



SeNSS POST-DOCTORAL FELLOWSHIP COMPETITION:

AN EXAMPLE OF AN EXCELLENT APPLICATION

PDF Project title

“Reframing ways of doing, talking, and thinking about legal and economic phenomena”

PDF SeNSS Pathway

Socio-Legal Studies

What was your PhD title?

“Beyond Embeddedness: Rethinking an Economic Sociology of Law”

Your PDF objectives

The Fellowship will give me the opportunity to focus on three key complementary objectives, each of which aims at the broadest possible dissemination and impact of my research.

1. To develop and enhance my publications record by publishing:
 - One short form monograph with Routledge based on my doctoral thesis. This responds to the literature published in the wake of the financial crisis urging a “re-embedding” of the law and economy in society. I show why this framing is unhelpful and suggest a way of shifting the narrative beyond embeddedness, thereby allowing more innovative and socially beneficial responses to the financial crisis. The book will be non-technical and will use illustration, graphic design, personae and vignettes to make the conceptual discussion engaging, visible and tangible to academic and non-academic audiences.
 - At least two blog posts on high traffic, non-technical blogs such as The Conversation, Times Higher Ed., and The Guardian. Publicised on social media and raising awareness of the website (below), these will combine my illustrations and animations with the conceptual arguments to engage and raise awareness of reframing the way we do, talk, and think about legal and economic phenomena.

2. To develop my professional networks through:

- Presenting at two conferences to disseminate my work, gain feedback, network and identify potential collaboration opportunities.
- Affiliation with the Institute of Creative and Cultural Industries (ICCI) at Kent and engagement in their outreach programmes.
- Affiliation with the Centre for Critical International Law (CeCIL) at KLS, offering opportunities for dissemination and collaboration.
- Sustained engagement with City, University of London Law School through my second mentor.
- Sustained engagement with charities like “ECNMY” and their outreach and research, offering dissemination and collaboration opportunities
- Using these networks and experience, as well as my mentor’s experiences of hosting highly- participatory workshops to host one workshop for students at KLS focusing on the creative communication of complex concepts whilst challenging students to expand their own creative skillset.

3. To develop my digital and creative skills by:

- Undertaking training in Adobe InDesign, building on my existing digital art and computer design skills that enable the visualisation of sociolegal frames, concepts and methods.
- Progressing my digital portfolio of artistic and 3D modelling of sociolegal concepts and frames. This enables broad dissemination, understanding and engagement with my work by academic and non- academic audiences, maximising impact
- Developing a website for a ‘Legal Design’ of Methods. Initially hosting my own portfolio, this will be developed over the Fellowship to showcase other creative visualisations of sociolegal methods, concepts and frames. The site will host content that applies ‘legal design’ principles to sociolegal methods and methodologies, responding to the lack of visual learning and teaching resources for the sociolegal community, driving forwards a cutting edge means of disseminating innovative conceptual content to both academic and non-academic audiences.

Proposed research project: summary

The way we talk matters. The words, frames and concepts that shape our dialogue also shape our responses to events like the financial crisis of 2008, the current environmental crisis, and ongoing unfolding social catastrophes (Lakoff, 2014). The vocabulary available to talk about, think about, and do legal and economic aspects of interactions is deeply important, but often overlooked. A striking contemporary example of the importance one word can play is “embeddedness”. My research traces the history of the concept of embeddedness from Polanyi’s “always embedded economy” (Polanyi, 1944). I examine Granovetter’s accidental revival of the concept in 1985,

before exploring its incarnation as the “core concept” of scholarly lenses like economic sociology of law (ESL) and the current confusion surrounding it (Granovetter, 1985; Krippner et al., 2004). I then turn to contemporary popular literature published in response to the financial crisis which frequently states that the economy is either “obviously embedded” in society (Raworth, 2018), or that society has become embedded in the economy and its regulation (Earle et al., 2017).

The implication is that it is in part due to the separation between law, economy and society that we failed to predict and respond effectively to the crisis. In this way, the concept of embeddedness offers us a convenient hook on which we can hang the problems of the relationships between law, economics and society. But in reality it is confused and ambiguous. Are law and economy embedded in society, or is society embedded in law and economy? Moreover, the ongoing commitment to the concept of embeddedness stifles innovative reframing of the role of legal and economic phenomena. The concept of embeddedness re-entrenches existing ways of doing, talking and thinking and the neoclassical and doctrinal origins and implications of these frames. This is important because it prevents us from appraising which voices, values and interests we wish to prioritise. To reframe, we need new ways of doing, talking and thinking about legal and economic phenomena that move us beyond current frames and current commitments to concepts like embeddedness. Using concepts from law, economics, sociology, anthropology, linguistics and psychology, I propose one way of moving beyond embeddedness. By focusing on interactions rather than actors, and feedback loops rather than embeddedness, we can develop new ways of talking about legal and economic phenomena that can highlight and value diverse voices and interests. Instead of focusing on growth, what if we were able to prioritise equality, equity, sustainability and/or justice?

The originality of my work lies not only in its content but in its communication. Specifically, it seeks to build upon emergent scholarship around the application of design-based methods in sociolegal research which argue that ‘designerly ways’, in particular the emphasis on communication, experimentation and making things visible and tangible, are especially suited to addressing sociolegal concerns (Perry and Perry-Kessarlis, 2019; Perry-Kessarlis, 2020, 2017). Words are inherently limited in their capacity to challenge dominant frames and “ways of knowing” (Cross, 1982). So I will use visual methods to critically explore the concept of embeddedness and its possible alternatives, specifically digital art, graphic design, 3D computer modelling and animations. In this way I will employ the “Carlsberg effect” (Bernstein et al., 2015) of reaching the places that words cannot, and the subconscious voices and interests therein, and generate innovative and interactive ways of engaging wider audiences beyond academia. As a result, the proposed project combines ground-breaking research in sociolegal methods and concepts with cutting edge means of engagement that seeks out impact beyond the university through increased awareness and understanding of the importance of how we frame the legal and economic (Reed, 2018).

