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Original Citation

Bailey, Wayne (2009) Expectation and Motivation: How do we widen participation and encourage 18-21 demographic to access Higher Education. In: University of Huddersfield Research Festival, 23rd March - 2nd April 2009, University of Huddersfield. (Unpublished)

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Expectation and Motivation: How do we widen participation and encourage the 18-21 demographic to access Higher Education

The aim of this investigation is to understand why the 18-21 demographic in Barnsley is under-represented within HE by comparison with the UK norm for this age group. It also aims to identify ways to motivate and encourage the 18-21 demographic to access HE

