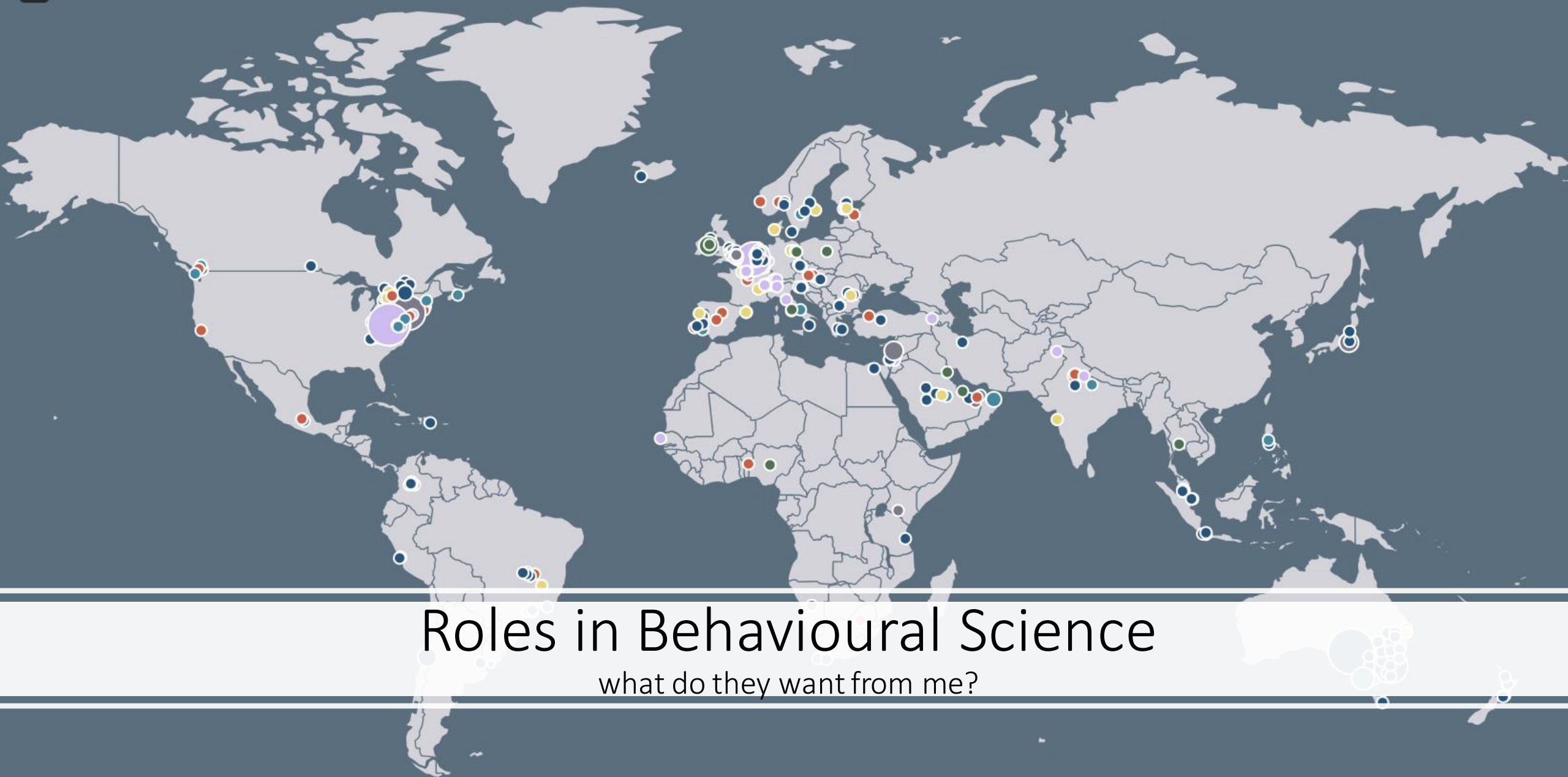




Roles in Behavioural Science

what do they want from me?



