

## JOB DESCRIPTION

<b>Job Title:</b>	Research Fellow: Audience Insight
<b>Department / Unit:</b>	Psychology/Centre for Digital Creativity
<b>Job type</b>	Postdoctoral Researcher
<b>Grade:</b>	RHUL 7
<b>Accountable to:</b>	Co-Theme Leaders 4/ StoryFutures Director
<b>Accountable for:</b>	Primary research required for delivery of audience insight testing for Streams 1-3 of StoryFutures Academy
<b>Purpose of the Post</b>	
<p>The role sits within the Psychology Department as part of the new Centre for Digital Creativity (CDC), which brings together Media, Computer Science, Drama, Geography, Psychology, Management and Electronic Engineering. The role is specifically attached to the StoryFutures Academy project within the CDC. StoryFutures Academy will foster interdisciplinary approaches to immersive content production in tandem with creative technology, building capacity for immersive excellence in the UK screen industries. This marries next generation storytelling productions with both audience insight and business model innovation to catalyse and support commercial growth.</p> <p>The post relates to 'Audience Insight', a work stream that runs throughout the StoryFutures Academy plans, specifically focusing on responses of audiences to new story experiences created by commercial partners. The role will interface between Psychology, Electronic Engineering, Media Arts and our diverse partner organisations across the creative screen and technology industries. The post holder will design, run and write up research into a range of different aspects of audience insight, developing innovative methods for understanding audience responses to new storytelling experiences driven by immersive technologies in particular.</p>	
<b>Key Tasks</b>	
<ul style="list-style-type: none"> <li>• R&amp;D to evaluate audience responses, including, for example, surveys, eye-tracking and physiological measurements – this may include conceptualisation and design of studies, stimulus selection, writing stimulus presentation programs, recruiting and scheduling participants, running testing sessions, and recording, managing and analysing the resulting data</li> </ul>	
<ul style="list-style-type: none"> <li>• Learn new research methods and analysis techniques as the project demands</li> </ul>	
<ul style="list-style-type: none"> <li>• Analyse, write up and present findings for industry facing reports, social/online media, industry events and conferences</li> </ul>	

<ul style="list-style-type: none"> <li>• Analyse and write up research findings for academic publications and reports</li> </ul>
<ul style="list-style-type: none"> <li>• Develop policy maker briefings</li> </ul>
<ul style="list-style-type: none"> <li>• Write and deliver occasional teaching sessions up to MA/MSc level</li> </ul>
<ul style="list-style-type: none"> <li>• Manage relationships with creative industries partners, including continuous exchange of insights to inform the project and their business practice</li> </ul>
<ul style="list-style-type: none"> <li>• Grant application writing to commercial and public sector funding sources</li> </ul>
<ul style="list-style-type: none"> <li>• Design, planning and delivery of short-term insight reports on audience use-cases for partner-led projects, responding to briefs set by Co-Theme Leaders and StoryFutures Director</li> </ul>
<ul style="list-style-type: none"> <li>• Develop educational materials</li> </ul>
<ul style="list-style-type: none"> <li>• Manage commercially and ethically sensitive data and experimental details in line with University protocols and policies</li> </ul>
<ul style="list-style-type: none"> <li>• Contribute to the overall activities of the research team as appropriate</li> </ul>
<ul style="list-style-type: none"> <li>• Carry out any other duties as are within the scope, spirit and purpose of the job, as requested by the Co-Theme Leaders or StoryFutures Director</li> </ul>
<b>Other Duties</b>
<p>The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.</p> <p>The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.</p>
<b>Internal and external relationships</b>
<p>The following list is not exhaustive but the post holder will be required to liaise with:</p> <ul style="list-style-type: none"> <li>• StoryFutures Academy partner organisations</li> <li>• SMEs that participate in StoryFutures Academy activities</li> <li>• Policy makers</li> <li>• Commercial and public funding organisations</li> </ul>