

## **Reader/Senior Lecturer of Social Data Science (027259)**

COLLEGE OF SOCIAL SCIENCES  
Research and Teaching

### **Job Purpose**

#### **Social Data Science**

Digital technologies and services are ubiquitous and pervasive and underpin social, economic and organisational life. With the rise in social media, communications platforms, deployment of robotics, big data analytics, AI, the Internet of things, and autonomous vehicles, further major social, economic and cultural developments are predicted, across all areas of social and economic life. We are interested in attracting both people who do social data science by using new forms of data or analytical tools to study diverse aspects of society, and people who study the impacts of the digital revolution on society, to join us at the College of Social Sciences at the University of Glasgow.

Social Data Science is the application of social science understanding to digital social data. Data science can extend the reach of social scientists to new forms of data being produced and offers new tools for deriving knowledge from them, notably more exploratory or data-driven approaches. The developments in data science and the impacts of digital technologies on society more broadly are themselves a focus of a growing body of social research. Questions already have been raised around the impacts of these new technologies on the economy, social lives, education, politics, security, legal systems and the environment: for example, how AI is changing the labour market and the political landscape, how social media is impacting on democratic processes, and how technologies mediate wider social, environmental and economic determinants of health inequalities. These questions raise new opportunities and challenges. Novel forms of data and associated analytics bring a variety of new ethical, theoretical and methodological challenges for social scientists and social data science has a strong role in challenge-led, interdisciplinary research.

The College of Social Sciences at the University of Glasgow is in a prime position to take advantage of research opportunities in the broad area of social data science, with a framework supporting the infrastructure, tools and expertise to both access big data sources and deliver cutting edge research. The University of Glasgow continues to enjoy a strong reputation for research into how social environment affects our life in the 21st Century. Current expertise relevant to social data science includes: social inequalities in digital

societies; machine learning and data science in education; econometrics in big-data environments; governance, responsibility and fairness; future of professions and work; trust and change in organisations; labour law and new forms of economies; IP; digital humanities; cultural policy; political risk and uncertainty; rurality and urbanisation. The work of our established research centres: Institute of Health and Wellbeing; The Scottish Centre for Crime and Justice Research (SCCJR); the Crichton Institute; Urban Big Data Centre (UBDC) and the UK Copyright & Creative Economy Centre (CREATE) evidence our world-leading research and impact in these areas.

To support our ambitions, the College of Social Sciences has an existing network of professional firms, regulators, industry, governmental and third sector representatives for innovation in the application of data science in the broad services sector, and innovation in the training, regulatory and business environment.

### **The role**

We are looking for outward focused research leaders with experience of working across sectors within the academic, policy and industrial landscape and to make links between our existing areas of expertise in social data science. As a leading thinker, innovator and researcher in social data science you will foster and lead collaborations with others to conduct novel research that spans disciplinary areas to lead the development of new research areas in line with the College's broad interdisciplinary themes: Challenges in Changing Cities; Digital Society and Economy; Justice, Insecurity and Fair Decision Making; Intersectionality and Inequality, and Sustainable Development.

As an inspirational leader committed to inclusion and collegiality you will provide insight, advice and mentoring for others developing research in Social Data Science within CoSS. Using your developed international networks in academia and with external organisations you will identify new opportunities for social data science inquiry and foster a culture of innovative leadership in this area. While we are interested in all areas of Social Data Science, we have identified the following methodological and substantive areas as being of interest: Social data science in any of the disciplines or fields covered by the College; Social data science in fields where the College of Social Science shares interests with others including public health, design science, engineering and computer science; Ethics, governance and societal impacts of data science and AI; and the Implications of digital systems for society, economy and government.

## **Main Duties and Responsibilities:**

1. Undertake a leading role in the development and implementation of individual and/or joint research projects of international standard, and actively engage in shaping College/School research strategy and enhancing the quality of the School's research profile.
2. Act as principal investigator or project leader on major, externally funded, research projects with a portfolio of research activity and publications of high quality and impact. Take a lead in Knowledge Exchange activities which develop and sustain support for the subject area and recognised excellence for the University.
3. Actively participate in attracting high calibre research students to undertake doctoral research and provide leadership to early career staff and students through research collaboration, supervision and mentorship, assisting with difficulties e.g. learning support/problems as necessary.
4. Undertake academic management and leadership roles and responsibilities to ensure high quality course/programme administration, setting and monitoring standards and lead on the development of policy and practice across research and teaching teams (beyond subject/school level).
5. Create and develop effective networks with students, staff across the University, and external stakeholders to oversee the embedding of key University priorities such as graduate attributes, professional requirements, work-related learning, transitions support, student mobility and quality enhancement within credit bearing and non-credit bearing activities.
6. Develop a strategic approach to embedding learning technologies across the Subject/School and College to support and enhance course/programme delivery, course organisation, feedback and assessment within campus based, blended and online provision.
7. Lead the development of inclusive and innovative approaches to teaching, learning and assessment that recognise the needs of a diverse student cohort, taking appropriate responsibility for managing associated cultural changes and staff support and development.
8. Regularly attend and participate in appropriate activities to effectively contribute to the subject specialism, through learned societies, professional bodies, broader review and editorial processes. Disseminate research findings locally, nationally and internationally to enhance learning within the discipline and to represent the University externally.
9. Through an established network of external stakeholders, increasingly influence public understanding and/or professional policy and practice aligned with the strategic priorities of the School/College/University.
10. Engage in continuing professional development activities as appropriate.