Agenda

1. Research Question(s)
2. Method
3. Word Clouds
4. Keyword Frequency based on Search Terms
5. Future Directions



Research Question

How do **job advertisements** in the field of **behavioural science** differ based on the usage of **keywords**

&

What are the corresponding **variations** in required **skills**, qualifications, responsibilities, and **salary** ranges?



Method



Search for terms related to *Behavioural Science* (e.g., “Behavioural Economics”, “Behavioral Science”) in Google jobs



Download website and parsed HTML



Create clouds from title and description sections



Plot graph with absolute frequencies of key words



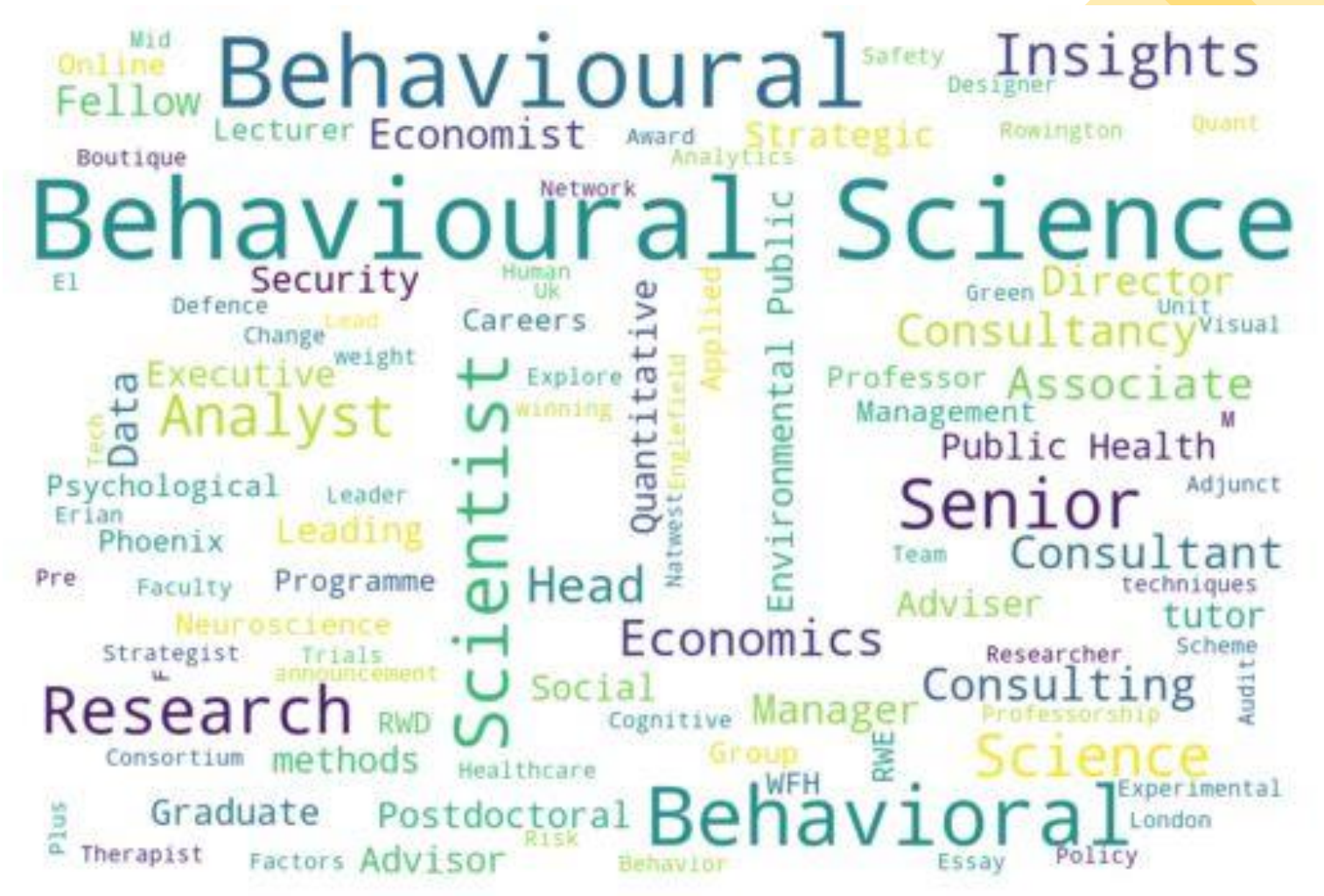
Top 10
keywords
from Google
job postings