Beneficiaries

In keeping with the project emphasis on design-based principles (Stickdorn et al., 2018), the three main beneficiary groups of my work are represented in persona form. These characters were developed as vignettes in my PhD thesis and facilitate a more nuanced exploration of the relevance of methods and concepts of daily micro-level interactions in real lives. Although the proposed project seeks to maximise potential long-term impact through engagement with academic researchers (Ann) and the general public (Lil), the actual expectations, perceptions and experiences of all three beneficiary personae will be addressed in the proposed project outputs.

- Academic Ann works in the law department at a university. Balancing her research and teaching, she is currently planning a fieldwork trip to Sri Lanka to interview stakeholders about the importance of the legal system for foreign investment. While her work is sociolegal, she is keen to explore alternative lenses and frames. Applying an ESL lens to her project, she is able to compare the resulting differences in actors identified and voices and interests prioritised. The lens she chooses therefore has a clear impact on the outcomes of her research. Ann represents researchers with an interest in sociolegal concepts and methods, international economic law, law and development, and 'legal design'. She will benefit from the book mapping the emerging field of ESL and will be interested in the blog posts and website as an accessible and quick way of exploring methods, frames and concepts and the tangible differences these could make to her empirical research. Ann will also appreciate the book's and website's creative and interactive communication of concepts and frames for her teaching and will see this as an exciting way of engaging her students. She will be able to benefit from discussion on the website leading to dialogue and knowledge co-production.
- Policy Polly works at an international finance institution where she researches and designs international development policy. Polly is aware of the limitations of the mainstream neoclassical and doctrinal frames she uses and has heard about ESL and its ability to simultaneously balance diverse and conflicting voices, interests and groups of actors. She explores how it could contextualise and refine her policy proposals through its ability to highlight the needs and interests of economic and non-economic voices, enabling greater impact within the communities that she wants to help. Polly represents researchers at think tanks, institutes, and international organisations who are looking for alternative narratives and ways of framing their research. While appreciating the book and blog posts, Polly will most benefit from online interactive content on the website as this will be visually attractive as well as providing quick ways of communicating complex concepts.
- Lay Lil is retired and looks after her grandchildren. She doesn't consider herself a citizen activist but takes a keen interest in responses to the financial crisis and the impact this has had on her community. Having read books by Raworth and Earle, she feels that there are better ways of doing, talking and thinking about legal and economic interactions that can respond to the financial crash and

environmental crisis more inclusively. Lil will enjoy the book and website and will engage with the blog posts. She will be able to comment on posts, portfolios and interactive content on the website, enabling knowledge co- production and dialogue with a wide audience. Analytics tools will enable tracking and monitoring of engagement, allowing this to be maximised in future posts for understanding, awareness and impact.

Ann, Pol and Lil are currently waiting to meet you at <https://claresresearchblog.com/2020/01/26/making-research-relevant-meet-ann-pol-and-lil/>

Impact plan and user engagement

The potential impact of my research both within and beyond academia (demonstrable shifts in behaviour, culture and attitudes) will be enhanced by dissemination in engaging formats, thereby laying future pathways to impact (Reed, 2018). The proposed Fellowship research programme therefore seeks to maximise awareness and understanding of the importance of how we frame (do, talk and think about) legal and economic interactions; and of how by visualising those frames in creative and interactive ways, beneficiaries can better understand, compare, imagine, revise and replace them.

Academic impact

The following scholarly activities will increase awareness and understanding of the way we do, talk, and think about legal and economic phenomena, and the problems that can arise when we lack the tools to shift the narrative:

- Two conference presentations will provide feedback and dialogue opportunities while suggesting future collaborations.
- Affiliation with the ICCI and CeCIL will offer networks through which I can present and promote my own research while identifying possible future collaboration opportunities.
- The book will be publicised at the conferences and on social media, as well as using the publicity tools of the publishers and the University of Kent's press office. Professional networks like SLSA and SLS will be approached to highlight the book through social media and newsletters.
- Blog posts will be linked through social media channels and will publicise the book and website, encouraging submissions to the latter.

Non-academic impact

The possibility of non-academic impact from the Fellowship will be enhanced through the following channels:

Engagement with the ICCI and ECNMY in their outreach programmes, and the workshop for students hosted at KLS with the support of CeCIL. This will directly raise awareness of framing and creative communication with attendees, while enabling dialogue and co-production of knowledge. Feedback forms at the beginning and end of the workshop will measure its impact and allow for carefully designed

pathways to impact to be planned beyond the Fellowship that can translate awareness into impactful and measurable behavioural and cultural changes with tangible benefits for society.

Blog posts on popular websites that will publicise the book and website, and will be linked to from social media accounts, maximising publicity for the research. Analytics tools can then measure engagement with the posts, allowing for targeting of content production and promotion that maximises effective communication and impact.

A website for visualising sociolegal methods that will host engaging and interactive content highlighting the importance of frames and why we should shift the narrative. Analytics and monitoring of web statistics will allow careful (re)assessment of effective publicity, engagement and communication.

Search engine optimisation will maximise site traffic, supplemented with links to the website from the proposed blog posts on high-traffic sites, institutions I will be affiliated with (University of Kent and City University), accounts of professional organisations such as the SLSA and SLS, charities such as ECNMY and Rethinking Economics, and legal design sites such as TL;DR and LawBore who have offered to host content and promote my website. New posts, portfolios and updates will be publicised using social media, including requesting reposts from institutional and professional accounts with a high number of followers, while comments will enable dialogue and a means of measuring increase in awareness of the issues.

