

Faculty of Humanities, Utrecht University

Full professor in *Media, Data and Society*

1. General

We are looking for a full professor in *Media, Data and Society* (1.0 fte). The new chair will be positioned in the Department of Media and Culture Studies (MCW) which is part of the Humanities Faculty of Utrecht University (UU). The department offers courses in the fields of film, television, games, new media and digital culture, theatre, dance and performance, gender studies, postcolonial studies, communication and information studies, musicology as well as performance art and participatory culture. Research is conducted within and across these domains. The department considers culture as a dynamic combination of artistic, creative and everyday activities through which humans express their identity and shape societal processes, structures, and institutions.

MCW is looking for a media scholar with a strong international reputation and excellent skills in research, teaching and management. S/he can articulate an engaged, interdisciplinary vision on the field in line with the strategic plans of the department, the Faculty of Humanities, and the university. The ideal candidate substantially contributes to developing the department's research themes in media, data and society and helps to disseminate this knowledge beyond academia. S/he is able to motivate and inspire cooperative research projects across the various disciplinary areas, apply for outside funding, initiate collaborative teaching, and stimulate innovation that directly connects to recent developments in media studies, both nationally and internationally.

Research activities associated with the chair will be positioned in the Institute for Cultural Inquiry (ICON). Teaching activities are part of the undergraduate programme Media and Culture, the MA programme Media Studies, and the research MA Media, Arts and Performance Studies. The newly appointed full professor will closely cooperate with MCW's four current chairs in the field of Media Studies (Media Theory; Media History; Media and Communication; Screen Cultures and Society), as well as the other chairs within MCW (Theatre and Performance Studies; Media, Performance and the City; Art, Culture and Diversity; Language and Culture Studies; Gender and Postcolonial Studies; Music and Media).

Utrecht University is known for its thematic research orientation. For the past five years, the University Board has substantially invested in four strategic themes which run across all Faculties: Institutions for Open Societies, Dynamics of Youth, Pathways to Sustainability and Life Sciences. Connections with the first two strategic themes are greatly encouraged, for instance in the area of fake news and trustworthiness of information sources. The chair is also invited to cooperate closely with two relevant interdisciplinary focus areas: "Governing the Digital Society (GDS)", coordinated by distinguished university professor José van Dijck, in cooperation with the UU School of Governance and the Law Department; and "Human-Centered Artificial Intelligence (HAI)", coordinated by professor Jan Broersen and organized by the Department of Philosophy and Religious Studies, in cooperation with Information Sciences.

The UU-Faculty of Humanities is home to the Utrecht Data School and the Data Werkplaats, innovative hubs for collaboration with societal and business partners. They work closely together with the recently established *Centre for Digital Humanities*.

2. Academic domain: Media, Data and Society as part of the Humanities Faculty

The new chair in *Media, Data and Society* is complementary to existing chairs in that it focuses on the pervasive datafication, platformization, and digitisation of contemporary societies. The MCW department is part of a strong disciplinary *and* interdisciplinary oriented Faculty of Humanities. Over the past decades, the MCW Department at Utrecht University has built a strong international profile in cross-media research combining theoretical and historical perspectives. MCW programs have always prioritized cross-media and intermedial perspectives and will continue to do so, particularly in the light of increasing media convergence in the digital age.

The MCW Department wants to strengthen its interdisciplinary research focus on new developments such as the impact of digitization, platformization and datafication on societal sectors and institutions (such as education, media organizations, municipalities, etc). Relevant themes for the department are ethical and sociotechnical aspects of algorithmic practices, data ethics for organizations, and the implications of collecting and distributing personalized data, as well as investigation of media use, especially in the light of non-trustworthy sources of information, perspectivization and mis- and disinformation..

3. National and International Positioning

The intermedial and interdisciplinary orientation of media studies programs at Utrecht University has led to the distinct profile of this new chair in the Netherlands. At the University of Amsterdam, the chairs are mainly mediaspecific (film, television, digital media, journalism), whereas at the Vrije Universiteit, Media Studies is embedded in the larger context of Comparative Arts. The University of Groningen profile concentrates on the relation between Media and Journalism, while Leiden University has one chair in Media and Digital Culture. Maastricht University has divided the field in Arts and Culture and Digital Cultures, while Radboud University Nijmegen has a chair in Visual Culture. At Erasmus University Rotterdam, chairs in the field of media have a social sciences rather than a humanities profile.

