

Post Graduate Research Studentship Role

Role Title:	Research Studentship Role		
School / Department	Business	Role category	Research Studentship
Location	LINC, ITB, Blanchardstown, Dublin, Ireland	Role Advertised for	3 weeks
Award Level & Field Master / PhD e.g. MEng	PhD	Position Type	Full time
Supervisor	Dr Isobel O'Reilly	Start Date	TBC
Project Title: Short title for advertising	Predicting who will be susceptible to undue influence by Social Media Influencers (SMIs)		
Project Title: Full Title as per funding application	An investigation of the personality traits that could identify vulnerable young people who will be susceptible to undue influence by Social Media Influencers (SMIs)		
Research Field / sub categories e.g. Computer / 3D modelling; Communication Sciences / Media; Language Sciences / Language	Social Media Marketing Digital marketing Psychology Marketing communications		
General enquiries email	Supervisor:	isobel.oreilly@itb.ie	
Applications by email	Admin:	Researchadmin@itb.ie	
Role Description			
The Role This is a three-year PhD programme, designed to assess the susceptibility of young people to influence by social media influencers (SMIs). In Phase one, participants will be given a validated test of personality, they will then be invited to view online, a range of selected content from SMI driven media campaigns aimed at adolescents, which will be presented to them. In Phase two, using the results from phase one a teaching module will be developed and delivered to a separate sample to teach the participants to protect themselves from influence by SMIs			
Required Skills / Qualifications / Aptitudes Minimum of 2.1 level 8 degree in a Business / Marketing field With an interest in Psychology			
Specific Requirements			
Research experience required			
Desirable Experience			
Language Required Instruction for all courses at ITB is normally through English.			
Funding The scholarship will be awarded for a period of 2 years to a value of €12,000 per year. There is the possibility that funding can be provided for a further 2 year period should the project be advanced from MA to PhD level. However, this is not guaranteed. Funding will cover the following elements: <ul style="list-style-type: none"> • A maintenance grant of €10,000 per year • Travel/Consumables/Materials budget of €2,000 per year Tuition fees for all scholarship holders will be funded to a max of €4,500 per year for two years.			

Post Graduate Research Studentship Role

Additional requirements

- ✚ Any non-EU scholarship holder will be eligible for additional fees.
- ✚ Any non-EU applicants will require a visa to come and study in Ireland [Overview Visas and Immigration](#)
- ✚ **English language requirements:** Instruction for all courses at ITB is normally through English refer to <http://www.itb.ie/studentcategories/entryrequirements.html>

Application process

To Apply:

Please email the following to - Shane at researchadmin@itb.ie

- ✚ Cover letter
- ✚ Full CV
- ✚ Names and email contact details for two referees (minimum)

Informal project queries should be directed to Isobel and Aiden Isobel.Oreilly@itb.ie Aiden.carthy@itb.ie

Closing date for receipt of applications is 12 noon 16th May 2018(GMT)