The book will be publicised in the blog posts and on social media. Organizations with shared interests will be approached to review, feature, or link to the book, and analytics will be tracked to maximise future engagement, and I will explore how to feature the book on Amazon, Goodreads, and popular online literary forums, linking the book with literature in a similar genre.

Ethical considerations

As I am not undertaking new research during the Fellowship and am not generating new data, there are no relevant ethical considerations.

The digital artworks and creative content I will develop will be subject to a creative commons license, and all publications will be open access.

I plan to use feedback forms to measure the impact of the workshop on participants' awareness and understanding of the way we frame legal and economic discourse. The feedback forms will be anonymous and will not generate any new research data but will allow me to carefully tailor future pathways to impact to maximise understanding.

Justification of Resources: Staff costs (Fellow's Salary)

The Fellowship will be 24 months in duration with Clare Williams working part time on the project. During this time, the Fellow will publish her PhD thesis in the form of a short book including design-led content. Based at Kent Law School (KLS), she will work closely with the Centre for Critical International Law (CeCIL) and the Institute for Cultural and Creative Industries (ICCI). She will engage with the charity ECNMY and will host one workshop at KLS for students. She will additionally develop an interactive online website applying 'legal design' principles to sociolegal methods and will publish two blog posts on non-technical, high-traffic sites publicising her work. The fellow will be appointed at the bottom of the post-doctoral researcher salary scale (grade 7/31), with a basic salary of £xxx.

This equates to a total of £xxx at 0.5fte each year for the two years, including superannuation and NI contributions.

Justification of Resources: Other Directly Incurred Costs

Mentoring costs

In addition to the Fellow's salary, the primary mentorship must also be costed. The fellow will meet the primary mentor for one hour per fortnight for 24 months (this is a total of 44 hours). The cost of the primary mentor's time on this project will be £xx over the two years. A second mentor is also required. This will be xxx at University xxx. The Fellow will meet with xxx for 12 hours over the life of the Fellowship, equating to half an hour per month for the 24 months of the part time Fellowship. The primary mentor's time on this project will therefore be £xx. Total mentoring costs are £xxx, leaving £xxx remaining in the "Other Costs" budget.

Training Costs

The Fellow will enrol in "Digital Illustration", an online short course at Central Saint Martin's, UoA, London.¹ This is necessary to consolidate and expand her skills with Adobe Photoshop and Illustrator to enable the creation of high quality creative and design content. The cost of the course is £xxx including VAT. Total training costs are £xxx.

Equipment Costs

To be able to undertake the training in Adobe InDesign (Photoshop and Illustrator) and to allow rendering and compositing of 3D graphics and animations using Blender, the Fellow will require computing power in excess of that ordinarily supplied by KLS. The quoted PC meets the required specifications. This also meets the requirements of flexible working given the Fellow's long term health conditions, as discussed with and supported by KLS.

- Intel Xeon 8-core CPU, 1TB HDD, 32GB RAM and Nvidia GForce RTX graphics 8GB: £xxx
- UltraHD (3840x2160) LED monitor necessary for detailed graphical work: £xxx

The Fellow already has a suitable keyboard, mouse and means of graphical tablet input (see below) so these do not need to be purchased. **Total equipment costs: £xxx**

Justification of Resources: Impact-related costs

Impact-related costs total £xxx, or just over 14% of the total budget. These are:

Conference Presentation Costs

The Fellow will present her work at the SLSA annual conference in Cardiff, 30 March

– 1st April 2021 in the Methods and Methodologies stream. This will showcase her work and publicise the website as a sociolegal resource to an international audience of sociolegal scholars, offering feedback and discussion while also allowing for the identification of future collaboration opportunities. She will also promote the website and encourage submissions.

SLSA Cardiff 2021		Further details:
Proposed focus		Reframing ESL: what embeddedness can tell us about the way we do, talk, and think about legal and economic phenomena.
Registration	£xx	
Travel costs	£xx	Driving, calculated using RAC website
Accommodation	£xx	2 nights' accommodation
Subsistence	£xx	£15/day for three days
Total	£xx	

She will also present her work at the 2021 SLS conference (location tbd), disseminating her work on methods and frames and generating future impact while expanding her networks and identifying possible future collaborative opportunities. The audience will be broader at this conference, offering more diverse networking and collaboration opportunities, as well as providing feedback and dialogue with a broader group of legal scholars.

SLS 2021 (estimated costs)		Further details:
Proposed focus		A “legal design” of methods: how to reframe through visual and design-led content (promoting the website and design portfolio)
Registration	£xx	
Travel costs	£xx	Estimate based on driving costs
Accommodation	£110	2 nights' accommodation
Subsistence	£xx	£15/day for three days
Total	£xx	

Her total conference costs are **£xx**.

Publication Costs

To achieve maximum dissemination and exposure of her work, and the construction of a teaching and learning resource for the sociolegal community, the Fellow will develop an interactive online resource showcasing visualisations of sociolegal methods, methodologies, concepts, frames and lenses. Having received advice from web developers, the Fellow has been advised that WordPress with appropriate plugins like Draw Attention will give her the required interactivity to make the site engaging and accessible. The quotes for this for the life of the Fellowship are as follows:

- Domain name: £xx per year = £xx
- WordPress hosting and support: £xx per month = £xx
- Draw Attention Plugin and support for interactive graphical and visual content on site: £xx.

