

Project OE: Public Relations

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Project Summary

The public relations project Ö will serve as a communication hub for the CRC *Linguistic Creativity in Communication*. The project's tasks go well beyond common public relations work in a CRC due to the general public's substantial involvement in the planned research program **via citizen science activities** and the planned **research on science communication** itself. The involvement of the public in the form of **participatory scientific formats** offers researchers a wealth of linguistic data, which are particularly relevant for research into highly ephemeral phenomena, such as the linguistic creativity investigated in the CRC. For our research initiative this means not only more data but also data that are more representative and tailored to our needs than those accessible via the 'usual' empirical methods applied in linguistics. Furthermore, wherever possible, we aim to actively involve interested citizens in the design, implementation, evaluation and results assessment of our projects through various participation formats. Citizens participating in the CRC's research will thus gain insights into linguistic research and theorizing. The public relations project will guide and evaluate this bidirectional communication process in three tightly connected work packages. The first work package includes "classic" PR communication with the general public and the international scientific linguistic community but also the **coordination and evaluation of participative research formats**. In the second work package we will further develop participatory research within the humanities with a focus on citizen science in linguistics by developing and maintaining a **web-based citizen science platform** for the CRC's citizen science activities. The third work package aims at **promoting the public understanding of and public engagement with linguistic research** by developing and evaluating new ways of reaching out to people, especially those that might be less inclined to seek out scientific knowledge but are very creative in their language use.

The project has one open postdoc position and two open PhD positions. The postdoc will be responsible for the science communication activities in the first work package and will coordinate and evaluate the participative research carried out in the project. While the first PhD position will carry main responsibility for the development of the CRC's platform for conducting citizen linguistics projects via the web, the second PhD position will research new formats of science outreach and will investigate which target audiences are reached with which formats, which measures are particularly suitable for which type of question, and which formats are suited for which target group of people.

Open Positions

Postdoc position (100%)

Profile: The successful candidate should hold a PhD in science communication, science studies or related fields. A PhD that was completed in another discipline but has a clear focus on science communication is also possible. He/she has experience in the conception, coordination and scientific evaluation of projects developed in and for science communication, citizen science projects (preferably within the humanities), implementation of projects for and in the public sphere, professional experience in communications, ideally in university communications; relevant professional cross-media expertise. Experience with website relaunches is an advantage; strong conceptual and strategic skills; A research focus on linguistics would be welcome.

Main research focus within the project: This postdoctoral position is intended to advance research in the field of science communication, with a particular focus on linguistic citizen science, according to the three work packages of the PR project. The postdoc's tasks will include the coordination and scientific evaluation of science communication activities within the CRC. The postdoc will work closely with the project's external partners and PhD students to implement successful science communication activities involving the public in the research activities themselves. The successful candidates will support the CRC's commitment to the promotion of research-based science communication as well as the development of language-based citizen science communication. Independent active and reactive media relations, including media outreach, responding to media inquiries, drafting media releases, etc.; Furthermore, activities will include multimedia presentation of relevant CRC research topics, collaboration in the relaunch of the CRC website, coordination of communication projects for the CRC's central organizational units as well as the establishment and continuous development of the CRC's internal communication and the implementation of workshops on science communication as well as conceptual and editorial advice to the projects on communication topics.

PhD position 1 (100%)

Profile: The successful candidate should have a Master's degree in computer science or computational linguistics, and a good background in web-based psycholinguistic research. Good programming skills (Python, Javascript, and possibly other programming languages) but also experience with administration of web servers for online experimentation are a prerequisite. Experience with jsPsych, Pushkin and Drupal are an asset. Furthermore, a background in statistics as well as semantics and pragmatics is expected. A good command of German is a prerequisite. The successful candidate is expected to have good communication skills for instructing other CRC members on the developed system in regular meetings.

Main research focus within the project: The PhD student's tasks include the

development of a web-based citizen science infrastructure for citizen linguistics. The PhD student will use this infrastructure for a citizen science PhD project within computational psycholinguistics applying crowdsourcing methods on the evaluation of the creative discourse capabilities of humans and current AI systems. The successful candidate is expected to prepare a PhD thesis in this domain.

PhD position 2 (65%)

Profile: The successful candidate should have a relevant Master's degree (e.g. linguistics with a focus on analysing natural conversations; interaction linguistics; sociolinguistics; communication and media studies); a research focus in scientific communication, excellent German language skills, good command of English, familiarity with recording techniques, transcription systems (preferably GAT2) and processing tools (preferably EXMARaLDA) for natural conversations, solid knowledge of qualitative methods, excellent communication skills.

Main research focus within the project: The PhD student will closely cooperate within the third work package (promoting the public understanding of and public engagement with linguistic creativity research); namely her/his tasks include the conception, realization, and scientific evaluation of innovative participatory formats of Citizen Science on the research topics of the CRC. Questions to be addressed in connection with the doctorate are:

- Which formats of citizen participation are particularly suited to fulfil the goals of outreach science and science communication as a whole?
- Which target audiences are reached with which formats?
- Which public relations measures are particularly suitable for which type of issue?

These questions will be addressed in the dissertation using an area of creative language as an example, which currently enjoys a particularly high level of interest among the population (e.g. gender-equitable language), so that citizens can be won over particularly easily to participate in conversations and discussions on this topic. Methodologically, this dissertation project combines conversation analysis (to analyse the oral interaction data generated as an output of outreach science measures) with qualitative methods of sociolinguistics (e.g. the analysis of guided interviews with participating citizens).

For further information please contact the project leaders:

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