

Scholarship Project Title	Exploring Together: Teenage Girls Co-crafting a Social Media Literacy Programme
Advert Reference number	SETU_2024_202_2
Supervisor(s)	<i>College Street Campus, Waterford</i> <i>PI - Dr Irena Loveikaite, Waterford Campus</i> <i>Co-supervisor</i> <i>Dr Jacinta Byrne-Doran, Waterford</i>
Research Group	Analysing Social Change Research Group
Department /School/Faculty	<i>Department of Social Care and Early Childhood Studies,</i> <i>School of Humanities</i>
Duration	4 Years/48 Months
Status: Full-time / part-time	Full-time
Funding information	SETU 2024 Presidents Scholarship Programme
Value of the scholarship per year for four years	Stipend: €18,500 per annum Fees: €5,750 per annum Research costs: €2,000/€3,000 per annum
Closing date and time	Wednesday 9th October 2024 at 4pm Irish-time
Interview date	To be confirmed
PhD commencement date	As soon as possible

Project Key Words: Teenage girls, lived experiences, social media literacy, Participatory Action Research

Post summary

This research project aims to empower teenage girls (13-17 years old) in Ireland to develop a social media literacy programme. Recent research indicates that social media spaces are distinctly gendered, with teenage girls experiencing higher levels of abuse, sexualisation and cyberbullying (SapienLabs, 2023; Milosevic et al., 2022; Ging and Siapera, 2019). Current social media literacy programmes mainly focus on dispensing knowledge rather than allowing teenage girls to construct the programme themselves. To drive change, empowering teenage girls to shape the structure of the programmes is crucial. Thus, the project adopts Participatory Action Research (PAR) principles, placing teenage girls at the forefront of the research process, enabling them to voice their experiences and influence the research design.

This research project will utilise qualitative methods to explore the following:

1. Teenage girls' perspectives/suggestions on how to develop a social media literacy programme
2. Co-creation of such a programme through workshops
3. Evaluation of the programme through diary entry

The findings of the study are anticipated to inform policy developers, schoolteachers, youth and social care workers, as well as families, on ways to deliver social media literacy programmes. The project's novelty lies in its participatory and inclusive approach,

addressing gendered challenges in social media spaces, and empowering teenage girls to drive change.

Duties and Responsibilities

The successful applicant will:

- Be based at SETU Cork Road/College Street, Waterford Campus.
- Complete research modules and training as agreed with supervisors.
- Present research findings at academic conferences.
- Provide periodic progress reports.
- Contribute to public dissemination of the research through various media.
- Engage with the academic community at SETU.

Qualifications

Essential

- Honours Degree (minimum 2:1) or equivalent in Social Care, Social Science, Humanities, or a related discipline.

Desirable

- Masters Degree or Level 9 equivalent in Social Care, Social Science, Humanities, or a related discipline.

Knowledge & Experience

Essential

- Knowledge of research process and ethics.
- Knowledge of qualitative research methods.

Desirable

- Experience working with young people.
- Knowledge of social media platforms.
- Experience working in applied social care or related contexts.

Skills & Competencies

Essential

- Applicants whose first language is not English must demonstrate on application that they meet [SETU's English language requirements](#) and provide all necessary documentation. See Page 7 of the Code of Practice
- In order to be **shortlisted for interview**, you must meet the SETU English speaking requirements so please provide evidence in your application.
- Strong written, oral, and audio-visual communication skills.
- Ability to work as part of a multidisciplinary research team and on their own initiative.
- The successful candidate will have to obtain Garda Vetting Clearance.

Desirable

- IT skills and familiarity with the MS suite of applications.
- Project management and organisation skills.
- Keen interest in working with young people.

Further information

For any informal queries, please contact Dr Irena Loveikaite (PI) on email irena.loveikaite@setu.ie.

For queries relating to the application and admission process, please contact the Postgraduate Admissions Office researchadmissions@setu.ie or telephone +353 (0)51 302883.

For queries relating to the funding programme, please email scholarships2024@setu.ie
University Website <https://www.setu.ie/>

Application procedure

Download the Research Postgraduate Application Form from here:

<https://www.setu.ie/research-innovation/researcher-support/current-funding-and-open-calls/internal-setu-funding-calls/funded-research-opportunities> and return the completed application to researchadmissions@setu.ie quoting **SETU_2024_202_2** in the email subject line.

Please note that paper submissions will not be accepted.

The University may decide to interview only those applicants who appear from the information they provided, to be the most suitable in terms of experience, qualifications and other requirements of the post.

The University will short-list and interview those applicants who provide the most suitable information in terms of experience, qualifications and other requirements relevant to the scholarship.

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