CSC-Tübingen PhD Scholarship Program

2024 application round: prospective PhD positions at the University of Tübingen

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Faculty:	Faculty of Science
Institute / Section / Subject:	Leibniz-Institut für Wissensmedien (Knowledge Media Research Center), Media Psychology
Supervising Professor(s):	Prof. Dr. Sonja Utz
About the Supervisor(s):	Sonja Utz is a full professor for Communication via Social Media at University of Tübingen. She is head of the Everyday Media Lab at Leibniz-Institut für Wissensmedien in Tübingen. Sonja Utz helds a PhD in psychology from Catholic University of Eichstätt (1999; Social identification with virtual communities). Before moving to Tübingen, she held positions in Chemnitz, Amsterdam and Leeuwarden. Her research focuses on the effects of social and mobile media use, especially in knowledge related contexts, as well as on human-machine communication. More information on https://www.iwm-tuebingen.de/www/en/sonjautz
Specification:	Dealing with algorithms and AI in everyday life
Topic Description:	Algorithms are involved in many everyday applications such as news recommendation or social media feeds. This media-psychological project explores how being exposed to or deliberately dealing with already existing and commonplace algorithms in everyday life is related to algorithm awareness, algorithm literacy, and algorithm acceptance and how these concepts evolve over time. Examples for everyday life algorithm use are engaging with the TikTok algorithm, recommendation systems, voice assistants, or search engine chatbots. The project uses social science methods such as surveys, experience sampling, or analyses of online discussions to explore whether such everyday interactions effect understanding of algorithms and self-efficacy of dealing with them, and whether effects spill over to algorithm acceptance in other domains.
Degree:	Dr. rer. nat. (Psychology)
Required Degrees:	Master or equivalent in Psychology
Language Requirements:	English

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