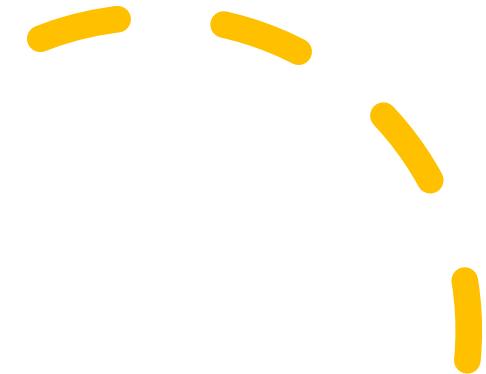


Roles in Behavioural Science

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

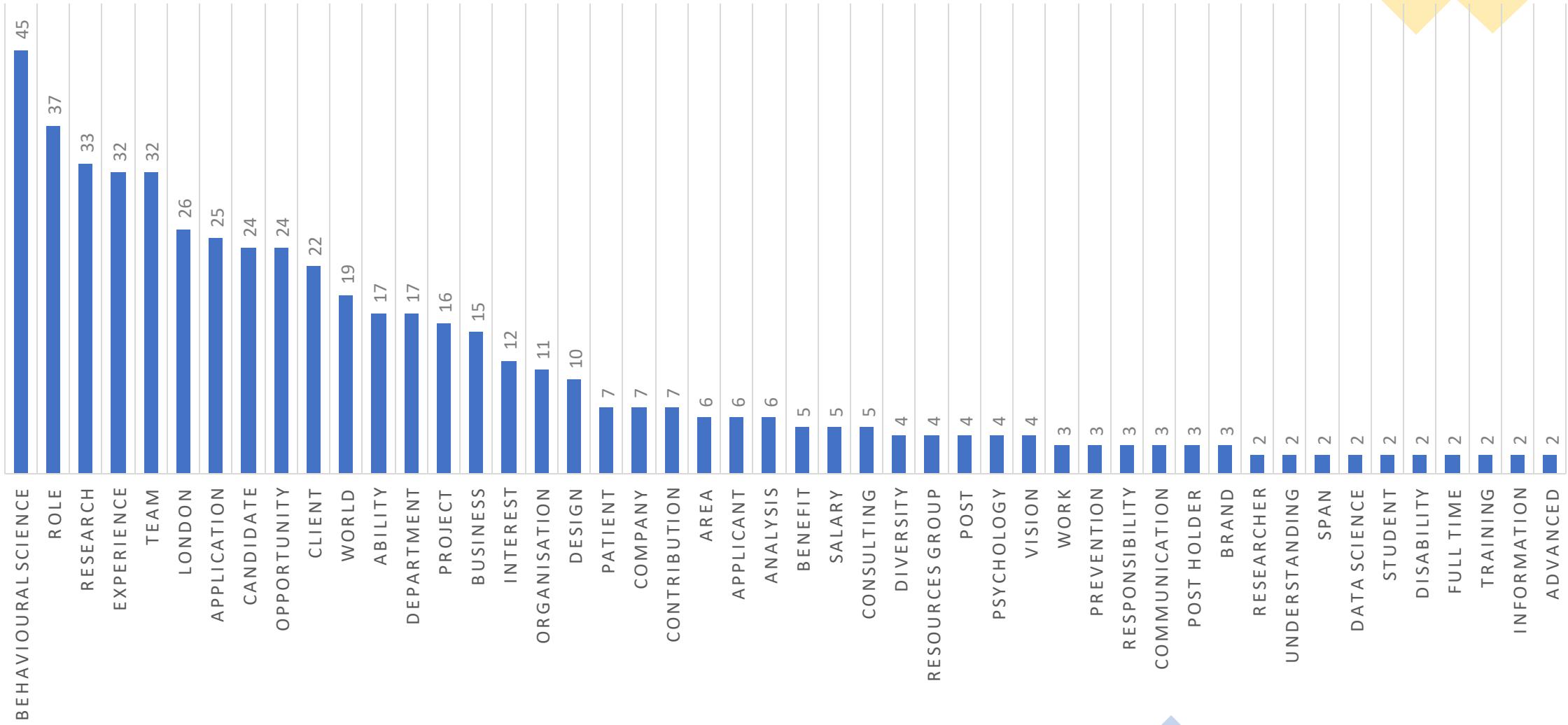
Top 100 keywords from job titles



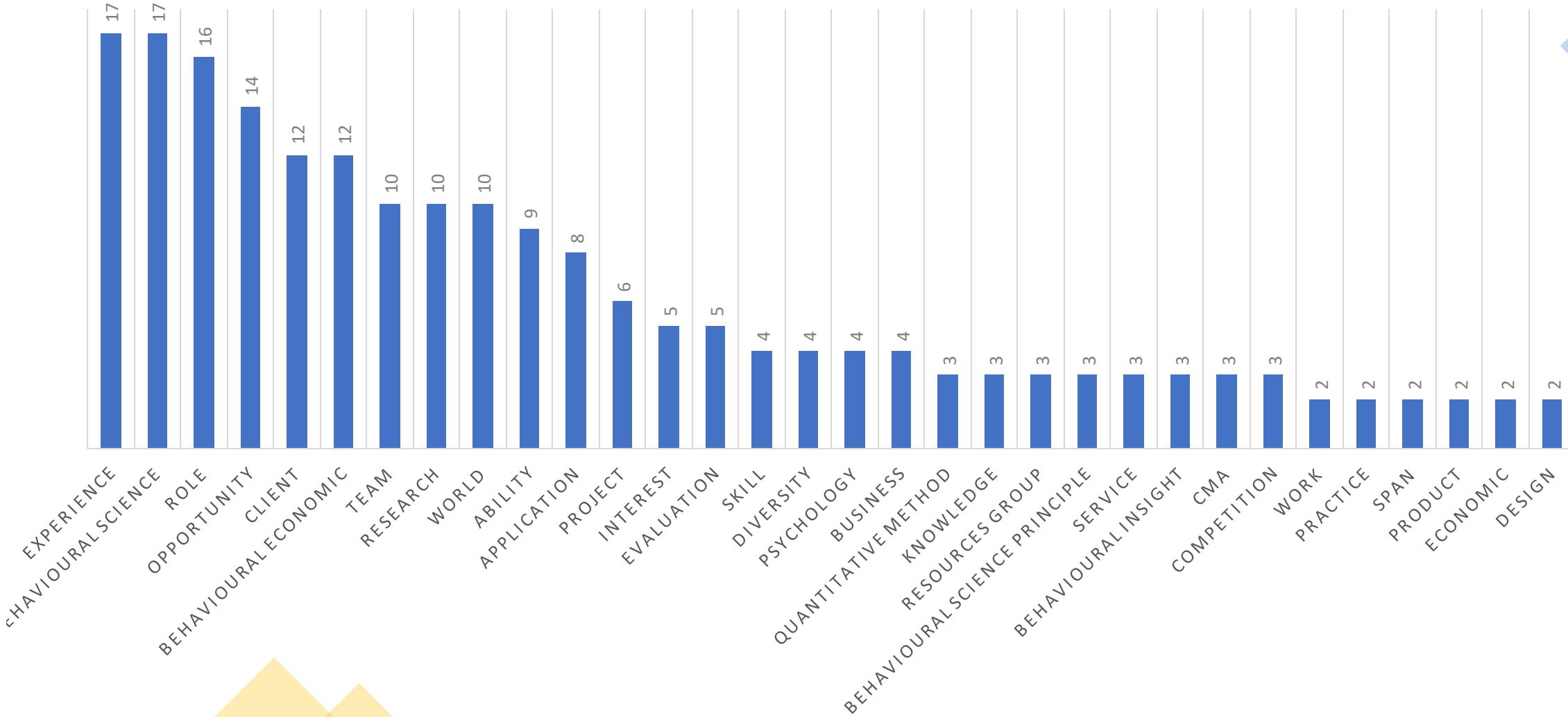
Top 200
keywords
from job
descriptions

behavioral science information impact
client project behavioural new
development make understand strategy
across environment intervention opportunities
understanding opportunity change
research data behavioural insight
Department strong research project teaching
including ability position
education based training help developing
may application service RWD RWE well
insight able people looking best international
lead programme Job want activities expertise
RWE BHS behavioural science will product
design analysis behavioural economics ensure
role customer delivery level diversity offer
working way interview applys

