

## **European Media Platforms (EUMEPLAT) research project: Call for quantitative content analysis research assistants**

We are looking for 2 doctoral or Master students, with a media and communication studies education, to work as research assistants for a quantitative content analysis project, part of the EUMEPLAT international research project.

### **Skills and knowledge required**

- Advanced knowledge of the Czech language
- Knowledge of quantitative content analysis methods, as applied in media and communication studies
- Media and communication studies, MA or doctoral training

### **Task description**

The selected research assistants will code social media and news media content, available in the Czech language, following the methods and principles of quantitative content analysis.

This content, which will be given to the research assistants, is extracted from social media platforms (YouTube, Facebook, Twitter) and relates to four thematic areas: 1) Economy, 2) Health, 3) Environment, and 4) Europe.

The research assistants will undergo introductory training and will be guided during the implementation of the coding tasks by EUMEPLAT research coordinators. Coding will consist of a series of YES/NO questions, related to the four key thematic areas (Economy, Health, Environment, Europe), and will be performed following the guidelines of a detailed codebook.

### **Skills to be developed**

The involved research assistants will have the opportunity to improve their quantitative research/coding skills; get familiarised with some of the basic tasks involved in a research project; get an insight into research related to media, platformization, Europe and Europeanisation.

**Estimated work period:** February-May 2022

**Estimated workload:** 50-120 hours per research assistant

**Fee:** 200 CZK/hour (BA graduates/MA students) // 250 CZK/hour (MA graduates/doctoral students)

### **Applications**

Applications shall consist of a CV and short letter, motivating the applicant's interest in the project, and shall be sent to:

Dr Vaia Doudaki ([vaia.doudaki@fsv.cuni.cz](mailto:vaia.doudaki@fsv.cuni.cz)) & Dr Miloš Hroch ([milos.hroch@fsv.cuni.cz](mailto:milos.hroch@fsv.cuni.cz))

**Deadline:**

Please submit your applications by **8 February 2022**.

**General information about the EUMEPLAT project**

The EUMEPLAT project, which stands for “European Media Platforms: Assessing Positive and Negative Externalities for European Culture”, is a Horizon 2020-funded project. It is coordinated by IULM-International University of Language and Media (Italy), and gathers 12 partners from 10 countries.

Extraordinary Professor Nico Carpentier (Institute of Communication Studies and Journalism, Faculty of Social Sciences) leads the project for Charles University.

The main goal of the project is to analyze the role of media platforms in shaping a European identity, to identify best practices, and provide policy-makers with a better understanding of critical aspects of the contemporary media landscape.

More information about EUMEPLAT:

- [EUMEPLAT @ICSJ website](#)
- [EUMEPLAT project website](#)