

COMMUNICATION STUDIES

Project Title: Digital Communication: Experiencing the Digital

- Supervisors: Tania Lewis, Ellie Rennie, Rowan Wilken, Shanti Sumartojo, Anne Harris, Haqing Yu, Anna Hickey-Moody, Catherine Gomes, John Postill, Ramon Lobato, Julian Thomas, Jaz Hee-jeong Choi (School of Design), Marsha Berry, Annette Markham, Rob Cover, Larissa Hjorth, Ingrid Richardson

Outline: How do people experience the digital today? What can ethnographic approaches contribute to our understandings of social, cultural and technological change? Where is digital communication headed? This project provides students an opportunity to explore these questions and their relationship with the contemporary world where digital and mobile technologies are increasingly pervasive. By using innovative, reflexive, and ethical ethnographic approaches to investigate wider processes of social and cultural change, this project offers new insights into digital communication theories and practices as well as their future. The project's concerns also dovetail with those of the Social Change and Design and Creative Practice ECPs. In particular we encourage a critical engagement with questions of technology and sustainability; social equity, inclusion and empowerment; and politics and ethics.

FoR Code: 2001 Communication and Media Studies

ECP alignment: Social Change; Design and Creative Practice

Project Title: Does Australian Sport have a major gambling problem?

- Supervisors: Lukas Parker, David Fouvy

Outline: Australia's destructive love affair with sports betting continues to grow. New figures show Australians are losing more money than ever on sports betting and racing (Mark D, 2018). The data collected for the past 34 years and published annually by the Queensland Government Statistician's Office shows that, when averaged out across the entire adult population, Australians bet almost \$11,000 per person, making Australia the biggest betting nation on the planet (Qld Stats Office

2017). This project will work with a number of industry and academic partners as part of a team contributing to a broad understanding of the connection between sport and gambling and its impact on sports fans. This project aims to uncover the impact of gaming communication at sport events and during major sport event telecasts on sports fans' perceptions of gambling and its impact on the host sports brand. Specifically, this project will investigate if sport provides an easy entrée to gambling and if gaming is changing the way consumers view sport.

FOR Codes: 2001/1505

ECP Alignment: Social Change

Project Title: Adapting lifestyles for health: young people and their lived experiences

- Supervisors: Linda Brennan, Lukas Parker, Jenny Robinson, Bruno Schivinski

Outline: Young people are subject to a wide range of pressures when it comes to developing and maintaining healthy lifestyles. This project aims to understand the behavioural infrastructures underpinning lifestyle choices when it comes to living and eating healthily. Specifically, how do young people engage with their physical, technological, social and personal environment to enact a healthy lifestyle? This project will work with a number of industry and academic partners as part of a team contributing to a broad understanding of young people and health. The key domains of study are social marketing and behaviour change using systems thinking approaches.

FOR Codes: 2001 Communication and Media Studies; 1505 Marketing

ECP alignment: Social Change; Design and Creative Practice; Global Business and Innovation

Project Title: Blockchain and Social Good

- Supervisors: Ellie Rennie, Julian Thomas

Outline: The project will involve a case study investigation of blockchain development and/or use by civil society for social good outcomes or public infrastructures. It will consider the various emerging models of blockchain

governance (consensus mechanisms and decision-making) and incentives for participation. Relevant areas of existing research include studies of altruism and cooperation, infrastructure studies, and civil society theory. The research approach may include ethnographic work into blockchain communities and their motivations. The project will be based in the School of Media Communication and the Digital Ethnography Research Centre (Technology, Communication and Policy Lab), and affiliated with RMIT's Blockchain Innovation Hub. The research aligns with RMIT's Social Change Enabling Capabilities Platform and Ellie Rennie's Future Fellowship project (commencing in 2020).

FoR Code: 200102 Communication Technology and Digital Media Studies

ECP alignment: Social Change

Project Title: Global and Cross-Cultural Journalism

- Supervisors: [Alexandra Wake](#), [Antonio Castillo](#), [Josie Vine](#), [Marianne Sison](#)

Outline: The ability of journalists to work and create stories for a cross cultural environment has never been more important, with geopolitical forces and mass disruption to the news industry. However cross-cultural environments bring with them issues around cultural competency. This project is specifically designed for those who want to explore in depth matters of culture within journalism workplaces.

FoR Codes: 2001 Communication and Media Studies; 2002 Cultural Studies; 1903 Journalism and Professional Writing

ECP alignment: Social Change; Urban Futures

Project Title: Migration and Diverse Communities Project

- Supervisors: [Catherine Gomes](#), [Anna Hickey-Moody](#), [Lutfiye Ali](#), [Val Colic-Peisker](#) (GUSS), [Supriya Singh](#) (Graduate School of Business), [Glenda Mejia](#) (GUSS), [Anne Harris](#) (Education), [Chris Ziguas](#) (GUSS), [Emsie Arnoldi](#)

Outline: This project is concerned with the globalised politics and experiences of (im)mobilities, and how these play out in our digitally saturated world. It aims to understand and demonstrate the diverse ways in which movement is experienced and impacts those who move, those who are left behind and receiver nation

communities. It focuses the phenomenology of mobility in light of the sociopolitical and global context that is informed by current and historical relations of power. By engaging with and working alongside communities, the project aims to contribute to knowledge production, influence public discourses on diversity and the social policy landscape. This project is committed to social justice by surfacing patterns of power and privilege that maintain the status quo and to understanding the evolving and developing nature of diversity and social relations caused by the movements of people. Aligned with the Social Change ECP, this project investigates the impacts and major social challenges in the critical areas of population mobility and migration.

