

PhD Studentship - Digital and Social Media Practices and Domestic Energy Consumption

Date : June 30, 2010

Applications are invited for a PhD studentship in the area of digital and social media practices and their relationship to domestic energy consumption. This fulltime studentship, starts in December 2010, providing a stipend of £13,590 per annum plus tuition fees at the UK/EU rate for three years and six months.

The studentship is part of an interdisciplinary EPSRC funded project (LEEDR) focused on the use of digital and social media in domestic energy demand reduction. It offers an exciting opportunity to develop PhD research in the Social Sciences while participating in an interdisciplinary project that addresses questions central to the concerns of contemporary society. The PhD student will be supervised by Professor Sarah Pink in Social Sciences, linked to the LiQuID Lab (Loughborough's innovative qualitative digital research lab) and will work closely with staff, Research Associates and PhD students from Design and Engineering disciplines as part of the LEEDR project team of 5 researchers and 3 other PhD students, partnered by E.ON, AlertMe and O2.

The student will develop their PhD project within the context of LEEDR. Related to LEEDR they will be expected to: review and respond to relevant theoretical, methodological, empirical and applied research literatures; undertake ethnographic research (including using, as appropriate, visual and sensory ethnography methodologies, in-depth interviewing and other innovative methods) about domestic energy consumption in homes and everyday digital and social media practices; collaborate, undertake and assist in ethnographic research exercises, project events and meetings with the Social Sciences RA; work collaboratively with staff, PhD students and RAs from Design and Engineering disciplines

Candidates should have a masters' degree in anthropology, sociology, geography or a cognate discipline, with a significant component of qualitative methods training and an interest in (and preferably experience of) ethnographic research and visual/digital methods and media.

To discuss this position please contact Professor Sarah Pink s.pink@lboro.ac.uk and for further

information about the application process contact Deirdre Lombard d.lombard@lboro.ac.uk (postgraduate secretary).

Applications must be submitted by 31st July 2010, using the research degree application form (at <http://www.lboro.ac.uk/prospectus/pg/essential/apply/index.htm>), by e-mail to Deirdre Lombard d.lombard@lboro.ac.uk or using the on-line system. Please cite LEEDR in the 'additional information' section.

Application forms must be accompanied by a statement of no more than 2000 words detailing: 1) the applicant's suitability for the position 2) an outline of the research questions, theoretical approach and methods that she/he would be interested in developing in relation to the questions of domestic energy consumption and digital and social media practices. Interviews are likely to be held early in August 2010.