

Program Profile

Program	Program name	Literature as a Catalyst for Behavioral Change: A Quantitative Study on Ethics, Gender, and Equality
	Category	B5

Summary of Program

Program Name	Literature as a Catalyst for Behavioral Change: A Quantitative Study on Ethics, Gender, and Equality
Category	B5
Abstract of Program	This project investigates how reading and reflecting on feminist literature can influence student behavior and awareness related to gender, ethics, and equality. Titled “Literature as a Catalyst for Behavioral Change: A Quantitative Study on Ethics, Gender, and Equality” this research-based project engages undergraduate students in guided discussions and peer interviews based on selected feminist texts, followed by a pre/post-intervention survey to track shifts in perception and ethical sensitivity. Students read and analyze texts such as Draupadi, Woman at Point Zero, To Room Nineteen, and The Awakening, and participate in reflective audio-recorded interviews and structured group discussions. They then complete surveys before and after the intervention. The data is analyzed using SPSS to measure behavioral changes in ethical reasoning, inclusiveness, and gender sensitivity. Using accessible tools—mobile phones, free recording software, and student-led transcription—the project integrates literary study with social science methods to measure real change. With a modest budget of BDT 1,00,000, the initiative covers training, volunteer support, data processing, participant honorarium, and the cost of journal publication. The initiative aligns directly with SDG 4 (Quality Education), SDG 5 (Gender Equality), and SDG 16 (Peace and Justice). The results of the project will be shared in a university event and submitted as a research article to a Peer reviewed/Scopus-indexed journal. Over time, the framework can be adapted across departments and scaled for wider educational impact.

Details of Program

Planning

Objectives	Long-term Goals	Support civic dialogue on sensitive topics.
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		● Publish outcomes for academic and institutional learning
	Short-term Targets	☐ Promote ethical and gender awareness through literary reading. ☐ Assess behavior change through SPSS-analyzed surveys.
	Rationale	☐ To promote ethical and gender awareness through literary reading ☐ To assess behavior change through SPSS-analyzed surveys ☐ To support civic dialogue on sensitive topics 3 ☐ To publish outcomes for academic and institutional learning
Subject (Leader)	Initiator(s)	Sadia Afroj Tithi, Lecturer, Department of English, World University of Bangladesh
	Champion(s)	Sadia Afroj Tithi
	Major team member(s)	Sadia Afroj Tithi, Lecturer, Department of English, World University of Bangladesh Md. Nasim Fardose, Assistant Professor, Department of English, World University of Bangladesh Md. Atikullah, Lecturer, Department of English, World University of Bangladesh
Environment	Nature/Society	University students Industry/market Education, ethical awareness, youth development
	Industry/Market	Education, ethical awareness, youth development
	Citizen/Government	N/A
Resources	Human resources	1 lead researcher, 2 assistants, student participants
	Financial resources	Total Budget: BDT 1,00,000 1. Training & orientation 10,000 2. Student participation support 15,000 3. Volunteer facilitation 10,000 4. Audio tools and recording logistics 5,000 5. Transcription and data processing 10,000 6. SPSS license and analysis support 15,000 7. Survey materials and printing 5,000 8. Final sharing event and logistics 10,000 9. Journal submission (Scopus APC) 15,000 10. Miscellaneous 5,000
	Technological resources	☐ Smartphones with audio recording capability ☐ Basic recording apps (free or built-in) ☐ Laptops or PCs for data entry and analysis ☐ Access to SPSS software (licensed or institutional) ☐ Internet access

