

Assignment form I Lab 2022-2023
Outreaching program, Tilburg University

Main characteristics



<u>Title of lab</u>	The International Cool Gender Hunt. Future Femininities, Masculinities and Gender. To give you an idea; Cool Gender Hunt - hunt for Cool seeds that have future growth potential (scienceofthetime.com)
<u>Professor/Lab supervisor:</u>	Prof. dr. Carl Rohde (More: connect to me on LinkedIn)
<u>Name of the chair</u>	Future Forecasting and Cultural Sociology
<u>General information</u>	
<u>Number of students</u>	Minimal 25
<u>Period</u>	September 2022 – June 2023 (or shorter)_
<u>Effort per student</u>	~100h/student 6 ECTS. 5 meetings.
<u>Effort for supervisor</u>	5 meetings in September, October, November. Meetings will be hybrid. Plus: 4 times Cool hunt assignment and 1 time assignment to analyse the collected material.
<u>Final presentation</u>	Creating two Analytic Circles and explaining their future growth potential. One: individually. One: group work.



Background of the project

Study and research topics: Changing Femininities, Masculinities and Gender – not in the least illustrated by: pop music. You are going to be trained as a Cool hunter. Based on the presentations of Carl Rohde you are going to 'hunt' on Seeds & Signals that have future growth potential in the designated area of research. You are going to blog about it – we help you with your writing skills. All blogs will be collected in a secluded virtual work space – for you, by you. You will study the blogs, and you will be taught how to analyse them.

Problem statement How have masculinities and femininities, and more recently: gender developed during the last decades? How to explain the changing landscape? And: how to forecast the future of these substantial topics?

Stakeholders All who are interested in how males and females (genders) are changing. How they relate to each other in the future. More specific: educational institutes, research companies and business areas (from fashion over medicine to digital marketing) will be interested.

Research approach

You will become a Cool hunter. You will be invited to open up and practice your imagination. You will become more trends- and innovation sensitive. Your writing skills will improve. You will improve – together and individually – your analysing skills. The research approach is creative and innovative: Cool hunting.

Final reporting

- Final presentation:
- Final report (type?)
- Other
- You will present and defend the two Analytic Circles you will construct. One of them will be discussed in class. The other one will be in the form of a short paper.

Organizational issues

Meeting will be two, three hours each. Dates will be settled according to what fits best in your agenda. Meetings will also be presented online, to alleviate agenda tensions.

Cool Gender hunters will not only be recruited from Tilburg University. Also (other) international aspiring Cool hunters, interested in the subject can apply.

