

Job Description for Research Associate (Lucknow and Hyderabad, April-June 2024)

About the Study

The pilot study 'Rise of Influencers: Digital media in the Regional Economy' is part of the News Initiative at IIIT-Delhi, which is a research group convened by Dr Aasim Khan, Department of Social Sciences and Humanities. It aims to understand the role of digital media in shaping 'influence' in the regional discourse. In the past the Initiative has conducted survey-based fieldwork to understand the impact of technology on public and media institutions. In the new study focussed on 'influencers', the aim is to follow up on a similar study from a 2019 study which focussed on Delhi and Bangalore. The new pilot study aims map the change in the experience of digital mediation, particularly in regional capitals and the way digital platforms relate to other economic and social institutions during a major political cycle.

Scope and methodology

Since the focus is beyond Delhi, the new pilot study would focus on two major regional centres, Lucknow in northern India and Hyderabad in the South. Using mixed methodology to grasp the changing trends in 'influencer networks' since 2019, and empirically map the experience of new user groups, particularly regional journalists and their reliance on digital media platforms. The aim is to draw rich evidence and identify new aspects emerging in the use of digital media within these regional settings. Through detailed fieldwork, the research group will identify key similarities based on survey-based research across social cohorts, as well as drawing case studies of both the English language press and those working in the regional language press, particularly in the Urdu, Hindi and Telugu media.

- Job Title: Research Associate (Influencers Project)
- Reporting to: PI, Dr Aasim Khan, IIIT-Delhi
- Experience level: Flexible
- Duration: 2 and 1/2 months (beginning April 2024)
- Location: Lucknow and Hyderabad (1 each)

Pay Scale: As per qualifications (up to 40,000 INR per month)

Responsibilities:

- Conduct primary research, including field-based survey and assist with case study development
- Support in organising project workshop and focus group discussion (May 2024) including identifying relevant participants, sharing the agenda and initial hypothesis with the wider research community
- Help with identifying relevant academic literature and existing studies published locally

Essential Qualifications:

- Post graduate degree in Political Science, Sociology, Public Policy or related field from a recognised university
- Understanding and ability to use survey instrument, and adding data to excel datasheets with ability to engage with respondents responsibly and independently
- Excellent skills in oral and written communications in the relevant regional language with good working proficiency in English preferred

To apply: Interested applicants should submit a CV, a one-page cover letter (max. one page), and one research writing sample not more than a year old (or an extract max. to 1000 words) **by Saturday, March 31st 2024**. Women and minorities are encouraged to apply.

Send you CV, cover letter and writing sample to **The News Initiative** at newsinitiative@iiitd.ac.in