		for data sharing and remote collaboration ☐ Cloud storage (Google Drive or Dropbox) for audio and transcript archiving
Mechanism	Strategy (Weight/Sequence)	Literary discussion, interviews, survey collection, SPSS analysis, public dissemination.
	Organization	Training → Text Reading → Discussion → Audio Interview → Survey → SPSS Analysis → Public Sharing.
	Culture	World University of Bangladesh is a university for quality and utilitarian Education. So The university always supports to promote different skills among students.
Doing		
Launch date	After approval of the programme	
Responsible organization	World University of Bangladesh	
Program content and process	Project Roadmap: Literature as a Catalyst for Behavioral Change <pre> graph TD A[Orientation & Training Introductory workshop on gender, ethics, and literary training] --> B[Literary Text Reading Feminist texts like 'Draupadi', 'Woman at Point Zero', 'To Room Nineteen'] B --> C[Student-Led Discussions & Interviews Small group reflections and peer-to-peer dialogues] C --> D[Audio Recording Mobile devices used to record discussions/interviews] D --> E[Pre/Post Surveys Structured questionnaires assessing ethical awareness] E --> F[SPSS-Based Data Analysis Behavioral changes tracked quantitatively] F --> G[Final Sharing Event Presentation of findings, quotes, and student insights] </pre>	
Key highlights of the content/process	Low-tech but high-impact ethical education	

	☐ Focused on SDGs and civic learning ☐ Oral, real-time reflection rather than written-only tasks ☐ Strong interdisciplinary social science value
Differences from traditional approaches	Unlike passive literary analysis or exams, this project empowers students to speak publicly and reflectively about ethical issues. It blends humanities content with social science goals using real voices and accessible technology.
Progress as of today	Proposal Stage
Problems in implementation	☐ Students may hesitate with recording ☐ Need for transcription support and recognition Topic sensitivity, tech access, student engagement
Approaches to solve the problems	Allow optional anonymity ☐ Use part of the fund to support tech needs and visibility
Completion date, if completed	N/A
Seeing	
Impacts on students	☐ Boosts ethical understanding and empathy ☐ Develops soft skills (communication, reflection) ☐ Encourages civic thinking and leadership
Impacts on professors	☐ Highlights interdisciplinary innovation ☐ Supports SDG-aligned research ☐ Builds university reputation in ethical education
Impacts on university administration	Survey is not done
Responses from industry/market	Survey is not done
Responses from citizen/government	Survey is not done
Measurable output (revenues)	Survey is not done
Measurable input (expenses)	☐ 30+ audio reflections ☐ 10+ transcribed and shared ☐ Pre/post student surveys on awareness ☐ Research paper under development ☐ Strong potential for scale
Cost-benefit analysis for effectiveness	A cost-benefit analysis will be done at the end of the project to understand the impact of the project on sustainable development.
Future Planning	
Where does the project go from here?	☐ Expansion to other departments ☐ Regional collaboration ☐ Toolkit and digital archive creation ☐ Institutional integration and scalability
Addendum	
Exhibits, pictures, diagrams, etc.	Photographs will be taken throughout the project to document key moments: ☐ Students participating in discussion circles ☐ Peer-to-peer interviews in progress ☐ Orientation and training sessions ☐ The public sharing event (presentations, audience interactions) These pictures will serve as visual evidence of student engagement and will be included in the final report and university website updates. Screenshots of digital folders (audio files, transcripts) and student reflection forms may also be added to illustrate the process and progress of the project.

Reports, mimeos, monographs, books, etc.	The project team plans to publish at least one academic article in a Scopus-indexed or peer-reviewed journal on topics such as: □ Ethical learning in literature education □ Student voice and gender reflection in South Asian contexts □ Interdisciplinary approaches to SDG-aligned teaching. Additionally, a university seminar will be conducted where students will present their learning and selected audio clips, allowing for internal dissemination and external stakeholder engagement. There is also scope to prepare a reflective booklet compiling selected student quotes and transcripts.
Others which may help explain the program (including website links)	A final report will be submitted to the university for documentation and possible inclusion in future grant applications or curriculum planning. The recordings and selected transcripts will be uploaded to a Google Drive folder (shared with participating faculty, students, and relevant partners), and may also be linked via the university's English Department webpage or learning management system. Over time, this digital archive may serve as an open-access educational resource or be expanded into a book chapter on gender and ethical education in Bangladesh..