Postdoctoral Fellowship in Communication and Work - Fapesp No.: 7002

Project title:

DATAFICATION OF COMMUNICATION AND WORK ACTIVITIES IN COMMUNICATORS' ARRANGEMENTS: THE STRUGGLES WITH THE DETERMINATIONS OF PLATFORM COMPANIES

Research theme area: Communication and Work

Abstract: We analyze platforms as singular means of production. The uniqueness of these technological structures (Google [Alphabet], Amazon, Facebook [Meta], Microsoft) lies in the characteristic of operating at the same time in the intertwining of communication activities and work activities. This characteristic makes them simultaneously technological tools, organizational and economic rationality, in addition to pressure groups and policy managers – with implications for terms of use, for example, for the sovereignty of national states. This characteristic is mainly structured in the mechanisms for collecting data, which constitute a fundamental input for the financial profitability of these conglomerates. Our hypothesis is that the work activity of communicators becomes qualified data for the operation of these companies: journalism and advertising are content highlighted in circulation aimed at engagement. The research aims to understand the process of datafication of the work of these professionals: how and what data is captured? How does this data contribute to the operation of these companies? What is the level of dependence on the communicational working arrangements of the structures of these platform companies? among other issues. The objectives of this scholarship are: a) to expand the discussion on the need to create public infrastructures for digital work; b) identify ways to make visible how big techs extract data, which composes the commodity of these companies with the purpose of monetizing and remodeling their own private logics of value extraction. The study will be guided by bibliographic and documentary research; interviews with scientists, professionals, and other programming experts; investigation of the paths of primary data extracted by the platforms' tools; and the organization of databases for research. The postdoctoral research will accompany the research team of the original project in all its axes, theoretical and methodological relevance. The research objectives, as well as the expected results, are aligned with the Sustainable Development Goals (SDGs) of the United Nations (UN) 2030 Agenda.

Activities to be developed:

- Theoretical-conceptual production on how platforms capture and process data extracted from communicators' work interactions in their productive arrangements.
- Provide elements that contribute to the discussion on the need to create public infrastructures for digital work.
- Identify ways to show how big techs extract data from communication workers in the workplace, which composes the commodity of these companies with the purpose of monetizing and remodeling their own private logics of value extraction.
- Contribute to the design of public policies to support productive arrangements for communicators on digital platforms.
- Provide data for the creation of prototypes of open tools and platforms for the work of communicators and for communication between workers and arrangements so as not to depend on existing digital platforms.
- Strengthening collaboration between academics, workers and civil society organizations.
- Publication of articles in scientific journals with the results of the research.

Requirements to fill the position.
The position is open to Brazilians and foreigners. PhD holder for less than seven years. Higher education in Communication and/or Social Psychology, with experience in research on digital work, user experience (UX/UI), attention economy and database organization. Consistent theoretical profile for the analysis of integrated systems and human-machine interface (HMI).

Language: Portuguese and English

You must reside during the scholarship period in São Paulo, SP, Brazil.

The selected candidate will receive a FAPESP Post-Doctoral Scholarship worth R$9,047.40 per month and a Technical Reserve equivalent to 10% of the annual value of the scholarship to cover unforeseen expenses directly related to the research activity.

Funding Notes: This fellowship is funded by Fapesp.

Work place: São Paulo, SP. Brazil - School of Communications and Arts, University of São Paulo

Documents/Information to be Sent: **Ref: 7002 -** comunicacaoetrabalho@gmail.com

    (1) Fapesp Curriculum Summary and/or Lattes Curriculum;
    (2) PhD completion certificate;
    (3) Proof of research experience in the area of Communication and Work
    (4) Recommendation letter from two senior researchers

Deadline: 05/17/2024

In case you have any question, please write to:
comunicacaoetrabalho@gmail.com