



UNIVERSITETET I BERGEN

**University of
Bergen**
Department of
Information Science
and Media Studies

Jobbnorge ID: 281032

Deadline: 8/7/2025

Website: <https://www.uib.no/om/84775/ledige-stillinger-ved-uib>

Scope: Fulltime

Duration: Fixed Term

Postdoctoral Research Fellow in Media Studies: Citizens, AI and news experiences

UiB - Knowledge that shapes society

Through robust and close interaction with the world around us - globally, nationally and locally - we shall be instrumental in building a society based on knowledge, skills and attitudes.

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Video: <https://www.youtube.com/watch?v=oYaThmlq6Kg>

Postdoctoral Research Fellow position

We are looking for an ambitious scholar interested in researching user experiences with AI in the news media. The postdoc will form part of the team for the project "IMAGINE: Citizen perceptions of AI in everyday media life", funded by The Research Council of Norway (2025-2028) and led by Professor Brita Ytre-Arne. The position is full-time for 3 years.

About the project/work tasks:

The IMAGINE project explores how people in Norway perceive artificial intelligence (AI), and analyses changes in trust and understandings, at a time when AI becomes integrated into everyday media experiences. The goal of the project is to develop new conceptualizations of what AI means to people, grounded in everyday life, and to assess democratic implications of emergent media technologies.

The postdoc will design and conduct a qualitative case study of citizen responses to AI in news media in Norway. Relevant research questions concern experiences with or attitudes towards different uses of AI in the media, implications for trust and authenticity, perceptions of AI and algorithms in digital information environments, news and technology in everyday life, differences in attitudes to AI between journalists and audiences, or experiences and understandings amongst different groups of citizens.

A variety of analytical perspectives and qualitative methods are relevant, including public connection research, folk theory analysis, critical algorithm studies, ethnography and qualitative interviews, media diaries, data donations and digital trace data, and newsroom studies in combination with audience analysis. The case study conducted by the postdoc will be part of a work package on AI in everyday media experiences in Norway, prioritizing qualitative methods. The Imagine project will also conduct representative surveys through the Norwegian citizen panel (KODEM) and the team will collaborate on developing insights across studies.

Applicants should propose a sketch for a postdoctoral project, to be further developed in collaboration with the project leader upon hiring. We expect the successful candidate to be able to conduct research in Norway and to join our team in Bergen. The postdoc will be part of a dynamic, inclusive and interdisciplinary environment, in the IMAGINE project and in Bergen Media Use Research Group, which constitutes a stimulating environment for young scholars.

Qualifications and personal qualities:

- The applicant must hold a PhD or an equivalent degree within media and communication, journalism, digital culture, sociology or other relevant disciplines, or must have submitted his/her doctoral thesis for assessment prior to the application deadline. It is a condition of employment that the PhD has been awarded.
- Proven interest in issues related to media users, news, citizens, society and technology.
- Experience from relevant qualitative or digital methods is an advantage, particularly proven experience with qualitative analysis of news users.
- Ability to work independently in a structured manner, to collaborate well with others, and to contribute to a dynamic, inclusive and ambitious research environment.
- Proficiency in both written and oral English.
- A sufficient command of the Norwegian language pertaining to the proposed research.

Potential candidates may be invited to the department for an interview.

Applicants are advised to familiarize themselves with:

- Bergen Media Use Research Group, please see <https://www.uib.no/en/rg/mediause>
- The Imagine project website: <https://www.uib.no/en/imagine>
- The project proposal can be shared upon request.

Relevant publications include:

- Ytre-Arne, B., & Moe, H. (2021). Folk theories of algorithms: Understanding digital irritation. *Media, Culture & Society*, 43(5), 807-824. <https://doi.org/10.1177/0163443720972314>
- Knudsen, E., Dahlberg, Iversen, Johannesson & Nygaard (2021) How the public understands news media trust: An open-ended approach. *Journalism*, vol 23 (11). <https://doi.org/10.1177/14648849211005892>
- Moe, H., & Ytre-Arne, B. (2021). The Democratic Significance of Everyday News Use: Using Diaries to Understand Public Connection over Time and beyond Journalism. *Digital Journalism*, 10(1), 43-61. <https://doi.org/10.1080/21670811.2020.1850308>

About the position of postdoctoral research fellow:

The position of postdoctoral research fellow is a fixed-term appointment with the primary objective of qualifying the appointee for work in top academic positions. The fixed-term period for this position is 3 years. Individuals may not be hired for more than one fixed-term period as a postdoctoral research fellow at the same institution.

A research proposal of 4-5 pages must accompany the application. The proposal should contain a progress plan for the different parts of the research work, as well as a plan regarding publishing. It is a requirement that the project is completed in the course of the period of employment.

We can offer:

- An inclusive and dynamic working environment.
- Salary at 624 500 NOK per year (code 1352) on the government salary scale upon appointment. Further promotions are made according to length of service in the position. A higher salary may be considered for a particularly well qualified applicant.
- Enrolment in the Norwegian Public Service Pension Fund
- Good [welfare benefits](#)
- A workplace in the city centre of Bergen, which offers a vibrant cultural life and closeness to nature.

Your application must include:

- A brief account of your research interests and motivation for applying.
- A research proposal of 4-5 pages
- The names and contact information for two reference persons. One of these must be the main advisor from the PhD programme.
- CV
- Transcripts and diplomas and official confirmation that the doctoral thesis has been submitted.
- Relevant certificates/references.
- Complete publication list of any works of a scientific nature.
- Uploaded copies of most relevant scientific publications in your name (max 3).

The application and appendices with certified translations into English or a Scandinavian language must be uploaded at Jobbnorge.

The closing date is August 7th 2025. The application has to be marked with: 25/5904

Applications sent by e-mail will not be evaluated.

General information:

Detailed information about the position can be obtained by contacting:

- Professor Brita Ytre-Arne (project leader), brita.ytre-arne@uib.no.

Practical questions about the application process should be directed to:

- Research Adviser Lene Angelskår, lene.angelskar@uib.no.
- HR Advisor Pernille Hole, pernille.hole@uib.no.

Diversity is a strength that enables us to solve our tasks even better. UiB therefore needs qualified employees regardless of gender, ethnicity, religion, worldview, disability, sexual orientation, gender identity, gender expression, and age.

The University of Bergen applies the principle of public access to information when recruiting staff for academic positions.

Information about applicants may be made public even if the applicant has asked not to be named on the list of persons who have applied. The applicant must be notified if the request to be omitted is not met.

We encourage applicants with disabilities, immigrant backgrounds, or gaps in their CV to apply. By indicating such circumstances in your application, you may receive favourable consideration. We ensure that at least one qualified applicant from each of these groups is invited for an interview as part of our commitment to inclusivity and equal opportunity. Further information about our employment process can be found [here](#).

About The University of Bergen (UiB)

The University of Bergen is a renowned educational and research institution, organised into seven faculties and approximately 54 institutes and academic centres. Campus is located in the centre of Bergen with university areas at Nygårdshøyden, Haukeland, Marineholmen, Møllendalsveien and Årstad.

There are seven departments at Faculty of Social Sciences. [Read more about the faculty and departments.](#)

Additional information

Place of service:

postboks 7802 5020 Bergen (Bergen Municipality)