

VERONICA WHITE

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I am a third-year PhD student at the University of Exeter, funded by the ESRC's South West Doctoral Training Partnership (SWDTP). I am an environmental social scientist with interests in visual communication, futures studies, and sustainable food system transformation. Beyond academia, I am a photographer and graphic designer, and enjoy finding creative ways to communicate research outputs.

EDUCATION

PhD Sustainable Futures: *University of Exeter* (2023-Present)

- Provisionally titled "Visualising future food: imaginaries of UK food system transformation," supervised by Saffron O'Neill and Angela Cassidy

MRes Sustainable Futures: *University of Exeter* (2022-2023)

- Grade: Distinction (77%), with 78% for master's dissertation
- Awards: Dean's Commendation for Exceptional Performance

MSc Food Security and Sustainable Agriculture: *University of Exeter* (2019 – 2020)

- Grade: Distinction (79%), with 85% for master's dissertation
- Awards: MSc Food Security and Sustainable Agriculture Best Project Prize

BSc Environmental Sciences with a Year in Industry: *University of East Anglia* (2015 – 2019)

- Grade: First class honours (80%), with 80% for undergraduate dissertation
- Ranked 2nd out of 178 students within graduating class

RESEARCH EXPERIENCE

MRes independent research project: *University of Exeter* (January – August 2023)

- Conducted photo elicitation interviews with university students and expert interviews with staff to explore student food insecurity during the cost of living crisis.
- Informed by a novel theoretical framework, combining the concepts of food accessibility, social ecological modelling, and food environments, this project identified a range of factors that influence students' ability to access and afford food.
- Created [research summaries](#) to help disseminate the findings to university management.

Research Assistant for "Agri-Environmental Governance Post-Brexit: Engaging Harder to Reach Farmers" project: *University of Sheffield* (January – July 2021)

- Qualitative research identifying how the Department for Environment, Food & Rural Affairs (Defra) can better engage with "harder to reach" (HTR) farmers in the co-design of policy.
- Conducted 10 expert interviews and analysed 48 interview transcripts to collect data on the role of "skilled intermediaries" in supporting policymakers to engage with HTR farmers.
- Designed a set of engaging graphics to visualise our research findings, as well as writing and designing the [Research Summary](#), which has received very positive feedback.

MSc independent research project: *University of Exeter* (April – August 2020)

- Qualitative and quantitative textual content analysis to identify trends in the coverage and representation of vegan practices in the British print media between 2010 and 2019.
- Carried out a disproportionate allocation sampling method to select 246 articles from six newspapers, which were read in-depth and coded utilising *NVivo*. Analysis and visualisation of findings were carried out in *RStudio* and *Excel*, with final results presented in a written report and a [scientific poster](#) incorporating photography and infographics (graded 95%).

RELEVANT WORK EXPERIENCE

Postgraduate Teaching Assistant (PTA): *University of Exeter* (January – December 2024)

- Helping facilitate book-club discussions for the third-year undergraduate module “Environment, Literature, and Activism” convened by Dr. Laura Smith.

Impact Communications Consultant: Freelance (November 2021 – August 2022)

- Worked with a range of clients, including researchers and purpose-driven organisations, to improve the impact of their work through the use of compelling visual communications.
- Hosted a report design workshop with early career researchers at the University of Exeter.

TECHNICAL SKILLS

- Experienced in qualitative research methods, including semi-structured interviews, photo elicitation interviews, and text-based content analyses
- Proficient at using NVivo for qualitative coding of text and images
- Confident public speaker, graphic designer, photographer, and videographer (to view my digital portfolio, please visit: <https://bit.ly/vw-portfolio>)