The University has existing licenses for Adobe Photoshop, Illustrator, and VideoScribe which the Fellow can access to undertake the proposed training to expand and develop her digital art and design skills, in particular with regard to vector illustration. This will increase the accessibility of her work and maximise engagement. She already has access to ProCreate and FlipaClip on iPad, while the 3D modelling software the Fellow will be using, Blender, is open source and industry standard. She will need access to the AstroPad app (£xx through Apple App store) which will allow her to use the iPad as a graphics tablet, directly inputting creative and artistic content into Adobe Photoshop and Illustrator. The total publication costs are **£xx**

Workshop costs

Printed materials will be needed to both advertise and guide the workshop. Additionally, feedback forms will allow the Fellow to measure engagement and impact. Printing costs for the workshop will be xx. To fully participate in the workshop and explore visual approaches for the effective communication of complex concepts and frames, students will require materials such as sheets of A1 paper (£xx for 20 sheets) and marker pens (£xx for 2 sets of 23 marker pens, plus 5 packs of 2 Sharpie Chisel tip markers at £xx which is £xx). Total workshop costs are **£xx**

The total costs for the Fellowship are £xxx

The Case for Support (Abstract)

The way we talk matters. The words, frames and concepts that shape our dialogue also shape our responses to events like the 2008 financial crash, the environmental crisis, and other unfolding social catastrophes (Lakoff, 2014). The vocabulary available to talk about, think about, and do legal and economic aspects of interactions is deeply important, but often overlooked, and a striking contemporary example of the importance one word can play is “embeddedness”. Situating my research in the traditions of economic sociology and economic sociology of law (ESL), I trace the history of embeddedness from Polanyi’s “always embedded economy” (Polanyi, 1944). I examine Granovetter’s accidental revival of the concept

in 1985, before exploring its incarnation and application as the “core concept” of scholarly lenses like ESL and the current confusion surrounding it (Granovetter, 1985; Krippner et al., 2004). I then turn to contemporary popular literature published in response to the financial crash which frequently states that the economy is either “obviously embedded” in society (Raworth, 2018), or that society has become embedded in the economy and its regulation (Earle et al., 2017). The implication is that it is in part due to the separation between law, economy and society that we failed to predict and respond effectively to the crisis. In this way, the concept of embeddedness offers us a convenient hook on which we can hang the problems of the relationships between law, economics and society. But in reality it is confused and ambiguous. Are law and economy embedded in society, or is society embedded in law and economy?

As a sociolegal lens, ESL is a valuable way of challenging the limitations of mainstream doctrinal and neoclassical frames and also offers us a convenient microcosm for analysing the role of concepts like embeddedness in wider discourse (Ashiagbor et al., 2014, 2013; Cotterrell, 1997; Frerichs, 2012; Perry-Kessaris, 2011). Using insights from performativity (Callon, 1998; MacKenzie and Millo, 2003), sociology and sociolegal theory (Cotterrell, 1997; Giddens, 1984), legal geography (Bernstein et al., 2015), anthropology (Leite, 2017), psychology and linguistics (Lakoff, 2014; Lakoff and Johnson, 1980), my research explores the limitations of mainstream frames. I show that the implied conceptual separation at the heart of any talk of “embeddedness” is at odds with the reintegrative and constructivist goals of ESL (Giddens, 1984; Law, 2008; MacKenzie and Millo, 2003). Thus, for sociolegal scholars, if we accept that the “legal” (or “economic”) is inherently an aspect of the social, we cannot speak of one being “re- embedded in” the other. Doing so entrenches their conceptual separation and the doctrinal and neoclassical origins of mainstream ways of doing, talking and thinking (Lakoff, 2014; Lakoff and Johnson, 1980).

Why does this matter? An ongoing commitment to the concept of embeddedness is stifling innovative responses to events like financial, environmental and social crises by preventing creative reassessments of the relationships between the legal, economic and social realms. I show that we cannot challenge the way we do, talk or think by using those very same ways of doing, talking or thinking, and I propose one way of shifting the narrative *beyond* embeddedness. By focusing on interactions (rather than actors) and feedback loops (rather than embeddedness), we have a radical new way of doing, talking and thinking about legal and economic phenomena. So instead of talking about the “law” and “economy”, we can talk about legal and economic aspects of (social) interactions. This shift in focus back to the social allows us to appreciate broader values, interests and voices. So, for researchers, we can move away from GDP or productivity and simultaneously appreciate complex and flexible familial ties to land, kinship, and the value of sustainability and environmental protection, for example. For the general public, by shifting the narrative away from doctrinal and neoclassical frames, we have a means of realising innovative social consequences by prioritising justice, equity, equality, sustainability or fairness, for

example.

The originality of my work lies not only in its content but in its communication. I build on emergent scholarship around the application of design-based methods in sociolegal research which argues that the ‘designerly ways’, in particular the emphasis on communication, experimentation and making things visible and tangible, are especially suited to addressing sociolegal concerns (Perry and Perry-Kessarlis, 2019; Perry-Kessarlis, 2020, 2017). Words are inherently limited in their capacity to challenge dominant frames and “ways of knowing” (Cross, 1982), so I employ visual methods to critically explore the concept of embeddedness and its possible alternatives, invoking the “Carlsberg effect” (Bernstein et al., 2015) of reaching the places that words cannot, and the subconscious voices and interests therein. I will use digital art, graphic design, animations and 3D computer modelling to generate innovative and interactive ways of engaging wider audiences beyond academia. In this way, the proposed project combines ground-breaking research in sociolegal methods and concepts with cutting edge means of engagement that seeks out impact beyond the university through increased awareness and understanding of the importance of how we frame the legal and economic (Reed, 2018).