consulting analyst
psychology
behavioural scientist
experimental psychology
behavioural science
head
psychology graduate
senior research executive
consultant
postdoctoral research fellow



Top 100
keywords
from job
titles

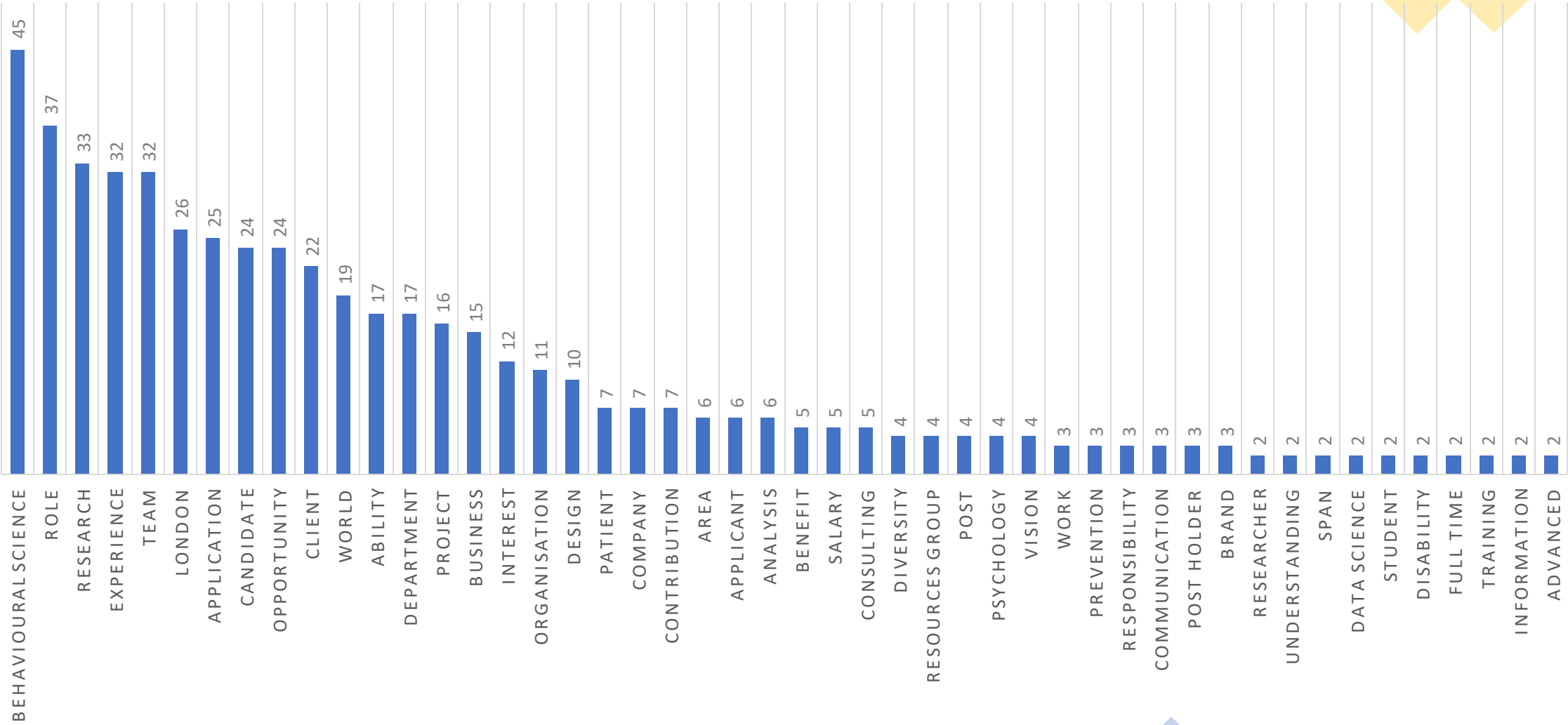




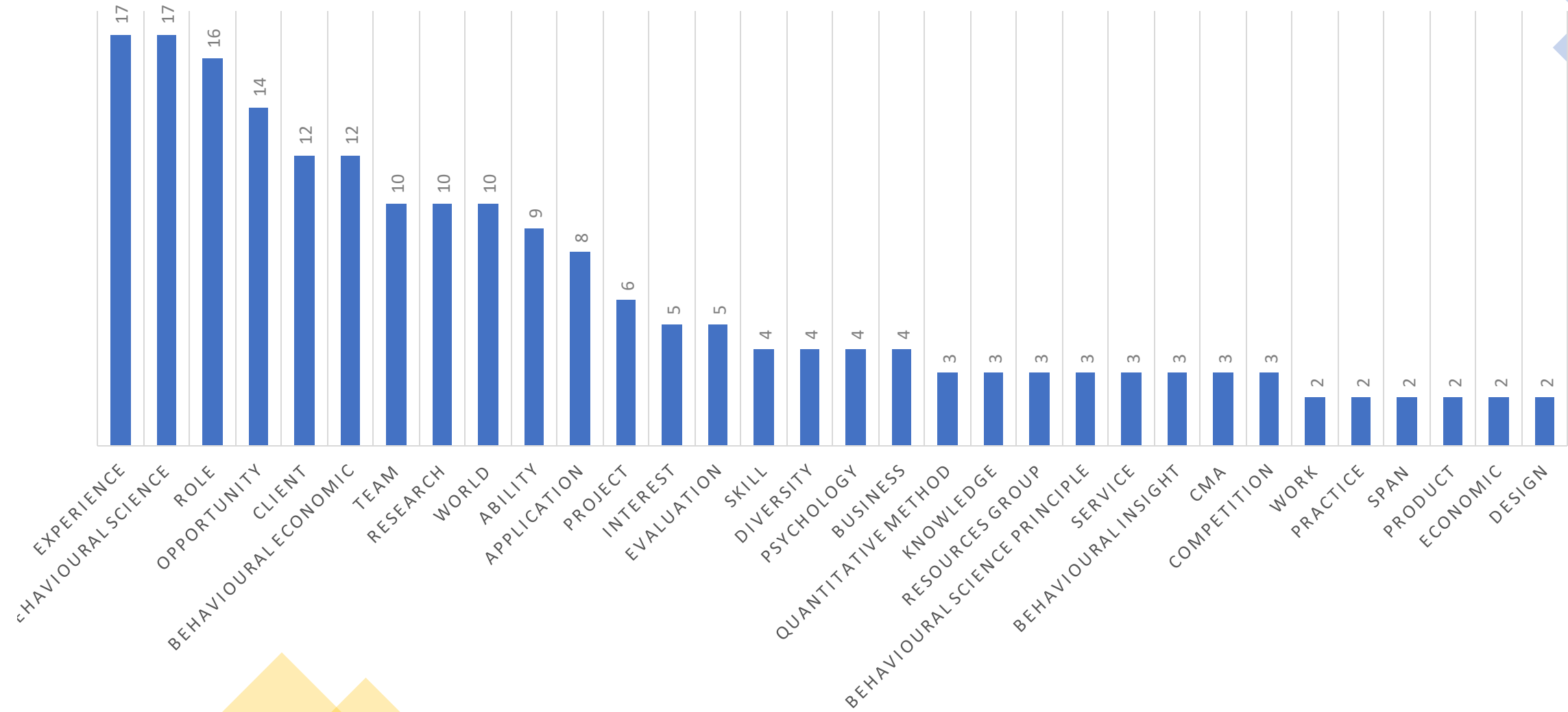