FoR Codes: 200206 Globalisation and Culture; 200208 Migrant Cultural Studies; 200209 Multicultural, Intercultural and Cross-cultural Studies

ECP alignment: Social Change

Project title: Creative and Cultural work in Australia

- Supervisors: [Scott Brook](#), [Ramon Lobato](#)

Outline: While the prospect of creative and cultural work has provided a compelling narrative for Higher Education providers, evidence suggests graduates face unique career challenges in the sector. We invite PhD proposals to undertake empirical and theoretical research on Australian creative graduates, especially those addressed to questions of the significance of gender and/or social class, and the relationship of creative vocations to employment. The successful applicant will collaborate with an international research team and have access to comparative quantitative data on graduate outcomes in Australia and the UK.

FoR Codes: 200199 Communication and Media Studies not elsewhere classified; 200213 Cultural and Creative Industries

ECP alignment: Design and Creative Practice

Project Title: Cute! Kawaii! Awww!/: Humanising Technologies in the City

- Supervisors: [Jaz Hee-jeong Choi](#) (School of Design), [Larissa Hjorth](#)

Outline: Digital technologies are increasingly embedded in everyday lives of people living in urban environments. Active discussions and design of robots and artificial intelligence question how they are perceived to care for, and be cared for by, those living in cities. As importantly, they raise questions around particular anthropocentric design choices, one of which is how “cuteness” is used to make them feel more approachable, acceptable, or even loveable. In this project, we study the current cute-scape of technologies designed for “caring” in different cultural settings and speculate its possible-tomorrow.

FoR Codes: 200102 Communication Technology and Digital Media Studies; 120304 Digital and Interaction Design

ECP alignment: Design and Creative Practice

Project Title: Diasporic digital/social media, cultural citizenship, and soft power

- Supervisors: [Haiqing Yu](#), [Catherine Gomes](#)

Outline: The role of diasporic media in mediating migrants’ lives in host countries is well documented. There is also an increasing amount of scholarship on non-English digital/social media produced and used by migrant communities in Australia and other Western immigration countries. The transnational dimension of digital/social media, the penetration of powers from home countries in the migrant communities in host countries, and the subsequent impact on identity and citizenship—those and other related questions are relevant to the current debates on multiculturalism and transnationalism. We invite PhD proposals to undertake empirical and theoretical research on the use of digital/social media among diasporic communities in Australia, especially those to address the questions of citizenship, identity, and soft power. The successful applicant will collaborate with an Australia Research Council Discovery Grant Project team and have access to quantitative data. This project studies the production and use of digital/social media by individuals, families, and communities in Australia and the Asia Pacific in order to produce fresh knowledge about citizenship and soft power. It draws upon theories and methods from media anthropology, political communication, international studies, diaspora studies, and digital media and communication studies.

FoR Codes: 200102 Communication Technology and Digital Media Studies; 200104 Media Studies; 200202 Asian Cultural Studies

ECP alignment: Social Change

Project title: Digital childhoods

- Supervisors: Anna Hickey-Moody, Jaz Hee-jeong Choi (School of Design)

Outline: This project investigates the digital, online and mediated worlds of children. Differences between online identity and offline identity, the politics of online identity construction and relationships between communities on and offline in children's everyday lives will form the focus of a digital ethnographic project that engages empirically and theoretically with children's lived experiences. Work on digital childhoods (Danby, Fler, et al 2018) is gaining momentum, as are theories of youth citizenship as a creative or situated performance (Hickey-Moody 2013, 2014, 2016). This PhD will unite these bodies of scholarship through digital ethnographic methods, contributing to the fields of cultural studies of everyday life, youth studies and digital methods.

FoR Codes: 200203 Consumption and Everyday Life; 200299 Cultural Studies not elsewhere classified

ECP alignment: Design and Creative Practice; Social Change

Project Title: Digital culture and economy of disability

- Supervisors: Haqing Yu, Anna Hickey-Moody, Emsie Arnoldi

Outline: We invite PhD proposals to undertake empirical and theoretical research on the relation of digital/social media, disability, and employment/entrepreneurship. Such research can be country specific or adopt an internationally comparative framework. We are interested in issues related to the culture and economy of digital disability from interdisciplinary perspectives such as critical media studies, cultural studies, anthropology, and social policy. Key issues related to digital media and disability can be intertwined with gender, sexuality, class, and race/ethnicity.

