

Postdoctoral researcher in data-inspired creativity

Faculty of Social and Behavioural Sciences – Amsterdam School of Communication Research

Publicatiedatum	4 september 2019
Sluitingsdatum	15 oktober 2019
Opleidingsniveau	Gepromoveerd
Funcieomvang	30,4 to 38 hours per week
Salarisindicatie	€3,637 to €4,978 gross per month, based on 38 hours per week
Vacaturenummer	19-566

The [Amsterdam School of Communication Research \(ASCoR\)](http://ascor.uva.nl/) (<http://ascor.uva.nl/>) is the research institute in [Communication Science](http://www.uva.nl/en/programmes/bachelors/communication-science/communication-science.html) (<http://www.uva.nl/en/programmes/bachelors/communication-science/communication-science.html>) at the University of Amsterdam. We are looking for a postdoctoral researcher (0,8 fte) for a period of 2 years.

This is one of three postdoctoral research positions for the NWO funded research project *Data inspired creativity: Using big data in cross-media creative innovation processes* (NWO Flagships Creative Industry). The project is a close collaboration with media company Talpa Network, which will provide access to their organization and (big) data about consumers and content characteristics.

All three postdoctoral researchers will be collaborating in an inter-disciplinary consortium of 9 senior researchers from 5 universities: University of Amsterdam, Erasmus University Rotterdam, University of Groningen, Tilburg University and VU University. The consortium covers expertise in communication science, data science, innovation management, marketing, and media studies.

This specific position is hosted by ASCoR.

Project description

In this project you will examine the relationship between media content, audiences, and media features over time. You will systematically assess and integrate theoretical understandings about media engagement in a comprehensive theoretical model, which will be empirically tested. Data describing consumers, media content, and media consumption will form the basis for the research. Data for the project will be provided by Talpa, but you are also expected to augment the data with additional

(theoretical relevant) analyses and data. The exact set of quantitative methods used for the empirical testing of the theoretical model depends on the candidate's skills. Skills that are likely to be essential for the project include data analysis and cleaning, multivariate data analysis, automated content analysis, and time series analysis. Subsequently, and jointly with other researchers involved in the broader project, the candidate will investigate how a theoretical model can be developed and subsequently tested to improve the innovation process of new content development.

You will be employed for two years by the Amsterdam School of Communication Research of the University of Amsterdam. As you are part of an inter-disciplinary consortium of researchers, this position allows you to work across disciplinary boundaries and integrate the fields of data science, consumer preferences and behavior, innovation management, and media studies.

As a postdoctoral researcher you will spend some of your time working with Talpa. Since Talpa has their main offices in Amsterdam, Hilversum, and Laren, the candidate for this position has to be willing to occasionally travel between each of the Talpa offices and the University of Amsterdam.

What do we require of you?

You have:

- or are close to obtaining a PhD in one of the social sciences preferably Communication Science, or related disciplines, with a strong quantitative focus (the thesis should be approved by the time the contract starts);
- expertise and interest in computational science, digital communication methods, digital analytics and big data;
- experience with or strong interest in the substantive areas related to this project;
- experience in or want to work in an interdisciplinary research team.

You are:

- a team player;
- involved in research-impact activities, also outside the university, and you have ideas about (and preferably track record in) creating societal impact of science;
- fluent in English and proficient in Dutch at a sufficient level to work with Dutch-language data.

The candidates will be part of the Amsterdam School of Communication Research, University of Amsterdam (and of the Digital Communication Methods Lab and the Personalized Communications Project), and lead the development of innovative infrastructure, tools and methods that can advance Communication Science research about exposure to information in online settings.

What can we offer you?

A challenging work environment with a variety of duties and ample scope for individual initiative and development within an inspiring organisation. The social and behavioural sciences play a leading role in addressing the major societal challenges faced by the world, the Netherlands and Amsterdam, now and in the future.

To work at the University of Amsterdam is to work in a discerning, independent, creative, innovative and international climate characterised by an open atmosphere and a genuine engagement with the city of Amsterdam and society.

Further information

Do you have any questions or do you require additional information? Please contact:

- [prof. Guda van Noort](mailto:g.vannoort@uva.nl?subject=19-566%20Postdoctoral%20researcher%20in%20data-inspired%20creativity) (mailto:g.vannoort@uva.nl?subject=19-566%20Postdoctoral%20researcher%20in%20data-inspired%20creativity)
- or
- [dr. Sanne Kruikemeier](mailto:S.Kruikemeier@uva.nl?subject=19-566%20Postdoctoral%20researcher%20in%20data-inspired%20creativity) (mailto:S.Kruikemeier@uva.nl?subject=19-566%20Postdoctoral%20researcher%20in%20data-inspired%20creativity).

Would you like to learn more about working at the Faculty of Social and Behavioural Sciences (FMG)? Visit our [website](http://www.uva.nl/faculteiten/faculteit-der-maatschappij-en-gedragswetenschappen/faculteit-der-maatschappij-en-gedragswetenschappen.html) (<http://www.uva.nl/faculteiten/faculteit-der-maatschappij-en-gedragswetenschappen/faculteit-der-maatschappij-en-gedragswetenschappen.html>).

Appointment

The position concerns a temporary appointment of 30,4 hours (0,8 fte) per week for a period of 2 years. The possibility of complementing the position with 0,2 fte by teaching or working at other projects within the Department of Communication Science is negotiable.

Salary depends on past education and relevant work experience, with a minimum of €3,637 and a maximum of €4,978 gross per month based on a full-time appointment for a 38-hour working week in keeping with scale 11, as per the [Collective Labour Agreement for Dutch Universities \(https://vsnu.nl/en_GB/cao-universiteiten.html\)](https://vsnu.nl/en_GB/cao-universiteiten.html). We additionally offer an extensive package of secondary employee benefits, including a generous holiday scheme and year-end bonus. Because we value your continued personal development and professionalisation, we also offer excellent opportunities for study and development.

The intended start date is 1 January 2020.

Job application

The UvA is an equal-opportunity employer. We prioritise diversity and are committed to creating an inclusive environment for everyone. We value a spirit of enquiry and perseverance, provide the space to keep asking questions, and promote a culture of curiosity and creativity.

Does this profile sound like you? If so, we are eager to receive your application.

Applications must include:

- your CV;
- a cover letter with motivation;
- a published article or (if not applicable) a working paper relevant for this project;
- the names and contact details of two references.

You can apply online by clicking on the link below.

The deadline for applications is 15 October . Interviews will take place late October / early November.

#LI-DNP

No agencies please

Apply now (<https://ssl1.peoplexs.com/Peoplexs22/CandidatesPortalNoLogin/ApplicationForm.cfm?PortalID=16107&VacatureID=1061594>)