The Case for Support (Impact)

My ability to produce project outputs to the standard necessary for strong academic and non-academic impact is evidenced by the fact that I have, on the one hand, published two peer-reviewed journal articles and an SLSA blog post exploring ESL in different contexts, as well as presenting six conference papers and one poster; and on the other hand have consistently blogged and developed my own social media platforms to disseminate my research to a variety of audiences, including several 3D visualisations of legal and economic interaction patterns. My work is original both in its content through a comprehensive yet critical appraisal of an emerging field of research, and in its presentation through visualisations of methods and concepts. Whilst the Fellowship gives me the opportunity to maximise the impact of my work, it also offers the unique opportunity of training in digital arts and 3D computer modelling, giving me the skills to further develop visual approaches to sociolegal methods. Additionally, it will allow me to build an interactive and featureful website benefiting the sociolegal community as a teaching and learning resource for sociolegal methods and ‘legal design’. This urgent work cannot happen without the funding, skills and support requested, and the following sections set out how I plan to maximise the impact of both my core research (ESL) and its innovative dissemination (visualising sociolegal methods).

Dissemination-driven impact across the life of the Fellowship will seek increased awareness and understanding of how we frame the relationship between law, economy and society among both academic and non-academic audiences. The outreach programmes and workshop, conferences and online blogs and website will offer the greatest opportunities for dialogue and feedback, enabling me to monitor engagement and measure awareness and understanding, adjusting my strategy over the course of the Fellowship to maximise impact. Future pathways to impact

seeking demonstrable behavioural, cultural or attitudinal changes will build on the work undertaken during the Fellowship, and I plan to apply for an ESRC New Investigator Grant to further develop the research and resources proposed.

Output	Targeted Audience	Output
<p>Monograph (Routledge short book series, edited by Colin Perrin)</p>	<p>Academics (sociolegal scholars, methods, international economic law, development, and 'legal design'), as well as policy researchers (international development) and a lay but interested audience</p>	<p>To engage academic and policy researchers and the general public the book will be written in an accessible, non-technical style that avoids jargon. It will use visuals and graphics as well as personae and vignettes to explain the core concepts engagingly and accessibly. Academic publicity at conferences will supplement newsletters of professional organisations like the SLSA. I will publicise the book beyond academia using social media, the website, and the non-academic blog posts. Additionally, I will work with the publisher to maximise their publicity, encouraging book reviews and recommendations on popular sites like The Guardian and Goodreads, linking my work as suggested further reading for related titles. The use of social media, in particular making use of links with institutional accounts like the University of Kent and ESRC, and the website will reach an international audience and engage in dialogue and public debate while being able to track engagement, awareness and understanding through analytics.</p>
<p>Blog posts</p>	<p>The general public, but academic and</p>	<p>To engage the general public, at least two blog posts about my research and approach will be published on sites like The Conversation, Times Higher Ed., and The Guardian. These will be non-technical, jargon free, and visually</p>

policy researchers will also be interested	engaging. The posts will be linked from my own website and social media accounts as well as the proposed website, and I will ask institutional accounts like Kent Law School to share links. Analytics will track interaction with the posts, giving me the data to maximise future engagement through careful targeting. The ability for comments and feedback offers space for public
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		dialogue and the tools to measure, evaluate and maximise the effectiveness of communication in raising awareness and understanding.
Workshop for students with CeCIL at KLS + ICCI outreach programme + ECNMY outreach programme	Students at the University of Kent Law School (UG and PGT)	The workshop will explore how we might frame complex concepts concisely and creatively. A feedback form at the start and the end of the workshop will measure demonstrable changes in awareness and understanding resulting from the workshop. The workshop will be planned in collaboration with the Centre for Critical International Law (CeCIL) at KLS, and I will work closely with the Institute for Cultural and Creative Industries (ICCI) as it develops a programme of activities consolidating its role as a creative hub for interdisciplinary dialogue at the University of Kent. This will promote my own research throughout the University while also identifying future opportunities for interdisciplinary creative collaboration. Engagement with the charity ECNMY will enable involvement in their outreach programme, increasing awareness of my research and developing my network.
A portfolio of digital art, 3D computer modelling and	Academic, policy and the general public	Using the principles of 'legal design' to make research visible and tangible, my artistic visualisations of sociolegal methods portfolio is an innovative and original approach that accessibly engages both academic and non-academic audiences. The development of my portfolio will be enhanced by access to training and software during the Fellowship, and the work will be

<p>animation exploring ESL and sociolegal frames</p>		<p>publicised at conferences and outreach programmes, and will feature on the proposed website (below). The work both interrogates and drives forward the narrative, while demonstrating the possibilities of cutting-edge design principles applied to legal research. The work will be regularly promoted on social media and through Kent and City's networks. It will also link to/from existing 'legal design' sites and professional organisations such as SLSA and SLS. Engagement with content will be monitored and maximised through analytics, giving me data on which to carefully construct future pathways to impact seeking demonstrable changes in behaviour, attitude or culture deriving from my work.</p>
<p>A Visualisation of Sociolegal Methods website</p>	<p>Academic and policy researchers, law teachers and students, and the general public</p>	<p>To maximise dissemination, the website will be targeted at academics with an interest in sociolegal methods and the general public. I will use all available channels to publicise the site, asking SLSA and SLS, the University of Kent and City University, ESRC and charities with shared goals to link to the website. SEO and links to institutional sites will maximise google rankings while use of analytics will allow monitoring and fine-tuning of engagement and dialogue. Additionally, the blog posts and social media notifications will highlight and link to the website, engagements which can be tracked, measured and maximised accordingly. The website will be developed in line with ESRC guidelines and best practice for planning, building and managing a website for research dissemination. Comments on the site will provide a forum for feedback and discussion with a global audience, and the resulting dialogue will let me measure increases in awareness and understanding that can be translated into tangible</p>

and demonstrable cultural, behavioural and attitudinal changes going forwards.