FoR Codes: 200102 Communication Technology and Digital Media Studies; 200104 Media Studies; 200202 Asian Cultural Studies

ECP alignment: Social Change

Project Title: Engaging China & Australia via a Sports Diplomacy Approach in the Contemporary Era

- Supervisors: Leah Li, David Fouvy, Haiqing Yu

Outline: The use of sports is becoming one of the popular tools to build a country's soft power and to develop bilateral relations. Australia is acknowledged with its sports strength in the areas of AFL, and the current Chinese leadership strongly promotes the development of soccer as an industry and a nation-branding tool domestically and globally. This project investigates how to employ soccer as another diplomatic approach to facilitate the Sino-Australian relations in the contemporary era. It aims to explore the collaborative areas of hosting soccer events, establishing grass-roots based soccer clubs, developing grass-roots based soccer culture, and building an innovative tool to connect the cross-border football fans. This research will help to explore global business collaboration in sports-related industries. It will help to strengthen people-to-people relationships between China and Australia and a wide global community through sports.

FoR Codes: 2001 Communication and Media Studies

ECP alignment: Global Business Innovation; Social Change

Project Title: Changing Asia, Changing Media: Media and Social Transformation in Asia

- Supervisors: Chengju Huang, Chris Hudson, Glen Donnar, Shelley Brunt

Outline: Asia has experienced rapid media growth since the 1990s. In this project, we explore a wide range of media-related issues in diverse political, economic, cultural and social contexts in this region, such as: the changing landscape of journalism in the era of digitisation, government media regulation policies, political campaigns and propaganda, the opportunities and challenges of social media, the rise of citizen journalism, popular media/culture, and the music industry, and media representation of important/challenging issues (social, political, economic, security, environmental, race and gender, immigration, and others). Ultimately, we aim to investigate media's diverse and complex social roles and how media may contribute to positive social changes in this region.

FoR Codes: 2001 Communication and Media Studies; 2002 Cultural Studies (200202 Asian Cultural Studies).

ECP alignment: Social Change

Project Title: Creating trust and credibility in a post-truth age of political communication

- Supervisors: Cathy Greenfield, Ella Chorazy, Huck Ying Ch'ng

Outline: Public sentiment suggests high levels of dissatisfaction and cynicism with regards to the current state of political communication and the overt mediatisation of politics. This residual social challenge has been a long-standing point of critical and popular inquiry, with the current crisis of trust in a post-truth age at the forefront. This project investigates the symbiotic relationship between public relations, journalism, media, and politics, and explores ways to build trust and credibility between political actors and citizens. This knowledge is crucial to develop best practice models of political communication and encourage meaningful political discourse.

FoR Codes: 2001 Communication and Media Studies; 1606 Political Science; 190301 Journalism Studies

ECP alignment: Social Change

Project Title: Ethics and data-driven communication

- Supervisors: Ellie Rennie, Jenny Robinson, Lukas Parker, Michaela Jackson, Ella Chorazy

Outline: As communication platforms are increasingly being driven by AI, proprietary algorithms and data capitalism, ethical dilemmas continue to arise that impact on governance structures and industry implementation of the technologies. In this project we aim to explore data ethics on communication platforms specifically. There are many social and industry disruptions in which data ethics can be explored. What are the key ethical dilemmas in the areas of citizenship and sovereignty of data, alternative economies and platform governance and regulation? Can distributed ownership offer a solution or does it raise different ethical concerns? And then what is the impact on communication professionals and their role; e.g. is there a role for

communication professionals in data-driven communication or has this now gone beyond what professionals can really control and is more about the governance of platforms?

FoR Codes: 2001 Communication and Media Studies; 1505 Marketing

ECP alignment: Social Change, Design and Creative Practice, Global Business Innovation

Project Title: Forensic interviewing skills for journalists

- Supervisors: Alex Wake, Georgina Heydon (GUSS)

Outline: This project looks at ways of developing trust in journalistic interviewing through police-inspired interviewing techniques. Police in Great Britain, Australia and New Zealand have been trained to enhance recall by a subject, and optimise that subject's capacity to express themselves, in the often stressful setting of an institutional interview. This project seeks to determine if a similar matrix can be used by journalists to optimise an interview subject's recall and thereby improve methods of getting accurate, truthful and well-rounded representations of events. This is particularly significant since the surge in concern about "fake news" in the Trump campaign, the UK's Leveson Inquiry into the culture, practices and ethics of the British press and the Finkelstein Inquiry into the Australian media. Our overall project intends to investigate the extent to which new scientific principles underlying investigative interviewing by police can be used as a foundation to construct an empirically sound method of interviewing for journalists (particularly of people who have been involved in traumatic events or in vulnerable positions).

FoR Codes: 2001 Communication and Media Studies; 2099 Other Language, Communication and Culture

ECP alignment: Social Change; Urban Futures

Project title: Helping Older Men Save Themselves: A Social Marketing Paradox

- Supervisors: Lukas Parker, Glen Donnar, Linda Brennan

Outline: There is a gender paradox in mortality, with men dying earlier than women despite possessing greater socioeconomic resources. Research has shown that holding stereotypical notions of masculinity reduces preventative health care and lowers perception of risks, particularly for middle aged or older men. Health and safety interventions do not necessarily address the gendered background of lifestyle behaviours, and so social marketing campaigns targeting middle-aged or older men commonly fail to change behaviours or attitudes. Further investigation into social marketing strategies and masculine dynamics is needed for more effective communication of health and safety related messages to this challenging target group.