Top 200
keywords
from job
descriptions



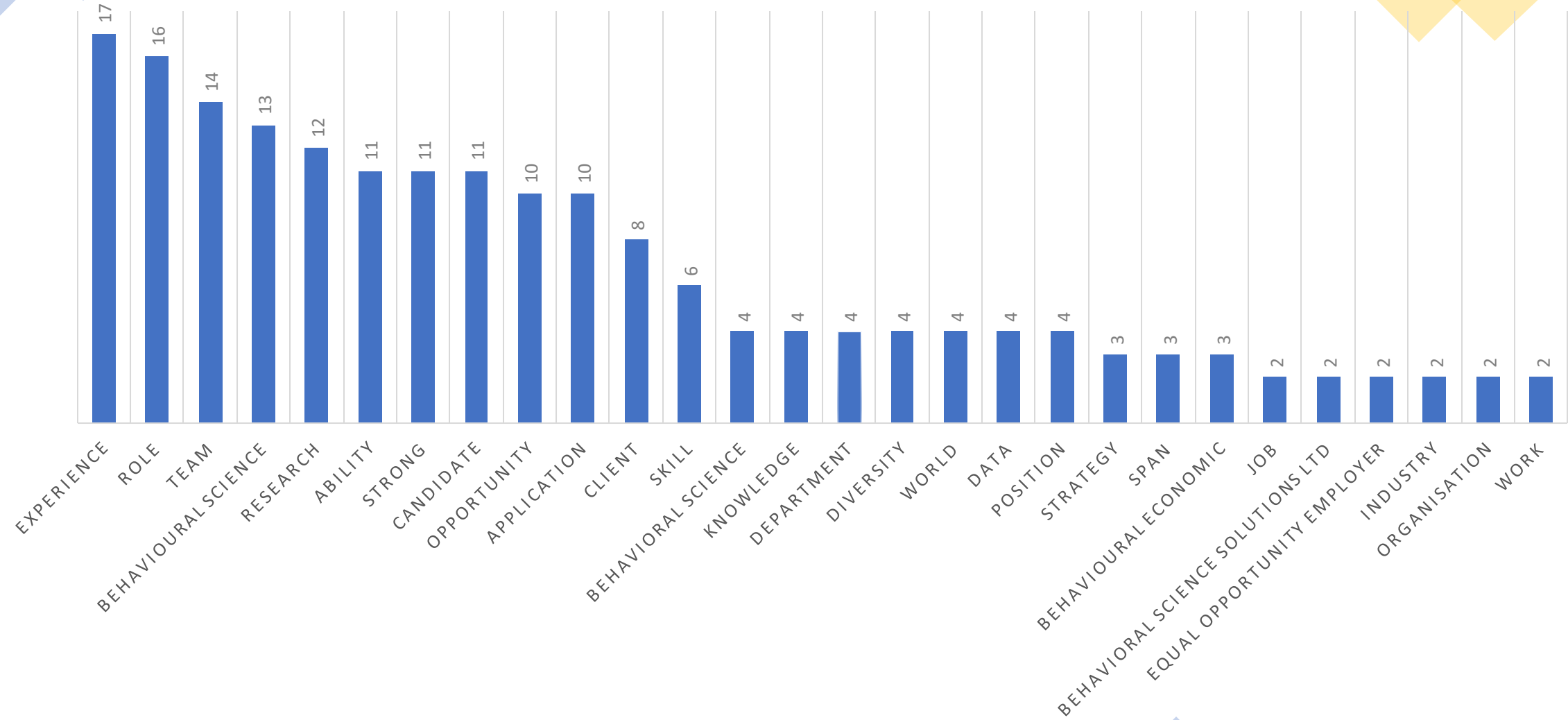
Frequency of Keywords for *Behavioural Science* Search