Academic impact

Sociolegal scholars, international economic law and development researchers, and social scientists with an interest in methods, methodologies, frames, concepts and lenses will benefit from the content and presentation of my work. By mapping an emerging area of scholarship, the book comprehensively reviews the small body of existing literature that responds to the limitations of existing ways of doing, talking and thinking about legal and economic phenomena (Ashiagbor et al., 2014, 2013; Frerichs, 2012; Perry-Kessararis, 2015) that will benefit sociolegal researchers. Proposing one way of reframing the relationship between law, economy and society, the book offers an empirically grounded, theoretically informed lens for sociolegal research, policy, and broader discussion throughout society on what we might expect from regulatory and economic systems and the voices and interests these are able to prioritise. This will benefit sociolegal researchers working at the interface of legal and economic phenomena by offering a new lens through which they can approach their own work more effectively.

The book, blog posts and website will be publicised to an academic audience through conference presentations and networking. I will ask organisations like the SLSA and SLS to review and share links to my publications in their newsletters and online social media threads, as well as using the resources at the university of Kent and social media to link to the book and blog posts. The proposed website will be linked from the sites of organisations like the SLSA and 'legal design' sites, while the use of search engine optimisation and analytics will maximise traffic while tracking engagement with the content giving me data to effectively target future posts. The website and feedback forums will engage an international audience while providing space for public dialogue about the way we frame legal and economic phenomena giving me tools to track awareness and understanding among the audience. This will allow me to show a demonstrable shift in the way visitors to the site perceive the way we do, talk and think about the law and economy resulting from interaction with my work. The visual and creative aspects here are crucial in both generating initial interest but also exploring how it might look to frame our public debates differently.

The development of a website for creative explorations of ESL and sociolegal methods will, in time, host other visual explorations of sociolegal methods, methodologies, frames, concepts and lenses (Perry and Perry-Kessararis, 2019; Perry-Kessararis, 2020, 2017). This website responds to the growing demand for law to engage more proactively with a wider section of the community, and 'legal design' has responded to this. Further, the development of graphical resources for the teaching and broader communication of substantive areas of law indicates that there is a real need for three-dimensional learning that incorporates collaboration, interactivity and simulation (Ahrens, 2015; Allbon, 2019; Reeves, 2016; Reeves et

al., 2017). The popularity of engagement through interactive sites (see LawBore, TL;DR, Graphic Advocacy Project, Legal Design Lab, etc) and their proven ability to communicate and engage identifies the role of such resources in the developing consumer-led environment of higher education (Allbon, 2019). The website will benefit sociolegal scholars and academic researchers interested in design and will be continuously promoted through sociolegal networks such as SLS and SLSA with regular assessments of visitor data to analyse the most effective ways of engaging and communicating. Regular posts on the site, as well as regular links to other 'legal design' resources and related content will maintain the site's search engine rankings.

Pathways to impact

The outreach programmes, workshop, and engagement at conferences and online with a global audience will give me the tools and data to translate impact from the Fellowship into demonstrable shifts in broader social behaviour, culture and attitudes about the way we frame legal and economic discourse going forwards, and I plan to apply for an ESRC New Investigator Grant to further develop the achievements of the SeNSS Postdoctoral Fellowship. Dissemination of written and visual research and networking are prioritised during the Fellowship as a way of achieving increased awareness and understanding of the importance of framing legal and economic phenomena among academic and non-academic audiences. Ideally published by Routledge, the book will be promoted online through the publisher's promotions, but additionally I will seek out opportunities for it to be reviewed on sites like The Guardian and Goodreads.

To identify and target interested general readers, I will contact online book sellers and reviewers like Amazon and Goodreads to request the recommendation of my book to readers who buy similar literature, such as Raworth's *Doughnut Economics*, or Earle's *The Econocracy*. I will link my work to existing popular literature in a similar genre online, using the website and social media accounts to actively seek out "Lay Lils". By using online resources like the proposed website as well as my own personal platforms, I can not only carefully target readers who are likely to be interested in my research around the world, but can engage in dialogue with them, allowing me to measure engagement and continuously monitor the most effective channels for generating visits to the site. Additionally, the dialogue and forums on the website and blog posts will allow me to measure the increase in awareness and understanding of framing that engagement with my research has generated. By showing a demonstrable change in awareness and an effect on the way that people are doing, talking or thinking about the legal and economic, I can measure the existing impact of my research while engaging in dialogue and planning how to translate this into further future impact. For a general audience, the website will complement the book, providing an interactive way of exploring the journeys of the three personae and the descriptive vignettes exploring ESL, moving beyond embeddedness, and the value of reframing. I will work closely with IT support to maximise search engine optimisation while working closely with the CeCIL, the ICCI and ECNMY in the development of their event and outreach programmes that could

offer opportunities to engage with the community outside of the university. Finally, hosting the workshop with KLS students in collaboration with CeCIL will share my research while providing a tangible way of measuring demonstrable changes in awareness and understanding that result. The workshop will focus on the way we do, talk and think about legal and economic phenomena, and how we can communicate complex concepts creatively. I will also be able to measure an increase in their confidence and ability to use creative methods to communicate complex concepts.