FoR Codes: 2001 Communication and Media Studies; 1505 Marketing

ECP alignment: Social Change, Design and Creative Practice; Global Business Innovation

Project Title: Social, cultural, and critical perspectives on public relations

- Supervisors: Ella Chorazy, Robert Crawford, Marianne Sison

Outline: PR is positioned as a powerful actor in contemporary societies, where it operates as an important intermediary between organisations, media, and publics. However, much of the professionalisation of PR, and its development as a scholarly discipline, has focused on its organisational positioning and role as a business function, while research about PR as a social phenomenon and site for critical inquiry has been limited. This project explores public relations from alternative and interdisciplinary perspectives that are essential to understanding the social and cultural influence and phenomenological impact of PR, as well as strengthen its efficacy and legitimacy as a profession and practice. In particular, this project emphasises the social impact of public relations, and its capacity to address social challenges and contribute to social change.

FoR Codes: 2001 Communication and Media Studies

ECP alignment: Social Change

Project Title: Masculinities in popular culture, film and television

- Supervisors: Glen Donnar, Stayci Taylor, Anna Hickey-Moody

Outline: This project is interested in global representations of screen masculinities to examine critical intersections of men and masculinity, society and popular culture. What might contemporary representations indicate about attitudes to broader social transformations, such as male anxieties about continued cultural, economic and political precedence? The project encourages research on a variety of projects, including but not limited to: ageing on screen in film and television; masculinities in 'male action' genres (e.g. war films); masculinities and transnational stardom in Asian action cinemas; approaches to screenwriting and creative practice; studies of reception and fandom in popular culture, film and television; and gendered depictions of radicalisation or extremism. It is especially interested in extending screen scholarship beyond Anglo-American contexts. The project is driven by the desire to understand how contemporary shifts in global sources of cultural influence impact on representations of gender on screen and to generate creative and inventive solutions to real-world problems, especially in the context of ageing populations, changing social expectations about gender, and calls for greater cultural diversity.

FoR Codes: 1902 Film, Television and Digital Media; 2002 Cultural Studies

ECP alignment: Social Change; Design and Creative Practice

Project Title: Imagining digital creative futures in advertising

- Supervisors: Julie Bilby, Scott Brook, Marius Foley (School of Design)

Outline: This project investigates how creative practices in advertising and associated industries might respond to the possibilities presented by digital media. What is the definition and function of creativity in this space? Are the traditional roles of Art Director and Copywriter still relevant? What will advertising creativity look like in Australia and the Asia region? The thesis may be presented in a variety of ways: a body of creative work and a dissertation; a traditional thesis or a thesis by publication. This project aligns with the Design and Creative Practice Enabling Capabilities Platform (ECP) and is particularly focused on Design and Creative Industries - of which advertising is one. In addition to putting a finger on the pulse of

this rapidly changing industry, this project evaluates how digitisation is impacting design and creative practice in advertising. It thereby provides thought leadership and value for industry, as well as ensuring the currency and relevance of advertising and design education in Australia and the Asia region.

FoR Codes: 150502 Marketing communication; 200102 Communication Technology and Digital Media Studies; 120399 Design Practice and Management not elsewhere classified

ECP alignment: Design and Creative Practice

Project title: Mediations of feminism

- Supervisors: [Rebecca Hill](#), [Chris Hudson](#)

Outline: This project articulates feminism as a constructive practice that enables social change for women and others oppressed by sexism and heteronormativity. The PhD can be either a project or a thesis. The candidate will produce a feminist work; for instance, through the medium of film or animation, poetry or a novel or as a thesis that articulates feminist ideas. The project/thesis will be a significant work that embodies feminist mediation as a constructive practice. If the student creates a project, the exegesis will define the theoretical basis for the creative practice, drawing on examples from relevant literature.

FoR Codes: 220306 Feminist Theory; 200205 Culture, Gender, Sexuality

ECP alignment: Social Change

Project title: Digital Politics

- Supervisors: [John Postill](#), [Cathy Greenfield](#), [Jenny Robinson](#), [Antonio Castillo](#), [Julian Thomas](#), [Ramon Lobato](#), [Ella Chorazy](#)

Outline: We are interested in the role of communication (technologies, practices, actors, frameworks) in the art of politics, ordinarily conceived as electoral politics but also more broadly how digitally networked populations are governed. One area of interest is how digital platforms impact on the political communication process and

what opportunities there are for a real contribution to policy formation and public debate within and via digital networks.

FoR Codes: 2001 Communication and Media Studies

ECP alignment: Social Change

Project title: Advertising and global cultures

- Supervisors: [Robert Crawford](#), [Lukas Parker](#), [Julie Bilby](#), [Bruno Schivinski](#)

Outline: As digital platforms attract larger audiences, traditional media outlets and advertisers have progressively sought to tailor and adapt their strategies to meet this shift. Building on the product placement approach, native advertising positions advertising as content and provides a means by which advertisers can integrate themselves and their messages into new platforms in a seamless way. But how do strategies and execution vary between advertisers in different countries? To what degree are their approaches consistent across the globe? To what degree are they informed by national cultures? This project aims to answer these questions by unpacking and critically examining native advertising approaches across different platforms and countries.

