

## Bring Your Innovation to a Winning Team!

The University of Florida, ranked No. 5 best public university, has launched an initiative to become the world's [top university in the study and teaching of artificial intelligence](#). The centerpiece of this initiative is the acquisition of the most powerful supercomputer in U.S. higher education, which is available to all UF faculty. The UF College of Journalism and Communications (CJC) has a [strong foundation of AI work](#), particularly around identification and elimination of misinformation, trust in AI, equitable AI, and human-machine communication.

### The Opportunity

The [College of Journalism and Communications at the University of Florida](#), one of the premier communication programs in the country, invites applications for two nine-month tenure-track/tenured positions, to be hired at either an assistant or associate professor level, dependent on qualifications. The appointment is to begin Fall 2022.

One position will focus on the role and impact of artificial intelligence in the news media. One position will focus on the role and impact of artificial intelligence in strategic communication.

These faculty members will work in partnership with UF's [Consortium on Trust in Media and Technology](#), which is based at CJC. The Consortium is distinctive in its response to the global trust crisis, connecting scholars and thought leaders across disciplines to conduct research and develop applications supporting media and technology that is credible and equitable. Its interdisciplinary approach provides opportunities to work with colleagues at CJC, UF and the field more broadly, helping to build an unparalleled ecosystem of scholars and practitioners. The Consortium's work is part of UF's commitment to artificial intelligence as the centerpiece of a major, long-term initiative combining world-class research infrastructure, cutting-edge research, and a transformational approach to curriculum.

To learn more about the Consortium on Trust in Media and Technology, please click on the link: <https://trust.jou.ufl.edu>.

Both positions will focus on the connection between artificial intelligence, trusted information, and ways AI affects communication that serves the public good. The research focus of each position is as follows:

- One position will focus on the use of AI to support or analyze journalism practices that are sustainable, ethical and reflective of diverse experiences. This faculty member will extend research beyond proficiency in using artificial intelligence tools to include examinations of topics such as how AI influences public dialogue, equity and inclusion in AI, and ways AI affects the collection and dissemination of trusted information across a range of media platforms.
- One position will focus on the role of artificial intelligence in strategic communication, particularly in regards to multicultural audience insights, ethics and bias, and targeted

message design. This faculty member will contribute to CJC's strengths in strategic communication – science, storytelling and social good – by focusing on the role of AI in conducting audience insight research at large scale, gaining more precise insights and a better understanding of group identities.

**The College of Journalism and Communications** (<https://www.jou.ufl.edu/>) has 74 full-time faculty members teaching in four departments: Advertising, Journalism, Public Relations, and Media Production, Management, and Technology. A recognized national leader in the field, the College is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The College houses a working newsroom serving the North Central Florida community, a full-service communications agency, led by professionals and staffed by students, and seven radio and TV stations, including the local PBS, NPR and ESPN affiliates. The University of Florida is a member of the Association of American Universities and is categorized in the Carnegie Commission's top tier of research universities. UF's more than 52,000 students come from all 50 states and more than 100 countries.

### **Our Commitment to Inclusion, Diversity, and Equity**

The College of Journalism and Communications is committed to a diverse and inclusive environment, preeminent scholarship, cross-disciplinary education, superior skills development, and collaboration spanning the science and practice of communication to produce significant societal impact on a local, state, and global scale. To learn more about CJC IDE efforts, please click on the link: <https://www.jou.ufl.edu/diversity-and-inclusion/>

### **The City of Gainesville**

Gainesville (<http://cityofgainesville.org>) is home to Florida's largest and oldest university, and so is one of the state's centers of education, medicine, cultural events and athletics. Gainesville is one of the most attractive cities in Florida. The city is in a central location to both the Gulf of Mexico and the Atlantic Ocean, providing easy access within a day's drive to beaches, nature preserves, and water-based activities. [Explore Gainesville in 60 Seconds.](#)

### **Responsibilities and examples of work for a successful candidate for the journalism position include, but are not limited to:**

- Conducting research in AI as it relates to news and the ways information trust is built or degraded. Research could include the following areas: mitigating the reach and influence of disinformation; personalizing and customizing fair information flows; reducing biases and promoting inclusivity in news processes; assisting consumers with news/information seeking; creating news ecosystems and information networks that are socially impactful and economically sustainable
- Emphasizing practical applications of research.
- Teaching and mentoring undergraduate and graduate students.
- Engaging in governance and other service activities.

- Contributing to online education, diversity, and the internationalization of the College and University.

**Responsibilities and examples of work for a successful candidate for the strategic communications position include, but are not limited to:**

- Conducting research in AI as it relates to creating strategic messaging tailored to an individual or group for beneficial outcomes. Examples could include the role of massive datasets in understanding and predicting activities, behaviors and conversations; AI's capability for supporting culturally tailored messaging that builds message trust.
- Exploring AI beyond proficiency in using artificial intelligence tools to include examinations of topics such as the ethical use of AI in strategic messaging; ways AI can help mitigate polarization on contentious social issues; the ways AI influences public dialogue, equity and inclusion.
- Teaching and mentoring undergraduate and graduate students.
- Engaging in governance and other service activities.
- Contributing to online education, diversity, and the internationalization of the College and University.

Commensurate with experience

Must possess an earned terminal degree in communication, journalism, media or related field and a record of original scholarly research commensurate with appointment at the assistant/associate professor level.

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- Preference will be given to applicants demonstrated expertise in one or a combination of the following areas: machine learning and natural language processing and their application to journalism and communication; media literacy and AI; ethics; multicultural communication in an AI context.
- Preference will be given to applicants with professional experience in the communications field.
- Other qualifications include evidence of excellence in teaching, a significant publication record, potential to secure grant funding, and productivity and effectiveness in contributing to a collegial environment.

This position was originally posted under requisition #82818. All previous applicants do not need to reapply.

Applications must include an electronic copy of the following:

- A letter of interest.
- Complete curriculum vitae.
- A statement on commitment to diversity and inclusion in teaching and mentoring.
- Teaching evaluation data, where available, or evidence of teaching effectiveness.

- Names, addresses, e-mail addresses, and telephone numbers of at least three references.
- The Search Committee may request additional materials at a later time.

For additional questions or more information, please contact search committee chair Janet Coats at [janetcoats@ufl.edu](mailto:janetcoats@ufl.edu)

**Review of applications will begin Oct. 25, 2021 and continues until the position is filled.**

We welcome nominations of and applications from anyone who would bring additional dimensions to the university's research, teaching and clinical mission, including women, members of underrepresented groups, protected veterans and individuals with disabilities.

Final candidate will be required to provide official transcript to the hiring department upon hire. A transcript will not be considered "official" if a designation of "Issued to Student" is visible. Degrees earned from an education institution outside of the United States are required to be evaluated by a professional credentialing service provider approved by National Association of Credential Evaluation Services (NACES), which can be found at <http://www.naces.org/>.

The University of Florida is an equal opportunity institution dedicated to building a broadly diverse and inclusive faculty and staff.

The University of Florida is An Equal Employment Opportunity Institution. If an accommodation due to a disability is needed to apply for this position, please call 352/392-2477 or the Florida Relay System at 800/955-8771 (TDD). Hiring is contingent upon eligibility to work in the US. Searches are conducted in accordance with Florida's Sunshine Law.