The Case for Support (Research-related achievements)

I met the required deadlines and my thesis was “commended for the sheer breadth of research” undertaken, and both examiners found my thesis to be “unusually well written” and structured, resulting in a more considered, developed and thoughtful piece of work (XXXX, 2019). The completion of my PhD and passing my viva without corrections demonstrates my intellectual ability, and my determination and talent for working creatively to realise my goals. Throughout the PhD I shared my research with wide and diverse audiences, most frequently with the sociolegal community via conference and workshop presentations, delivering a poster, and assisting as a PGR ambassador. I was personally invited by XXXX to attend a ESRC/SLSA-funded methods and methodology residential masterclass in 2018 hosted at the Oxford Centre for Sociolegal Studies, and this, combined with doctoral training in qualitative and quantitative methods at University xxx has given me a deep appreciation of the value of sociolegal methodology. I have also published two peer-reviewed articles and a blog post for the SLSA while developing my own online platforms, allowing me to share my research effectively while developing links with other researchers and organisations globally. The Fellowship will provide me with an unparalleled opportunity to build on my list of publications as well as developing the creative skills that will set me apart academically and enable me to communicate as effectively as possible.

The Fellowship will allow me to move from University xxx to University xxx, taking advantage of its unique intellectual traditions in sociolegal research and critical legal studies. It will enable me to benefit directly from the mentoring of Professor xxx, whose unique combination of skills and experience in both econo-socio-legal theories and ‘legal design’ makes her the only suitable expert to provide the required mentorship and advice. While xxx was involved in my doctoral supervision, she moved to University xxx while I remained at University xxx. As a result, I was only able to meet with her sporadically and was not able to experience first-hand her application of ‘legal design’ to her teaching and workshops. The move to University xxx will also allow me to work closely with the Centre for Critical International Law (CeCIL) in their programme of events, and I have been offered the opportunity to present my work as part of their Annual Programme. Additionally, I will work closely with the Institute of Creative and Cultural Industries (ICCI) in the development of their outreach programme, consolidating the Institute as a hub for interdisciplinary creative communication and collaboration across and beyond the University xxx.

This will be supplemented by the second mentorship of xxx at University xxx, whose experience in 'legal design' as an online teaching and learning resource will offer invaluable guidance in setting up a successful website for visual ways of approaching sociolegal methods that is accessible and engaging. The opportunity to learn from a specialist institutional context will offer further outreach and collaboration opportunities, building on those presented by ongoing work with the CeCIL, the ICCI and ECNMY.

While I have an existing portfolio of digital art and design illustrating and critiquing an economic sociology of law, the proposed training will expand my digital skills through an online course run by Central Saint Martin's, UAL, specifically the Adobe InDesign (Photoshop and Illustrator) suite, all of which are licensed for me to use at Kent. By using the AstroPad app, I can use the iPad as a graphics tablet, thereby directly inputting creative content into Photoshop and Illustrator, negating the need for Wacom equipment. Additionally, Blender software offers 3D computer modelling and animation, giving me the tools to create unparalleled original interactive content that makes sociolegal frames, concepts and methods accessible to a wide audience.

Timeline of Activities

The following programme of activities has been carefully planned for the two years of the part time Fellowship. While ambitious, many of the outputs develop existing work, and my publication list and regular blog submissions to date shows that I can meet deadlines to achieve high quality research outputs. I aim to have a contract in place with Routledge for the monograph before October, to be accepted immediately on confirmation of the Fellowship.

Date	Activities
Term 1 (Oct-Dec 2020)	Draft chapter 1 of book and accompanying graphics/visuals Meet with CeCIL and ICCI to identify synergies, collaboration opportunities and focus/support for workshop Begin work on website (purchase of domain, hosting and plugin, etc) Undertake review of literature to view new developments Download Adobe Photoshop and Illustrator and familiarise Set up regular meetings with ECNMY and both mentors
Term 2 (Jan-Mar 2021)	Draft chapter 2 of book with accompanying graphics/visuals Finalise design and social media accounts for website and upload preliminary content Attend SLSA conference (March/April) and present paper on reframing legal and economic aspects of interactions. Use feedback for blog post (below). Enrol on Digital Illustration (Online Short Course) at Central Saint Martins
Term 3 (Apr-Jun 2021)	Draft chapter 3 of book with accompanying graphics/visuals Write and submit blog post Publicise website, review analytics and consider careful targeting

Term 4 (Oct- Dec 2021)	Draft chapter 4 of book with accompanying graphics/visuals Finalise ESL digital portfolio Review ongoing engagement with CeCIL, ICCI and ECNMY and assess how this can be made more mutually beneficial Host workshop for KLS students, using feedback for second blog post (below)
Term 5 (Jan- Mar 2022)	Draft chapter 5 of book and submit completed manuscript to publishers Present “Visualising sociolegal methods” at SLS conference and promote website Review feedback from publisher on book and redraft as required Identify and apply for funding (ESRC New Investigator Grant)
Term 6 (Apr- Jun 2022)	Review feedback and rewrite as necessary, and submit final draft of book Engage publications like The Law Teacher regarding possible publication of excerpts from the book Publicise website and submit blog post to non-academic online forum publicising the value of creative approaches to communicate complex concepts

The planned programme of activities is designed to ensure maximum impact of the work through dissemination, achieving increased awareness and understanding that can lay the foundations for future demonstrable, impactful shifts in behaviour, culture and attitude regarding the ways we frame legal and economic phenomena.

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Work Plan

The following detailed programme of activities over the two years of the part time Fellowship has been carefully calculated for time management and are scheduled to mutually complement and build on other activities and outputs. In this way, I will maximise dissemination, using feedback and dialogue throughout the Fellowship to target engagement and impact, while building the foundations for realising beneficial and demonstrable changes in attitudes, behaviour and culture through future work. A contract with Routledge for the publication of the monograph will be secured before October, with a view to accepting this immediately on confirmation of the Fellowship.