FoR Codes: 2001 Communication and Media Studies; 1505 Marketing

ECP alignment: Social Change, Design and Creative Practice, Global Business Innovation

Project Title: Queer histories and creative practices

- Supervisors: [Patrick Kelly](#), [Ronnie Scott](#)

Outline: How can creative practice be used to explore how public spaces are used by queer people? What role do queer people play in maintaining lively cities, creative communities, and healthy societies? Working with industry partners including arts organisations and archives, this project seeks to enrich understandings of queer pasts and presents, looking at creative uses of public space for socialisation, transgression, incitement, creativity, daily life, and community organisation. This project will use existing archives, document new oral histories, and create playful, innovative solutions to digital and material encounters, using creative practice

approaches from nonfiction creative writing and screen production research. This project addresses the research priorities of the Design and Creative Practice ECP by generating creative and inventive solutions to real-world problems, and/or to the Social Change ECP by improving digital inclusion.

FoR Codes: 1902 Film, Television and Digital Media; 1904 Performing Arts and Creative Writing

ECP alignment: Social Change, Design and Creative Practice

Project Title: Reexplore Cross-border Smart Education with the Innovation of Digital Platforms

- Supervisors: [Leah Li](#), [Marianne Sison](#)

Outline: Different sectors including government, commercial, and academic concentrate on building the following dimensions of smart cities, including smart transport and smart environment, but pay limited attention on the dimension of smart education. This project explores what smart education should be in Australian higher education in order to achieve a sustainable growth of the smart city/nation/global society. It aims to establish the theoretical framework of smart education, to develop smart education strategies in Australian higher education, and to develop an innovative tool to enhance knowledge transfer, global connectivity, and cross-border talent flows in the context of globalisation. This research will help to explore global business collaboration in education-related industries. It will help to strengthen people-to-people relationships between China and Australia and encourage a wide global community through education.

FoR Codes: 2001 Communication and Media Studies

ECP alignment: Global Business Innovation; Social Change

Project Title: Communicating One Belt & One Road via Network Diplomacy: Comparison of Digital Narrative in Russia and Australia and its Global Meaning

- Supervisors: [Leah Li](#), [Marianne Sison](#)

Outline: Russia as China's competent and reliable partner and a member of OBOR raises suspicion of OBOR; Australia chose not to participate in OBOR due to its mistrust in the initiative and close ties to the US. This project examines how China communicates OBOR digitally in Russia and Australia; compares the digital narrative in both countries; and investigates the impact of China's network diplomacy on digital economy and bilateral relations. This research will help to explore regional security and economic development in the one-belt and one road region through facilitating people-to-people relationships in both the physical as well as the digital space.

FoR Codes: 2001 Communication and Media Studies

ECP alignment: Global Business Innovation; Social Change

Project Title: Rethinking the professional communication industry: entrepreneurs as disruptors

- Supervisors: Emsie Arnoldi, Julie Bilby, Marianne Sison

Outline: There is nothing new about the claim that advertising and the communication industry is not what it used to be (West 2017; Summers 2017). Many advertising agencies and the brands they represent have been caught on the back foot over recent years. Fifteen, even 10 years ago no-one could have predicted the effects the digital and social revolution might have on the communication industry. The stalwart of the communication agency, the 30-second commercial has lost its former glory, public relations' press release made in a room of curious journalists have matured into strategic ideas and events. However, many 'traditional' agencies have had to embrace the notion of 'evolve or die'. One school of thought, as postulated by Deighton (2017), argues that some advertisers are integrators, who are able to integrate data from source to data applications. These integrators, he argues, are social change titans, locked in a battle to create the dominant design for a platform on which all marketing will be practiced in future. But, who will do the work of marketing? Will it be done by an evolved version of the advertising agency, will it be institutionalised into a culture of data science; or will it not be professionalised at all but rather defer to a lone or more standard setting practice? To gain a broader understanding of the phenomenon, the changing role of the professional communication entrepreneur and its potential to disrupt the industry to affect change needs to be explored.

FoR Codes: 200199 Communication and Media Studies not elsewhere classified

ECP alignment: Social Change; Global Business Innovation

Project Title: The rise and rise of public relations

- Supervisors: Robert Crawford, Alexis Bergantz, Ella Chorazy

Outline: Although public relations has emerged as a key communication industry, it is an irony that the growth and development of this industry has largely gone unnoted. Past practices and campaigns in the public relations field offer important insights into contemporary PR industry. This project seeks to address this shortcoming by undertaking a critical study of public relations and its history. By examining key public relations campaigns, practices, and professionals across various countries, this project asks how public relations has evolved in relation to broader social, cultural, technological, and economic changes with a view to demonstrating the impact of the past on the present.

FoR Codes: 2001 Communication and Media Studies

ECP alignment: Social Change

Project Title: Communicating Publics

- Supervisors: Linda Daley, Cathy Greenfield, Huck Ying Ch'ng, Lisa Waller

Outline: This project investigates publics, and the public literacies entailed in acting on the urgencies of now. How are the challenges around matters as pressing and diverse as climate change, 21st century news environments, the adequacy of city infrastructures, and relations between diverse groups in differently placed populations articulated and opened up for decision-making? What are the rhetorics and frameworks involved in public policy such as with, for example, Indigenous media and policy? Our research agenda aligns with the Social Change ECP by being problem-oriented and focused on the intersection of communication, social relations, and democratic decision-making.

