UNIVERSITY OF LINCOLN
JOB DESCRIPTION

JOB TITLE	Research Assistant				
DEPARTMENT	Psychology				
LOCATION	Lincoln Campuses				
JOB NUMBER	CHS133	GRADE	6	DATE	July 2024
REPORTS TO	Principal Investigator				

CONTEXT

Advertising gambling on social media allows for personalised targeting of certain demographic groups, which increases the risk of exposing people to potential harms. Research has suggested that some demographics, e.g., young men, are more vulnerable to gambling harms. However, it has not yet been established with objective data whether companies have indeed been targeting them. Similarly, stakeholders are concerned about the advertising of social casino games and gambling-like loot boxes in video games. Belgium has banned both products, but it is not known whether companies have complied by specifically not targeting Belgium.

This project will comprehensively review the social media adverts published by companies holding remote betting licences in Ireland to identify the audience they targeted and who they eventually reached. Similarly, we will review whether adverts for social casinos and games with loot boxes specifically excluded Belgium from targeting to comply with relevant legislation. This will be done using the Meta Ads database (https://www.facebook.com/ads/library), an online database which stores adverts that have been published on Meta-owned social media platforms (Facebook, Instagram, Messenger) and their intended demographics, as well as actual reach.

We hope to demonstrate the value of using an advertising repository as an objective source of data for research across both gambling and gaming-gambling convergence. By doing this, we expect to draw more attention to industry practices and lack of platform involvement, leading to better regulation and more responsible industry practice.

JOB PURPOSE

The Research Assistant is responsible for conducting research on the project, as directed by the Principal Investigator. The project involves working with the Meta Ad Library. As the Research Assistant, your role will be to carry out searches on this database and note down information about gambling and gaming adverts, as well as study their design and content and analyse this using content analysis. You will also have the opportunity to contribute to writing up the outputs of the study in academic publications.

KEY RESPONSIBILITIES

Research
To perform specified research under the direction and with advice from the Principal Investigator, to generate original knowledge, contribute to decisions about research direction, and to prepare reports on results, as required. The research assistant will not be expected to act as an independent researcher. Plan own day-to-day research activity within the context of the required research programme (with guidance from the Principal Investigator) and exhibiting a high degree of autonomy. Collect data from social media advertising libraries, storing, and processing the data, and uploading it to data repositories. Content analysis of video game advertising to identify compliance with regulations and content analysis of gambling adverts to study intended target demographics and actual reach. Contribute to the production of research outputs, including reports, papers and other publications, and preparation for and presentation at international research conferences.

Liason and Networking
Liaise with internal and external collaborators, and with colleagues in the Department, maintaining positive and effective working relationships; this may include liaison with senior personnel in other organisations including collaborators, sponsors and clients. Participate in internal research activities, including seminars, research meetings and continuous professional development activities.

Literature Surveys
To undertake literature surveys and other investigations of the state-of-the-art and to prepare reports as required.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Key working relationships/networks	
Internal	**External**
- Principal Investigator - Director of Research Centre - Head of School - Other academic staff within the Department	- Research collaborators - Sponsors and clients

UNIVERSITY OF LINCOLN
PERSON SPECIFICATION

| **JOB TITLE** | Research Assistant | | **JOB NUMBER** | CHS133 |

Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Honours degree in relevant subject (1st, 2.1 or equivalent), and/or Masters degree, working towards a degree, or equivalent experience in industry.	D	A
Experience:		
Some experience of relevant research methods (i.e. content analysis).	D	A/I
Skills and Knowledge:		
Knowledge specific to project/area, i.e. gambling and video games.	E	A/I
Ability to conduct original research under supervision in the subject area	E	A/I
Ability to learn IT skills necessary to the project	E	
Excellent attention to detail.	E	A/I
Ability to communicate verbally and in written form to provide regular updates on progress of project to team.	E	A/I
Ability to prioritise own workload and work to specified deadlines under pressure	E	A/I
High levels of organisation and ability to process, organise, and store large amounts of text and visual data.	E	A/I
Competencies and Personal Attributes:		
Flexible approach to workload	E	I
Ability to work on own and as part of a team	E	A/I
Enthusiasm and commitment	E	I

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

| **Author** | | **HRBA** | |