In the international (mostly European) context, departments of media and culture in the humanities are typically media specific, specializing in film, television, digital media, and journalism. However, the convergence of media and digital platforms increasingly results in chairs and programs with a broader interdisciplinary and intermedial profile. Utrecht University wants to follow this trend and prefers to pursue expansive, societally oriented perspective on media. It is at the crossroads of (digital) media, datafied culture and societal contexts that innovative and interdisciplinary perspectives arise. We expect from our new colleague that s/he actively leads Utrecht University towards the forefront of this development.

4. Profile of the Professorship in Media, Data and Society

The successful candidate focuses on the cultural and societal dimensions of media in today's digitised society in both teaching and research. S/he is expected to engage with, and help to develop, existing interdisciplinary research initiatives such as [urban interfaces] and/or Datafied Society. Moreover, s/he is expected to contribute to Utrecht University's strategic themes "Institutions for Open Societies and/or "Dynamics of Youth" and is encouraged to initiate and build on UU's research strengths in these areas (see 1).

The candidate we are looking for has a strong publication record, proven abilities to generate external funding, and an extensive international network. S/he has profound knowledge of the theoretical foundations of media studies as an academic field and is familiar with current developments in the field of media such as mediatisation, datafication, and platformization; we welcome theoretical, historical, empirical and contextual orientations towards these developments.

Departmental Context

Our future colleague will be expected to assume a prominent role in the Department of Media and Culture Studies, both in terms of teaching, research and leadership. S/he will contribute to the BA programmes Media and Culture and Communication and Information Studies, as well as to the MA programme Media Studies and the RMA programme Media, Arts and Performance Studies. We especially encourage her/him to develop new research initiatives building on her/his demonstrated ability to attract external funding from Dutch and/or European funding schemes. We find it equally important that the new chair has the capacity and willingness to take on administrative responsibilities within the department at various levels, and to actively contribute to the department's realisation of its strategic goals with respect to teaching, research and outreach.

5. Required Qualifications

Research

The successful candidate:

- has a thorough knowledge of Media Studies, both its history and its most recent developments including media use, mediatisation, datafication, and platformization;
- is internationally recognized as an excellent senior researcher, as evidenced by regular publications in international peer-reviewed journals and books published by prestigious academic publishers;
- has demonstrated capacity to design an innovative line of research;
- has successfully supervised young researchers, especially PhD students and is capable of implementing new research programmes that attract PhD candidates;
- has had demonstrable success in acquiring research grants from government agencies and industry ('2e en 3e geldstroom'), and in actively participating in national and international research networks.
- is capable of interdisciplinary cooperation;

Teaching

The successful candidate:

- is an inspiring teacher;
- is capable of developing new teaching initiatives in media studies in interdisciplinary contexts;
- has experience teaching at the B.A., M.A. and Ph.D. levels;
- preferably has teaching experience in a variety of international settings;
- is able and willing to teach in Dutch and in English. (Candidates whose command of Dutch is insufficient at the time of appointment are expected to acquire a working knowledge of the Dutch language in two years' time).

Cooperation

The successful candidate:

- is able to develop media studies within the Media and Culture Studies department in an inspiring way;
- is able to engage in, and to further develop, cooperation networks within the department, with other groups in the faculty and the university, and within the focus areas / strategic themes of the UU;
- plays an active role in international media studies networks;
- can position and make visible his/her research and the research of the staff members on an international level.

Knowledge Utilization

The successful candidate:

- has the capacity to translate research results into support and advice for non-academic organisations;
- has expertise and experience in showing the relevance of media research to the broader academic and non-academic world.

Management and administration

The successful candidate:

- is able and willing to take on administrative duties in the department (and at faculty level);
- is familiar with organizational aspects of Dutch universities;
- has demonstrable experience in directing and managing research;
- has proven communicative and organizational skills required for this senior-level post;
- is a team player with both outstanding leadership and social skills.

Qualification system for teaching and research at Utrecht University

Utrecht University has a system of qualifying diplomas for teaching and research. This means that, in addition to a PhD in a relevant discipline, a senior qualifying diploma for teaching and

a senior qualifying diploma for research are required. Candidates who transfer in from another university and do not possess these Dutch qualifications may submit a portfolio for teaching and another for research, on the basis of which the Dean of the Faculty may grant the necessary senior qualifying diplomas prior to the appointment.