FoR Codes: 200101 Communication Studies

ECP alignment: Social Change

Project Title: Spanning boundaries: exploring cross cultural communication praxis

- Supervisors: Marianne Sison, Emsie Arnoldj, Jenny Robinson

Outline: As technologies advance and cross border engagement increases, questions emerge on the dominance of western-oriented, and specialised, perspectives of global communication practice and education. Colonial histories, cultural values and political economies often shape perceptions and practices of organisational communication, social responsibility and sustainability. It has been argued that crossing disciplinary boundaries is critical to advancing the field. In this research, we explore how we navigate geographical and disciplinary boundaries to advance communication education and professional practice in the Global North and Global South. This research will be valuable for communication academics and practitioners interested in advancing praxis. This project explores the intersections of culture, globalisation and organisational communication practice in enabling social transformation.

FoR Codes: 200103 International and Development Communication; 200105 Organisational, Interpersonal and Intercultural Communication

ECP alignment: Social Change; Global Business Innovation

Project Title: Searching for a brand's voice in conversation marketing communication

- Supervisors: Emsie Arnoldj, Jenny Robinson

Outline: With advances in our ability to convert human conversations into data that a machine understands and developments in artificial intelligence over the last few years, we are starting to see more accurate voice and chat interactions through virtual private assistants, smart speakers and chatbots. This is opening up a variety of uses in the mainstream. The increasing proficiency of choice, microcontent (Chung 2018) and chat interfaces, the increasing accuracy of digital virtual private assistants, the uniqueness of face and voice prints and the scaling of augmented and mixed realities if used well, can make for deeper customer relationships (Galletto 2018) because the machine knows when we are happy, sad or angry. (Future Trends Institute 2018; Nicol 2018). However, conversation marketing communication

requires brands to rethink their structures and processes since it requires marketers to combine utility and added value with customer service and brand experience in a changing, hyperconnected environment. How will brands embrace these social changes and challenges to communicate and interact with their customers? What will these new formats, connectivities and opportunities look like?

FoR Codes: 200102 Communication Technology and Digital Media Studies; 200199 Communication and Media Studies not elsewhere classified; 200203 Consumption and Everyday Life

ECP alignment: Social Change

Project Title: The superficial evolution of equality in advertising: the next great wave of change

- Supervisors: Emsie Arnoldi, Julie Bilby, Jenny Robinson

Outline: The advertising industry's barriers to entry, efforts to overcome problems of inclusivity, and the future of multicultural perspectives in a digital age are well documented. The #TimesUp and #MeToo movements underscore the need for women, but in particular, women in advertising's stories to be uncovered and told. Social media is giving everyday people an amplified public voice; women have never been so educated and present in the workforce; marriage equality made society stop and think about fairness and the invisible prejudices they had blindly accepted. But will the advertising industry step up when it comes to the next wave of change that is equality? Moreover, will more academic-industry bridges that are necessary to build authentic programs that increase inclusivity and address covert sexism, racism and structural oppression, support the change?

FoR Codes: 200105 Organisational, Interpersonal and Intercultural Communication; 200205 Culture, Gender, Sexuality

ECP alignment: Social Change; Global Business Innovation

Project Title: What does it mean? Making sense of risk and disaster narratives

- Supervisors: Marianne Sison, Jenny Robinson, Emsie Arnoldi

Outline: As geographical boundaries blur and complexities increase in the digital environment, questions emerge on how we manage our identities and those of others. This research explores discourses of identity, diversity, inclusion, gender, religion and culture within organisational and societal contexts. In particular, we are interested in how multiple cultural perspectives might inform these discourses. Generating knowledge in this area will help transform how we create and co-create discourses, and how we enable inclusion in our urban and rural communities, as well as developing media literacy for various stakeholders. This project is interested in how risk and disaster narratives are perceived, understood, designed, implemented and evaluated by various stakeholders. More broadly, this project explores sustainability and sustainable development communication.

FoR Codes: 200103 International and Development Communication; 200105 Organisational, Interpersonal and Intercultural Communication

ECP alignment: Social Change; Urban Futures

Project Title: Thinking Difference

- Supervisors: [Rebecca Hill](#), [Linda Daley](#)

Outline: This project – thesis or project -- focuses on the concept of difference. Rather than construing difference negatively, the candidate will think difference as the generative basis for place, an open thinking of time and non-hierarchical relationships between human beings. We welcome projects that deploy difference in the effort to reconceive nature as non-totalisable. The candidate's thesis or project will make a significant contribution to feminist, queer, anti-racist and/or ecological thinking. This project or thesis aligns with the Social Change ECP.