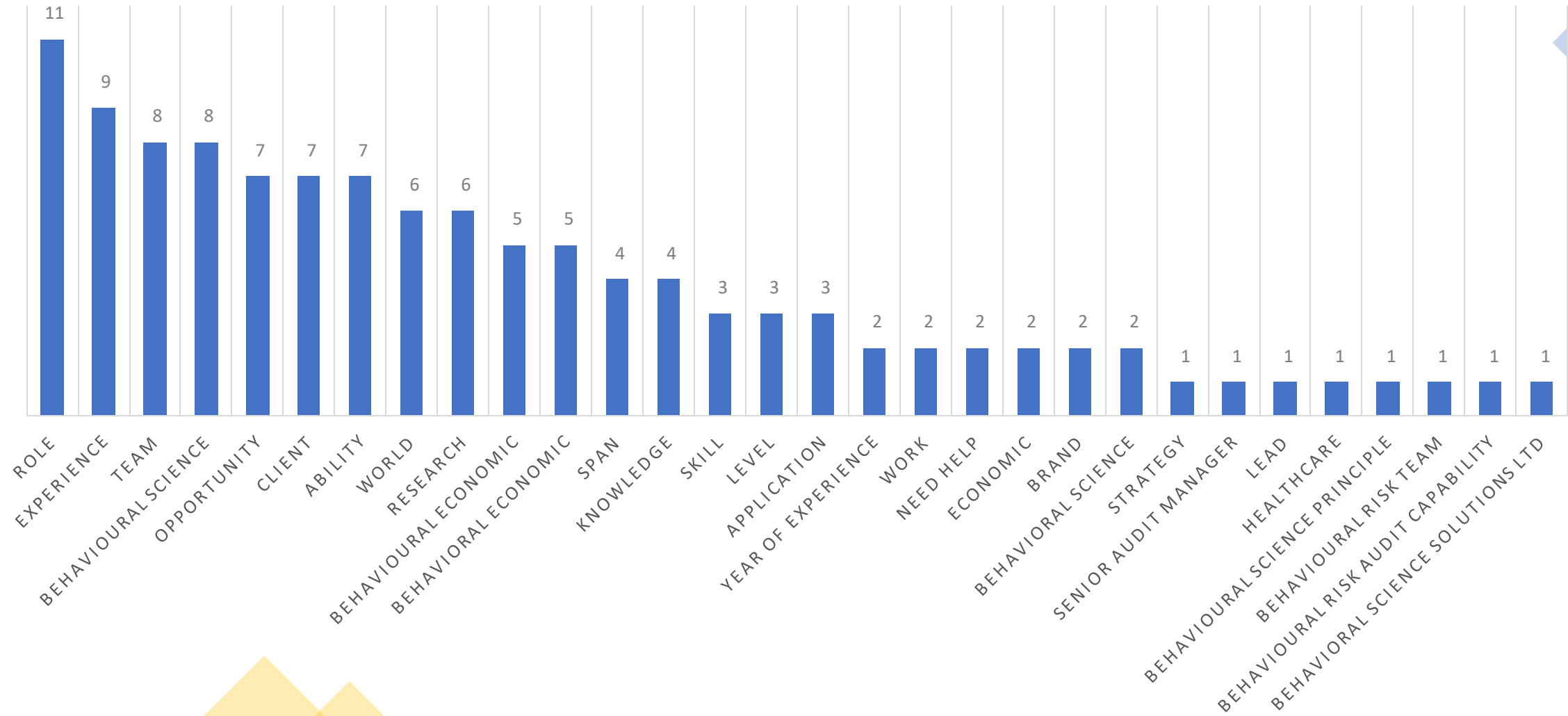
Frequency of Keywords for *Behavioural Economics* Search



Frequency of Keywords for *Behavioral Science* Search



Frequency of Keywords for *Behavioral Economics* Search



Future Directions



Extract skills using LightCast API



Extract corresponding salaries



Subcategorise roles (researcher, analyst, consultant, associate)



Categorise employers by type/ industry



Gather more data



Expand to other countries



Thank you!

