



Zurich, November 11, 2022

Job advertisement

PhD Position of Media Use & Media Effects / Health Communication

The Department of Communication and Media Research at the University of Zurich (IKMZ) has a vacancy for a PhD student in the division of Prof. Dr. Thomas Friemel, starting February 1, 2023 or by appointment. The IKMZ is one of the largest communication science institutes in Europe with about 80 employees and provides an excellent infrastructure for research and teaching, an inspiring academic environment, as well as excellent employment conditions. The University of Zurich also offers numerous opportunities for continuing education as well as a wide range of interdisciplinary cooperation possibilities.

The Division of Media Use & Effects (www.mediennutzung.ch) focuses its research and teaching on the social context of media use and effects from a social science perspective. This includes classic mass media as well as new media and various forms of interpersonal communication. In addition to general questions of media use and effects research, the division focuses on the topic of health communication. This ranges from communication campaigns (e.g., organ donation) to the effect of health-related social media posts (e.g., alcohol references) to the effect of media use on physical and mental health (e.g., digital detox). In addition to communication science, the division therefore also embraces theories, methods, and empirical approaches from social psychology, sociology, social network analysis, and public health.

Required profile

- Very good master degree in Communication and Media Research or a related discipline that is of direct relevance to the outlined research field (applications prior to completion of the master are welcome).
- Prior knowledge of or high interest in media use and media effects research
- Very good knowledge of communication science theories
- Very good knowledge of quantitative research methods
- Fluent in English (German is an asset and learning German on the job is expected)

Work focus

- Further academic qualification (doctorate), within the scope of the divisions teaching and research foci
- Participation in doctoral training at UZH and IKMZ
- Conference participation and publications
- Teaching

The employment follows the guidelines of the University of Zurich and includes a 60% employment (category 17/3). An increase of this employment is possible by additional teaching assignments or



research projects within the limits of the available resources. The employment as a doctoral candidate at the UZH is limited to a maximum of six years.

Application documents

Please combine the following documents in a single PDF file and send it to th.friemel@ikmz.uzh.ch

- Letter of motivation (1-2 pages)
- Curriculum vitae in tabular form incl. copies of certificates and references
- A scientific contribution (e.g., master thesis)

Application and selection process

Review of application starts on December 1, 2022, and the call will remain open until a suitable candidate has been found. For questions, please contact th.friemel@ikmz.uzh.ch.