FoR Codes: 200205 Culture, Gender, Sexuality; 200204 Cultural Theory

ECP alignment: Social Change

Project Title: Why We Live Alone: And Eat, Play, Work, and Sleep Alone

- Supervisors: [Jaz Hee-jeong Choi](#) (School of Design), [Tania Lewis](#)

Outline: People living alone are on the rise in cities around the world; they are expected to make up 30-40% of all households in many countries by 2030. The ageing population is one factor. The rise of people choosing to live alone is another. At the same time, more people are dying alone. How might we better understand and care for them? What are the associated social, health, economic, and environmental impacts? And how might we co-create liveable urban futures? These are some of the key questions driving this project.

FoR Codes: 200102 Communication Technology and Digital Media Studies; 120304 Digital and Interaction Design

ECP alignment: Design and Creative Practice; Urban Futures

Project Title: You, me, we: examining inclusive communication in the digital age

- Supervisors: Marianne Sison, Jenny Robinson, Emsie Arnoldi, Daniel Thompson

Outline: As geographical boundaries blur and complexities increase in the digital environment, questions emerge on how we manage our identities and those of others. This research explores discourses of identity, diversity, inclusion, gender, religion and culture within organisational and societal contexts. In particular, we are interested in how multiple cultural perspectives might inform these discourses. Generating knowledge in this area will help transform how we create and co-create discourses, enable inclusion in our urban and rural communities, and develop media literacy for various stakeholders. This project is interested in exploring how organisations are interpreting, communicating and enacting diversity and inclusion.

FoR Codes: 200102 Communication Technology and Digital Media Studies; 200101 Communication Studies; 200105 Organisational, Interpersonal and Intercultural Communication

ECP alignment: Social Change; Design and Creative Practice; Global Business Innovation

Project Title: Indigenous Cartographies: Place-based Storytelling and the Culture of Games

- Supervisors: Olivia Guntarik, Hugh Davies, Larissa Hjorth

Outline: Pokémon Go has brought augmented reality and pervasive games to centre stage, prompting new questions around how we use public space and city streets. Notions of space and place are invariably entangled with questions of belonging and exclusion, as well as how everyday mobile technologies are used to create interactive experiences. Possible research questions include (but are not limited to): How can pervasive games be designed with a situated awareness that responds to local, urban, and historic notions of place and place-relations? In what ways can locative practices engage with and reveal Indigenous/non-Indigenous relations to place? How can situated storytelling techniques promote Indigenous capacity and wider community engagement?

Creative practice projects are invited in any artistic medium, particularly those that engage with augmented reality via our storytelling platform. Interested PhD applicants will have opportunities to work directly with Traditional Owner communities, government and industry. Students will gain insight into game development, content curation and digital storytelling techniques. Research training will be provided in screen, sound, audio-visual technologies, locative media, and online and on-site situated storytelling methods.

FoR Codes: 120304 Digital and Interaction Design; 160403 Social and Cultural Geography; 200201 Aboriginal and Torres Strait Islander Cultural Studies

ECP alignment: Design and Creative Practice; Social Change, Urban Futures

Project Title: Journalism Technologies

- Supervisors: Alex Wake, Leah Li, Marianne Sison, Cathy Greenfield, Maria Stratford

Outline: Digital technologies and the wider circumstances in which they are being taken up are forcing major changes to journalism practice which have transnational ramifications. Some of the changes to practice include the introduction of, or the emergence of, artificial intelligence, mobile journalism, drone journalism, fake news, clickbait, native advertising, news bots, non-profit journalism, viral news, data journalism, information management, basic code, deep search and search engine optimisation techniques. Journalists are increasingly needing to use these tools - as well as sound, vision, and reportage - to produce outstanding journalism. What

calculated and other outcomes for journalism's public role do these tools and associated knowledges [or logics or rationalities] have? Projects in this area consider the historic, current and emerging working practices of journalists as well as the structures, funding and products of the journalism industries.

FoR Codes: 1903 Journalism and Professional Writing; 2001 Communication and Media Studies

ECP alignment: Social Change and Urban Futures

Project Title: Long-form journalism

- Supervisors: Alex Wake, Brigid Magner, Antonio Castillo, Josie Vine

Outline: Long-form journalism, although a historic form of journalism, has become increasingly popular among working journalists with news organisations increasingly working with the form in a bid to engage new audiences. Long-form journalism is often called creative non-fiction or narrative journalism but also magazine journalism. Although long-form journalism can be works presented in traditional book form, it can also use other mediums such as radio, vision and multimedia. The serious longer-form journalism produced in this style is often considered the highest form of journalism, and works in this project should be considered for high-quality journalistic work, such as longer investigative pieces. This project allows candidates to explore long-form journalism alongside an exegesis.

FoR Codes: 1903 Journalism and Professional Writing; 2001 Communication and Media Studies

ECP alignment: Social Change

Project Title: Communication and sustainability

- Supervisors: Linda Brennan, Lukas Parker, Ella Chorazy, Jenny Robinson, Bruno Schivinski

Outline: This project aims to understand the impact of communication, environmental discourse, and advocacy on sustainability, sustainable consumption, and pro-environmental behaviours. The barriers and facilitators to sustainable consumption and “clean” and “green” behaviours are myriad and as yet under explored. There are at least four schools of thought in sustainable consumption that have acknowledged

potential to moderate consumption and create behavioural change. This scholarship can be contextualised by heightened public interest in environmental issues and the “climate crisis”, and the resultant changing social expectations of governments and organisations. This project will examine these perspectives and identify the roles of communication, environmental discourse, and advocacy in developing sustainable consumption and other pro-environmental behaviours.

