

PROJECT DETAILS

Project Title:

The evolution of social media influence: The decline in mass media influence and the rise of content creators as agenda setters and influencers

Project Summary:

This project aims to explore the impact of social media (SM) influencers on their followers, on commerce and on community. The project may encompass parent, child or family influencers and their followers. It may also potentially focus on influencers from a particular country or region and their impact locally and/or internationally. SM influence has become a billion-dollar worldwide industry, with significant ethical, social and legal issues. The outcome of this research could include potential regulation, policy and guidelines for Governments, SM companies and those industries and individuals involved, including marketing, advertising and digital communication disciplines.

Preferred Applicant Skillset:

An enthusiastic and self-motivated PhD candidate with excellent critical thinking, collaborative, and communicative skills. The candidate should have an interest in social media, media studies and communication. The student may have studied aspects of SM use and its impact in their previous degree. Mixed qualitative and quantitative communication and SM research methods skills are desired, including but not limited to:

- Networked analysis,
- Discourse or content analysis,
- Interviews and/or digital ethnography.

Internship Opportunity:

Yes, there is a potential for an internship. Catherine Archer could arrange an internship through her existing contacts with not-for-profit organisations such as the Valuing Children Initiative, regional organisations such as chambers of commerce, tourism entities or communication/digital consultancies, such as Cannings Purple.

Primary Contact:

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