

## PROJECT DETAILS

Project Title

**Harnessing the power of social media for community building and advocacy**

Project Summary: aims, significance, expected outcomes and potential research impact.

This project explores communities' use of social media (SM) platforms to communicate, mobilise, and advocate for issues that may be less visible to the mainstream media. It will explore the affordances of SM for creating in-group connections and building capacity from within communities. The research may use a case study approach and/or data gathered from interviews and SM platforms for a mixed methods analysis. The project will trace the stories and strategies that help move under-represented voices from the periphery to the centre of public discourse. Communities may stand to benefit from building digital literacy if research is applied and translational.

Preferred applicant skill set, describe the capabilities of the HDR applicant.

An enthusiastic and self-motivated PhD candidate with excellent critical thinking, collaborative, and communicative skills. The candidate may have an interest in SM advocacy or activism, community building and/or collective issues pertaining to racial, ethnic, gender, sexual, disability, religious, class or linguistic minorities. The student may have studied aspects of SM use and its impact in their Honours or Masters degree or have a keen interest in pursuing this area of research further. Mixed qualitative and quantitative communication and SM research methods skills are desired, specifically, but not limited to: networked analysis, discourse or content analysis, interviews and digital ethnography.

Internship opportunity: Yes

Yes, there is a potential for an internship at a not-for-profit and/or in a communication-focused role.

Contact person for the project:

Name:	Claire Fitzpatrick
Email:	<a href="mailto:c.fitzpatrick@ecu.edu.au">c.fitzpatrick@ecu.edu.au</a>