my study I will provide you with more detailed information on how I intend to handle your answers and further information on the process of recording and storing the interview data.

**Get in touch**

If you are interested in taking part in my project, or would like more information about it, please contact me using the details below or return the ‘Pre-Interview Questionnaire’ using the addressed envelope provided.

My email address is [h.cross.1@research.gla.ac.uk](mailto:h.cross.1@research.gla.ac.uk)

My mobile phone number is 07580837058

(Please leave a message and I will return your call.)

You may also contact:

My supervisor, Dr James Phillips, who is a senior lecturer in the Economic and Social History unit;

His email address is [James.Phillips@glasgow.ac.uk](mailto:James.Phillips@glasgow.ac.uk)

His telephone number is 0141 330 8426

**Many thanks for your interest in my project.**