PUBLICATIONS

- O’Neill, S., **White, V.**, Cann, T.J.B., Simon, F.M., Johnstone-Hack, A., Puttock, S., Hayes, S., Blewett, O., Camargo, C., Coan, T., Gonzalez Espinosa, F., Malla, R., Qureshi, S. and Westwood, N. (under review). How does GenAI ‘see’ climate change: Exploring the challenges and opportunities of GenAI for climate visual journalism.
- Blewitt, O., Hayes, S., Westwood, N., **White, V.** and O’Neill, S., 2025. *Beyond the ‘iconic’ climate visual: investigating absent representations of climate change.* In: Dahmen, N. and Thompson, T.J. (eds.), *The Routledge Companion to Visual Journalism*. London: Routledge.
- Hurley, P., Lyon, J., Hall, J., Little, R., Tsouvalis, J., **White, V.** and Rose, D.C., 2022. *Co-designing the environmental land management scheme in England: The why, who and how of engaging ‘harder to reach’ stakeholders.* *People and Nature*, 4 (3), 744-757.
- **White, V.**, Hurley, P., Hall, J., Lyon, J., Tsouvalis, J., Rose, D.C. and Little, R., 2021. *Engaging ‘harder to reach’ farmers: the roles and needs of skilled intermediaries.* *Research Summary*. Universities of Sheffield & Reading.

GRANTS

2025	University of Exeter	Researcher-led Initiative (RLI) award (£1,000)	<i>Successful</i>
2025	RGS-IBG	Postgraduate Research Awards (£750)	<i>Successful</i>
2024	Adventure Queens	The Adventure Queens Grant	<i>Shortlisted</i>
2024	University of Exeter	Engaged & Participatory Research Funding	<i>Unsuccessful</i>
2024	SES	Elodie Sandford Explorer Award	<i>Finalist</i>

ACADEMIC SCHOLARSHIPS AND AWARDS

2024	University of Exeter	Dean’s Commendation for PGR Academic Citizenship
2023	University of Exeter	Dean’s Commendation for Exceptional Performance
2022	ESRC-SWDTP	1+3 PhD Sustainable Futures studentship
2020	University of Exeter	MSc Food Security & Sustainable Agriculture Best Project Prize
2017	University of East Anglia	Cann Prize for highest performance in Year 2 Assessment
2015	University of East Anglia	Vice Chancellors scholarship

SELECTED TALKS

- ***The Farming Futures Cycle Tour: initial reflections and findings from a PhD by bike***
 - September 2025 University of Exeter Geography departmental seminar
 - September 2025 Food & Communication Conference
 - August 2025 Royal Geographical Society Annual Conference
 - May 2025 University of East Anglia seminar
- ***How does Gen-AI “see” climate change? Reflections on a transdisciplinary experiment***
 - December 2024 AI for Net Zero Conference
- ***“Food for Thought: Exploring visions of future food production in the UK”***
 - October 2024 Human Geography PhD upgrades
 - May 2024 Geography Environment & Sustainability research group seminar
 - May 2024 Centre for Rural Policy Research PhD/ECR Symposium
- ***University student’s ability to access and afford food during the cost of living crisis***
 - April 2024 Royal Geographical Society Postgraduate Mid-Term Conference
 - March 2024 University of Exeter’s Cornwall Student Experience Committee
 - January 2024 University of Exeter’s Cost of Living Working Group
- ***Engaging ‘harder to reach’ farmers: the roles and needs of skilled intermediaries***
 - November 2022 SWDTP Student Conference
 - December 2021 Centre for Rural Policy Research (CRPR) seminar
 - May 2021 Presentation for Defra policy makers

MEDIA EXPERIENCE

2025	Podcast	Seek Travel Ride
2025	Podcast	Spinning Stories
2025	Radio	BBC Farming Today , discussing initial findings from PhD fieldwork by bike
2025	Radio	BBC Radio Cornwall , discussing successful PhD fieldwork by bike
2025	Radio	BBC Radio Devon, discussing plans for the Farming Futures Cycle Tour
2025	Radio	BBC Radio Cornwall, discussing plans for the Farming Futures Cycle Tour
2024	Radio	BBC Radio Cornwall , discussing cycling and research
2024	Video	Interview with Sustrans for campaign promoting the National Cycle Network
2024	Radio	BBC Radio Cornwall , discussing cycle ride to graduation