Term 1, Oct-Dec 2020

- Meet with both mentors and schedule progress meetings.
- Working with the contract in place with Routledge, **draft** chapter 1 of the book and accompanying graphics and visuals.
- **Meet** with the CeCIL and the ICCI to identify synergies, collaboration opportunities, and plan involvement in outreach and events programmes. Work closely with CeCIL to finetune the focus and timing of the workshop.
- **Meet** with ECNMY to carefully define involvement in outreach and focus areas for mutual collaboration and co-production.
- **Purchase domain and hosting** from WordPress (with associated Themes and Plugins) and begin work on mock ups, branding and design of the website.
- **Undertake review** of literature to make sure I am up to date with developments in sociolegal methods and ESL, and ensure my research remains cutting edge.
- **Download** Adobe Photoshop and Illustrator using licenses from Kent to activate full software. Familiarise myself with the software before enrolling in the online course at CSM next term.

Term 2, Jan-Mar 2021

- Continue fortnightly contact with mentor.
- **Draft** chapter 2 of book with associated graphics and visuals.
- **Contact** organizers of methods and methodology stream for SLSA 2021, offering to help convene
- **Attend** SLSA conference (March/April) and **present** paper "Reframing ESL: what embeddedness can tell us about the way we do, talk, and think about legal and economic phenomena". This will also introduce the

website and portfolio of visual approaches.

- **Enrol** for Digital Illustration Course at Central Saint Martins. This is an online but scheduled and interactive course over 6 weeks that will allow me to expand and transfer my skills and designs from iPad ProCreate/FlipaClip to Adobe Photoshop and Illustrator. This will equip me with the skills needed for vector illustration, 3D illustration and animation, and will familiarise me with the Adobe InDesign suite, as well as illustration techniques, textures and styles that are transferable to other platforms like Blender. The estimated minimum time input is 1.5 hours weekly. Part of the course will be developing the personae and animations as a core aspect of my portfolio.
- **Progress website development** and upload existing creative content by portfolio about frames, lenses and ways of thinking about legal and economic phenomena. Develop social media profiles for the website, linking to 'legal design' sites and other platforms sharing similar aims.

Term 3, Apr-Jun 2021

- **Draft** chapter 3 of book along with graphics and visuals.
- **Write and submit** blog post for The Conversation about the use of 'legal design' for methods and how this can help us reframe the discourse. Incorporate feedback from SLSA conference to maximise engagement and communication.
- **Progress website development with the Draw Attention Plugin** for the addition of interactive hotspots.
Publicise website as a resource for graphical explorations of sociolegal methods through social media and blogs, building on regular social media engagement for the website. Post regular creative content about sociolegal methods and methodologies to build and develop the site's online profile.

Term 4, Oct-Dec 2021

- **Draft** chapter 4 of book along with associated graphics and visuals.
- **Finalise** ESL digital portfolio and **upload** visualisations of ESL (both using embeddedness, and moving beyond embeddedness) to website, incorporating interactive hotspots through Draw Attention Plugin. Share links to this with legal design sites, sociolegal researchers through professional groups like SLSA, and legal teaching organisations like The Law Teacher.
- **Draft blog post** about the use of design-led, artistic and 3D computer modelling as a teaching and learning resource. Target for THE and submit, linking to the website. Request social media publicity from both universities, funders, and professional networks.
- **Continue to liaise and collaborate** with CeCIL and ICCI to further develop their programme of interactive, creative, interdisciplinary activities across the University of Kent.
- **Deliver workshop** to KLS students in collaboration with the CeCIL, building on my training, my mentors' experiences, and the experiences of

ICCI and ECNMY running outreach programmes. Use feedback before and after the workshop to measure tangible shifts in the students' understanding and awareness of framing and why this matters.

- **Research funding options** for the ongoing support of the website beyond the Fellowship. Start applications process for an ESRC New Investigator Grant to be based at KLS.

Term 5, Jan-Mar 2022

- **Draft** chapter 5 of book along with graphics and visuals and **submit** completed manuscript to publishers.
- **Present** paper focusing on visual approaches for research and dissemination at SLS conference and **promote** website as sociolegal resource for methods, concepts and frames. Encourage submissions to the website of posters and other graphical ways of exploring research methods and frames.
- Respond to feedback from publisher on book and redraft as required.
- **Analyse** feedback from the workshop and measure its impact on students' awareness of framing and ability to communicate complex concepts creatively. Use this feedback, as well as analytics, to carefully target website content and delivery to ensure maximum site traffic and engagement, as well as communication and understanding.
- **Continue to publicize** website through links with professional networks and through social media as well as regularly add creative content.
- **Progress** ESRC New Investigator Grant and submit.

Term 6, Apr-Jun 2022

- Rewrite and review feedback from publishers as necessary and **submit** final draft of book.
- **Publicise** website as online resource for visualisations of sociolegal methods using social media, and explore further blogging opportunities on high traffic blogs.
- **Explore** options for publications like The Law Teacher to feature excerpts from the book focusing on the use of visual media as a teaching and learning resource for methods.

The work plan is designed to ensure maximum impact of my research through dissemination and networking, raising awareness and understanding both of my work (reframing legal and economic phenomena) and its presentation (visualising sociolegal methods). The non-academic blog posts will maximise international dissemination and dialogue through feedback by using online tools to publicise the work, engaging scholars and policy researchers around the world. More locally, networking at conferences and affiliation with the CeCIL at KLS, the ICCI at the University of Kent and with the charity ECNMY will expand my network and identify opportunities for future collaborations. These outreach programmes and networks will allow me to translate increased awareness and understanding into demonstrable shifts in attitude, behaviour or culture as a result of my research, enabling me to build

future pathways to impact into the life of the Fellowship and my research career.