11. Undertake any other reasonable duties as required by the Head of School.
12. To contribute to the enhancement of the University's international profile in line with the University's Strategic Plan - Inspiring People – Changing the World.  
<http://www.gla.ac.uk/about/strategy/people/>

## **Knowledge, Qualifications, Skills and Experience**

### **Knowledge/Qualifications**

- A1: Scottish Credit and Qualification Framework level 12 (PhD) or equivalent in related discipline with an extensive and established reputation in research and significant teaching experience within the discipline/subject area.
- A2: Recognised expertise in subject discipline/specialism to develop new knowledge and understanding within the field.
- A3: A thorough understanding of, and track record in, contributing to broader academic leadership and management at School/Service/College level.
- A4: Sustained engagement with current practice and developing knowledge.
- A5: Engagement with the current and future priorities of University/College/Service strategies, aims and ambitions.
- A6: Membership of a relevant professional body, if applicable.

### **Skills**

- C1: Proven ability to plan and lead staff and efficiently deploy resources in support of major research and teaching activities.
- C2: Ability to disseminate conceptual and complex ideas to a wide variety of audiences to promote understanding.
- C3: Ability to undertake academic leadership of groups/activities with substantial impact on finance and other resources.
- C4: Ability to forge new and effective relationships with colleagues, internally and externally, to foster collaboration across the University and with colleagues in other institutions.
- C5: Ability to demonstrate independent thought in order to generate original research and secure research income.

### **Experience**

- E1: Substantial track record of published research of international standard compatible with enhancing the School's submission to the REF.
- E2: Established track record of successfully securing funding for research projects, as appropriate for the subject specialism.
- E3: Internationally recognised excellence and reputation in subject area and scholarship of teaching in the discipline.
- E4: Proven track record of developing and devising teaching programmes, techniques and methods.
- E5: Track record of student supervision and development/mentorship/coaching of early career academic colleagues in subject area/team.

## **Job Features**

### **Dimensions:**

- Leading major research projects of strategic importance and play a leading role in developing University, College and School research strategy, attending and presenting at high profile international conference and taking responsibility for key research activities within subject specialism.
- Leading student supervision and mentoring/coaching early career staff, providing specialist advice, support and academic leadership.
- Providing academic leadership and management of teaching, setting standards and monitoring progress.
- Contributing to the academic leadership and management of the School, e.g. by chairing committees and leading on key processes.
- Make a substantial contribution to international and national research developments through committee membership on scholarly and advisory bodies.
- Maintaining a portfolio of international standard research activity and publications of high quality and impact.

### **Planning and Organising**

- Organise workload and manage time effectively to undertake all research, teaching and administrative responsibilities and scholarly and professional activity.
- Manage staff and resources within research and teaching teams effectively and efficiently, revising research plans accordingly.
- Design and plan the delivery of a range of teaching programmes and courses, including evaluation and review.
- Manage and provide leadership in strategic planning at all levels within and beyond the School, including the identification of new initiatives.
- Plan and prepare individual/joint applications and secure research funding for future projects.
- Plan, deliver and evaluate knowledge exchange and outreach activities as appropriate.

### **Decision Making**

- Devise and develop approaches to research and teaching which are innovative and reflect best practice and set priorities for early career staff accordingly.
- Take responsibility for major research project(s), demonstrating leadership and making decisions on research methodology, submission of grant applications and choice of journals for publication and supervising/mentoring members of research team.
- Make effective decisions, setting priorities and deploying resources, in relation to research, teaching and administration activities.
- Prioritise work in line with Subject/School strategic objectives including contribution to strategy direction and School leadership.  
Make balanced and well justified decisions on research activity, teaching methods and assessment, and on related administrative work.  
Contribute to University/ College/School decision-making.

## **Internal/External Relationships**

### **Internal:**

- Exchange relevant information with the Programme Leaders, Undergraduate/Postgraduate Directors, Head of School and other relevant staff to ensure that School strategic objectives are met and that University protocols relating to quality assurance and programme enhancement are enacted.
- Demonstrate leadership in building effective relationships with students and provide advice and support conducive to enhancing their academic engagement and learning, and, where relevant, seek advice from the University's Student Support Services.
- Demonstrate leadership in building effective relationships with academic and professional services colleagues across the University, developing and promoting interdisciplinary collaborations, providing support and guidance to early career academics as appropriate.

### **External:**

- Represent the University externally within the subject area.
- Demonstrate leadership in the development of teaching and learning policy and practice locally, nationally and/or internationally.
- Engage with Research Councils, charitable bodies and other external sources of research funding.
- Develop productive networks with academic colleagues in disciplines and/or other Universities both national and international.  
Develop links with professional institutes to project the subject's reputation, and disseminate scholarly outputs.

### **Problem Solving**

- Resolving problems in relation to research and teaching activity, e.g. in relation to funding applications, research direction and mentoring early career staff to develop strategies for overcoming future difficulties.
- Resolving teaching and assessment and scholarly issues in line with School strategic objectives, and University and School values and policy.
- Provide leadership in resolving student issues, providing effective support and guidance to students and to early career staff undertaking pastoral care.