

Researcher in Persuasive Communication for COVID-19 (Junior/Senior)

The European Institute for Participatory Media in Berlin is a network institute for research and development of novel kinds of participatory systems and applications. We investigate and develop innovative applications of digital technologies to help address societal challenges (e.g. sustainability, environment, AI & society) in research projects with real-world impact.

This includes areas such as behavioural change and persuasive communication for sustainability and health challenges, human-centred design of Artificial Intelligence (AI) and AI Literacy as a means to ensure a safe, responsible and sustainable use of AI.

Starting immediately or not later than September 2021, our team in Berlin is looking for a

Researcher in Persuasive Communication for COVID-19 (80-100%, Junior/Senior)

*Appointment as a visiting researcher for 12 months, prolongation subject to performance and availability of funding

The position is part of a project researching how approaches from AI explainability could improve the communication of scientific knowledge to the general public in crises such as the COVID-19 pandemic. This includes developing and evaluating possible impacts of persuasive communication strategies inspired by AI explainability techniques to increasing the willingness to get vaccinated against COVID-19. The project is funded by the Volkswagen Foundation and is conducted in cooperation with Radboud University (Prof. Enny Das, Prof. Martha Larson).

Are you are flexible in thinking beyond disciplinary boundaries, have strong analytical skills, (some) experience in designing online experiments and a growth mindset? Then you should apply and let us know why you are the right person for this project!

Your work will include:

- Conceptualizing persuasive communication strategies for increasing the understandability and impact of public communication of scientific knowledge related to COVID-19 (e.g. willingness to get vaccinated),
- Designing and performing user studies and online experiments,
- Deriving meaningful insights from various types of obtained data (quantitative, qualitative)
- Explaining obtained results conceptually and deriving recommendations for their application in real-world practice
- Identifying opportunities and directions for further research

You bring:

- completed studies in one of the following areas*: HCI, Communication Science, Behavioural Science, Social Psychology, Information Systems or related (for a senior position a PhD is expected)
- conceptual, analytical and creative problem-solving skills,
- **practical experience with designing online experiments,**
- experience with quantitative and qualitative methods,
- experience with academic writing,
- the ability to think flexibly across disciplines and connect knowledge from different fields,
- an excellent command of English (speaking & writing); knowledge of German is an asset,
- a growth mindset (reflective thinking, willingness and ability to develop and learn new skills from new experiences).

***These disciplinary areas are an orientation. If your background is in none of those, but you have the skills to fill out this position – apply and make a compelling case!**

You are also:

- strong in analytical and conceptual thinking and writing
- data savvy and technology affine
- used to working goal-driven with clear deadlines
- a team player, with a high degree of self-organization and self-initiative.

We offer a competitive salary (based on TVL E13, adjustable for skills and experience) and a dynamic, interdisciplinary and international working environment in a small team in Berlin, with a large network of international partners. Partial telework is possible. There is a possibility to pursue a doctoral degree in cooperation with one of our university partners.

Please send your application as a single PDF file with a detailed CV (incl. skills and practical experience) and a compelling letter of motivation to jobs@eipcm.org For more information about us see: <http://eipcm.org>

Applications will be considered as they arrive. Please apply by July 18, 2021 (we may not be able to consider later applications).

Please understand that we cannot respond to unsuccessful applicants and cannot reimburse any costs for an application interview.