FoR codes: 2001 Communication and Media Studies; 1505 Marketing

ECP alignment: Social Change; Design and Creative Practice; Global Business Innovation

Project title: **Vulnerable consumers and ethics**

- Supervisors: Michaela Jackson, Ella Chorazy, Lukas Parker, Linda Brennan, Jenny Robinson

Outline: This project aims to explore concepts of vulnerability in relation to consumption. Using a social communications and systems perspective, this project will critically examine concepts of vulnerability in market-based settings and seeks to understand the ethical dimensions of communication in these contexts and of marketing to vulnerable consumers. While vulnerability applies to multiple groups of people, existing work by the team has revolved around children, adolescents and emerging adults, especially in relation to consumption competencies.

FoR codes: 2001 Communication and Media Studies; 1505 Marketing

ECP alignment: Social Change; Design and Creative Practice; Global Business Innovation

Project title: **‘Vulnerable’ consumers in a digital age**

- Supervisors: Michaela Jackson, Ella Chorazy, Lukas Parker, Linda Brennan, Jenny Robinson, Bruno Schivinski

Outline: Earlier definitions of consumer vulnerability tended to focus on groups or categories of people who qualified according to some characteristic, usually demographic. More sophisticated explanations recognise the complexity associated with this concept and propose that vulnerability can manifest as a constant or temporary state, resulting from permanent, unique, or transient characteristics and situations. Adopting a macro and critical approach, this project asks whether we need to update our understanding of vulnerability as a result of digital communication

that has proliferated in the past decade and what this means for businesses, those seeking to create social change, and their stakeholders.

FoR codes: 2001 Communication and Media Studies; 1505 Marketing

ECP alignment: Social Change; Design and Creative Practice; Global Business Innovation

Project Title: Understanding video gaming engagement and behaviours through brand communication

- Supervisors: Bruno Schivinski, Lukas Parker

Outline: The latest figures from the Interactive Games & Entertainment Association reported that 67% of all Australian population actively plays electronic games. Given the pervasiveness of gaming behaviours within the general population, it has become paramount to investigate healthy and unhealthy gaming behaviours through brand communication perspectives since very little research has been conducted in this area. This project will investigate how gamers' brand awareness and knowledge may have an influence on behavioural patterns of gaming, including but not limited to disordered and non-disordered gaming. This project can be contextualised within the domains of marketing communication, clinical psychology and behaviour change.

FoR codes: 2001 Communication and Media Studies; 1505 Marketing

ECP alignment: Social Change: Design and Creative Practice

Project title: Social Enterprise for Social Change

- Supervisors: Lukas Parker, Linda Brennan

Outline: This project explores the strategies that social enterprises engage in to develop brand identity and communicate their product or service offerings. It examines to what extent the communication of a social enterprise's social impact alone can motivate consumers to purchase in numbers that will ensure economic sustainability, or whether social enterprises find that by embracing elements of commercial business marketing they are better placed to compete within the market. Can the messaging of a social cause ever compete successfully with the promotion of idealised lifestyles and aspirational imagery? Through close examination of both social marketing and commercial marketing frameworks, their compatibility with the goals of the social enterprise model will be examined with a focus on whether a balance between the two can be achieved.

FoR codes: 2001 Communication and Media Studies; 1505 Marketing

ECP alignment: Social Change; Design and Creative Practice; Global Business Innovation

Project Title: Beyond digital distress: Mental health and resilience in a time of online hostility

- Supervisors: Jay Daniel Thompson, Rob Cover

Outline: Hostility is a major risk factor in the digital landscape, and fosters problematic social practices that range from trolling to hate speech. In this project, students will have the opportunity to examine the cultural history of online hostility; its social, educational and health implications; and to investigate future pedagogies and interventions to equip individuals to protect their mental health and wellbeing when faced with adversity and vitriol online. Work undertaken as part of this project will enhance the creative measures and designs through which online hostility can be identified and managed throughout society.

FoR codes: 200101 Communication Studies; 200102 Communication Technology and Digital Media Studies; 200205 Culture, Gender, Sexuality

ECP alignment: Social Change; Design and creative practice

Project title: Let's talk about sex: the role of families in sexual and reproductive health education

- Supervisors: Lukas Parker, Linda Brennan, Michaela Jackson, Ella Chorazy, Jay Daniel Thompson

Outline: This project aims to build on existing work by the team in the areas of family decision making and sexual and reproductive health. Young people have access to a vast amount of non-moderated information (and mis-information) on the Internet. Sex and sexual health can be fraught with social and cultural taboos, making families essential in helping young people navigate pathways to healthy adult practices. This research aims to address the following questions: What are the factors involved in families deciding to educate their children in sexuality? How does ethnicity and socio-economic status affect family discussions about sexual and reproductive health? What is it that makes families understand the importance of having

discussions with their young people, and what are the barriers and facilitators to family discussions about sex?

FOR codes: 2001 Communication and Media Studies; 1505 Marketing

ECP alignment: Social Change; Design and Creative Practice; Global Business Innovation