Project Title 61: Safe and Well Online

Supervisory team: Philippa Collin; Teresa Swirski

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Project Description

Safe and Well Online is developing and testing a program of online, youth-centred social communications to promote young people’s safety and wellbeing online. The Institute of Culture and Society is facilitating the stakeholder component of the project, which involves participatory design with young people and project partners.

The intern’s project will involve two components:

Research component

- Conduct a literature review exploring young people’s safety and wellbeing, technology and social marketing. The outcome of this is to update the literature (both academic and grey) which relates to the Safe and Well Online project. This literature review will be circulated to project team members.

- Provide assistance to the UWS researchers in conducting interviews with project stakeholders (young people and project partners). The purpose of these interviews is to explore insights into how key stakeholders from the project conceptualise their role within the Safe and Well Online project. The outcome of this will inform the drafting of a journal article.

Engaged research component

- Spending 2-3 days over the course of the internship with Zuni (a digital marketing agency and the project’s main industry partner) to understand how this project connects with industry; this time will focus on revising the project audit of online campaigns.

Project Aims

1. To conduct a literature review around young people’s safety and wellbeing, technology and social marketing

2. To help conduct and analyse six to ten semi-structured interviews to explore stakeholder perspectives of their involvement in the project
3. To gain insights into the engaged research process with our industry partner by assisting in a project audit of online campaigns

**Project Methods**

Methods to conduct this research include:

1. Literature review: a literature review of the key themes and issues relating to young people’s safety and wellbeing, technology and social marketing. The student will be engaged in this process by exploring online library databases and grey literature (websites). The proposed outcomes of this literature review is a three to five page summary of the literature, as well as an Endnote library of the accompanying literature.

2. Qualitative research: semi-structured interviews with young people and project partners. The student will be engaged in this process by helping to conduct semi-structured interviews, as well as analysing the transcripts. The proposed outcome of this is to help conduct and analyse six to ten interviews (with young people and project partners).

3. Project online audit: The student will update the current project audit of online campaigns. They will be engaged with this process in consultation with Zuni (a digital marketing agency and the project’s main industry partner).

**Opportunities for Skill Development**

**Research skill development** (4 days per week)

1. The student will gain research experience by conducting a short literature review, conducting an audit of online campaigns - and helping to conduct and analyse interviews with the project’s stakeholders (young people and project partners).

2. Skills they will acquire include: writing a literature review and qualitative research techniques (conducting and analyzing semi-structured interviews).

3. They will learn from working with Dr Pip Collin (an experienced researcher) and Dr Teresa Swirski (a Postdoctoral Research Fellow).

**Industry skill development** (2-3 days over the course of the internship)

1. The student will gain industry insights of a leading digital marketing agency (Zuni, the project’s main industry partner).

2. Skills they will acquire include gaining awareness of the requirements of updating an online audit.
Students are required to have the following skills to apply

**Essential**

1. Strong interest in young people’s digital practices, social marketing and large-scale digital projects
2. Final year undergraduate student (e.g. Bachelor of Arts/Communications /Marketing)
3. Seeking to expand their research skills (i.e. conducting a literature review, qualitative interviews and an online audit)

**Skills**

1. Excellent writing and communication skills
2. Software skills: Microsoft Office, Endnote, NVivo
3. Strong organizational skills and attention to detail
4. Positive attitude and willing to learn