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**Job Description**

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| **Job title** | Research Associate |
| **Department/School** | Psychology |
| **Job family** | Education and Research |
| **Grade** | 7 |
| **Reporting to** | Investigator Prof Danae Stanton Fraser |
| **Responsible for** | There may be a requirement for:day to day supervision of other staff e.g. technical staff or, co-supervision of doctoral or undergraduate students  |
| **Location** | University of Bath premises  |

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| **Background and context** |
| This is an exciting opportunity to be part of a large collaborative team. MyWorld is a new five-year programme, the flagship for the UK’s creative technology sector.  MyWorld will position the South West as an international trailblazer in screen-based media. This £46m programme brings together 30 partners from Bristol and Bath’s creative technologies sector and world-leading academic institutions, to create a unique cross-sector consortium. MyWorld will forge dynamic collaborations to progress technological innovation, deliver creative excellence, establish and operate state of the art facilities, offer skills training and drive inward investment, raising the region’s profile on the global stage.   [http://www.myworld-creates.com/](https://eur01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.myworld-creates.com%2F&data=04%7C01%7Cpssds%40bath.ac.uk%7Cf3a3db0639ea4fb7444f08d9994233c8%7C377e3d224ea1422db0ad8fcc89406b9e%7C0%7C0%7C637709333872982050%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=SmDaE4R6QpHjvJ6mKm7H1nOfk2neG1i3HId1jcNTxQ4%3D&reserved=0" \o "Original URL: http://www.myworld-creates.com/. Click or tap if you trust this link." \t "_blank)Within MyWorld our Workpackage at Bath, in collaboration with the University of Bristol, is focused on the design and evaluation of audience experiences. There exists a range of methods available to measure these effects on audience: interviews, surveys, physiological monitoring, measuring behaviour. Our programme of research will map out these pre-existing methods, evaluate and validate them, and then add new cutting-edge methods to this battery. We will be working over a range of experiences (TV, VR, AR, Live Theater, etc.) and with differing types of content (drama, documentary, news). The aim is to have real impact in providing the creative industries with an easy to access toolkit to support audience understanding. The Research Associate role at Bath linked to this workpackage will run for 4 years and is aimed at a researcher with a background in Psychology or Human Computer Interaction (HCI) with an interest in technology. We will work collaboratively with the Psychology team at Bristol and other partners on the project particularly BBC R&D and BT. There will be opportunities for short secondments with our project partners.  |

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| **Job purpose** |
| To contribute towards a systematic literature review. To design, run, evaluate and write up studies working closely with the project team. To develop, undertake and disseminate mapping and contextual research across the field. Develop and conduct research as part of the project’s multi-disciplinary team to achieve established objectives. Support, engage and assist with the preparation and delivery of high quality research outputs, contribute to the constant enrichment of a vital and sustainable research environment. Contributes to delivering the declared objectives across all phases of the MyWorld project. This post will specifically be responsible for contributing to a systematic review; leading on the development and evaluation of a mobile system for sensing audience engagement (with appropriate technical support) carrying out quantitative and potentially mixed methods studies and providing input into the design of a new questionnaire. Balancing high quality outputs with a collaborative interdisciplinary approach will be key.  |

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| **Main duties and responsibilities**  |
|  | Responsible to the PI for:  |
| **1** | Conducting individual and collaborative research projects. Contribute to the design and execution of the project e.g. timetabling and meeting project milestones; participating in regular discussions with collaborative partners. Generate, collect and analyse existing data related to the project using quantitative and/or qualitative techniques. |
| **2** | Writing up results of research and contributing to the publication of results in high-quality peer-reviewed academic literature. |
| **3** | Participate regularly in group meetings and prepare and deliver presentations to project team, internal and external stakeholders or funders. |
| **4** | Disseminating results of research project as appropriate to the discipline through activities such as* overseas research visits
* conference presentations
* public engagement activities
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| **5** | Participate in departmental/group meetings and prepare and deliver presentations/seminars to project team, internal and external stakeholders or funders. |
| **6** | Assist with the supervision of postgraduate students and undergraduate project students and the assessment of student knowledge. |
| **7** | Continually update knowledge and understanding in field or specialism to inform research activity. |
| **8** | Identify sources of funding and provide assistance with preparing bids to funding bodies. Develop ability to secure own funding e.g. travel grants.  |
| **9** | Contribute to the development of research objectives and proposals for own or joint research projects, with assistance of a mentor, if required. |
| **10** | Disseminate knowledge of research advances to inform departmental teaching. |
| **11** | Work with the project researchers, PhD students and Investigative team on social media and other forms of dissemination. Delivers and co-ordinates content for project research blog. |
|  | You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager. You are required to follow all University policies and procedures at all times and take account of University guidance.  |

**![logo-uob-resize[1]]() Person Specification**

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| **Criteria** | **Essential** | **Desirable** |
| **Qualifications** |  |  |
| An undergraduate degree in Psychology | √ |  |
| A PhD in Psychology, Cognitive Science or Human Computer Interaction | √ |  |
| **Experience/Knowledge** |  |  |
| Post doctoral experience |  | √ |
| A demonstrable commitment to developing up-to-date awareness of studies including, but not limited to, work on Immersion, Spatial awareness, Embodiment, Affect and Agency | √ |  |
| Understanding of how to conduct experimental studies in the field using appropriate research techniques. | √ |  |
| Demonstrated awareness of latest developments in the field of research and in research design | √ |  |
| Demonstrated potential to publish in high quality, peer reviewed journals | √ |  |
| **Skills** |  |  |
| Ability to prepare research proposals, to conduct individual research work and to disseminate results |  | √ |
| Is skilled in effectively analysing, interpreting and presenting research data to generate outcomes. Can demonstrate an ability to apply research findings creatively to develop new areas of research. | √ |  |
| Ability to organise and prioritise own workload to meet required deadlines | √ |  |
| Ability to write research reports and to effectively disseminate outcomes | √ |  |
| Excellent oral, interpersonal and written communication skills | √ |  |
| Interest in technology and a willingness to learn to use the required equipment to carry out the studies (note programming is not required) | √ |  |
| **Attributes** |   |  |
| Commitment to working within professional and ethical codes of conduct | √ |  |
| Innovation and developing creative solutions  | √ |  |
| Commitment to excellence in research | √ |  |
| Enthusiasm and self-motivation | √ |  |
| Tenacity – working to achieve own and team objectives and to overcome obstacles  | √ |  |
| Ability to be an effective team worker | √ |  |
| Commitment to safe working practices | √ |  |