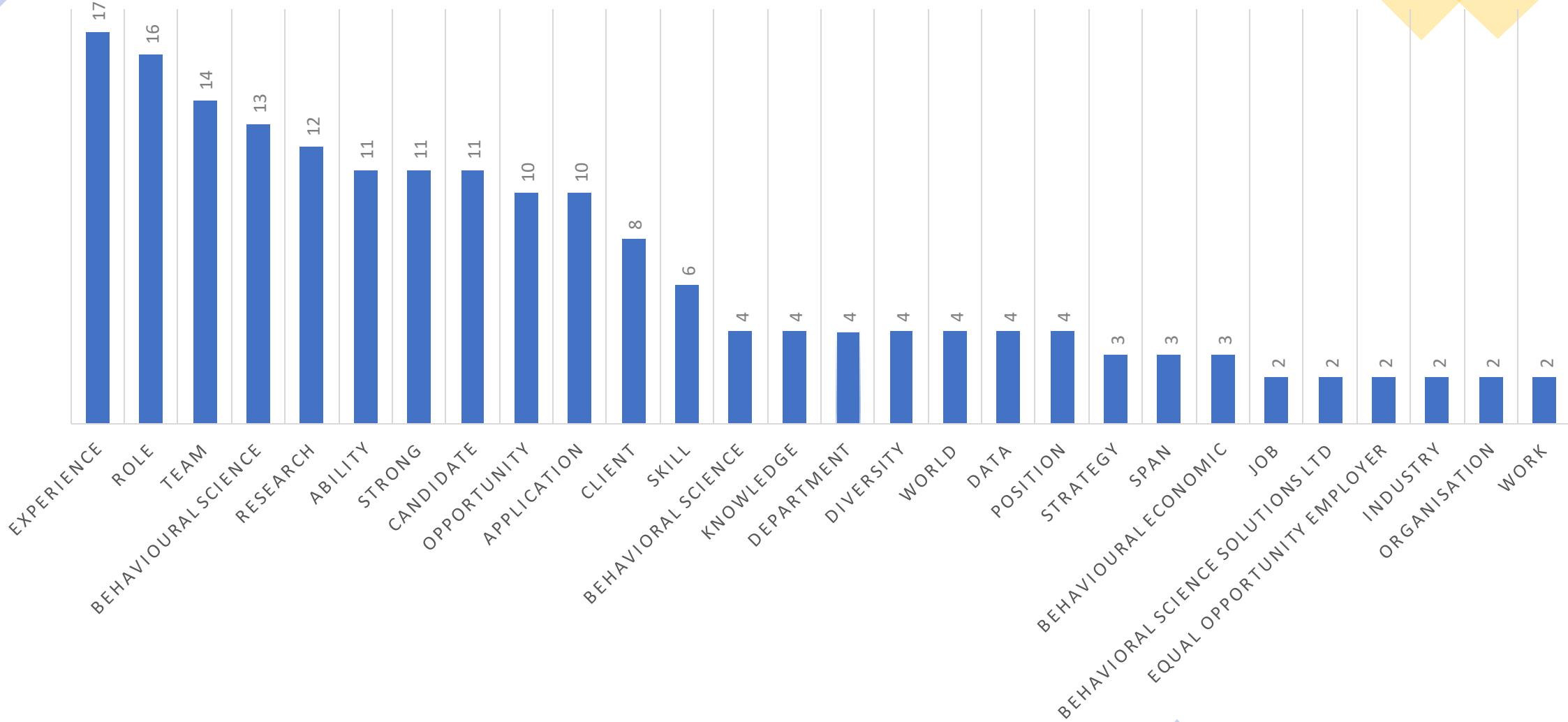
Frequency of Keywords for *Behavioural Science* Search



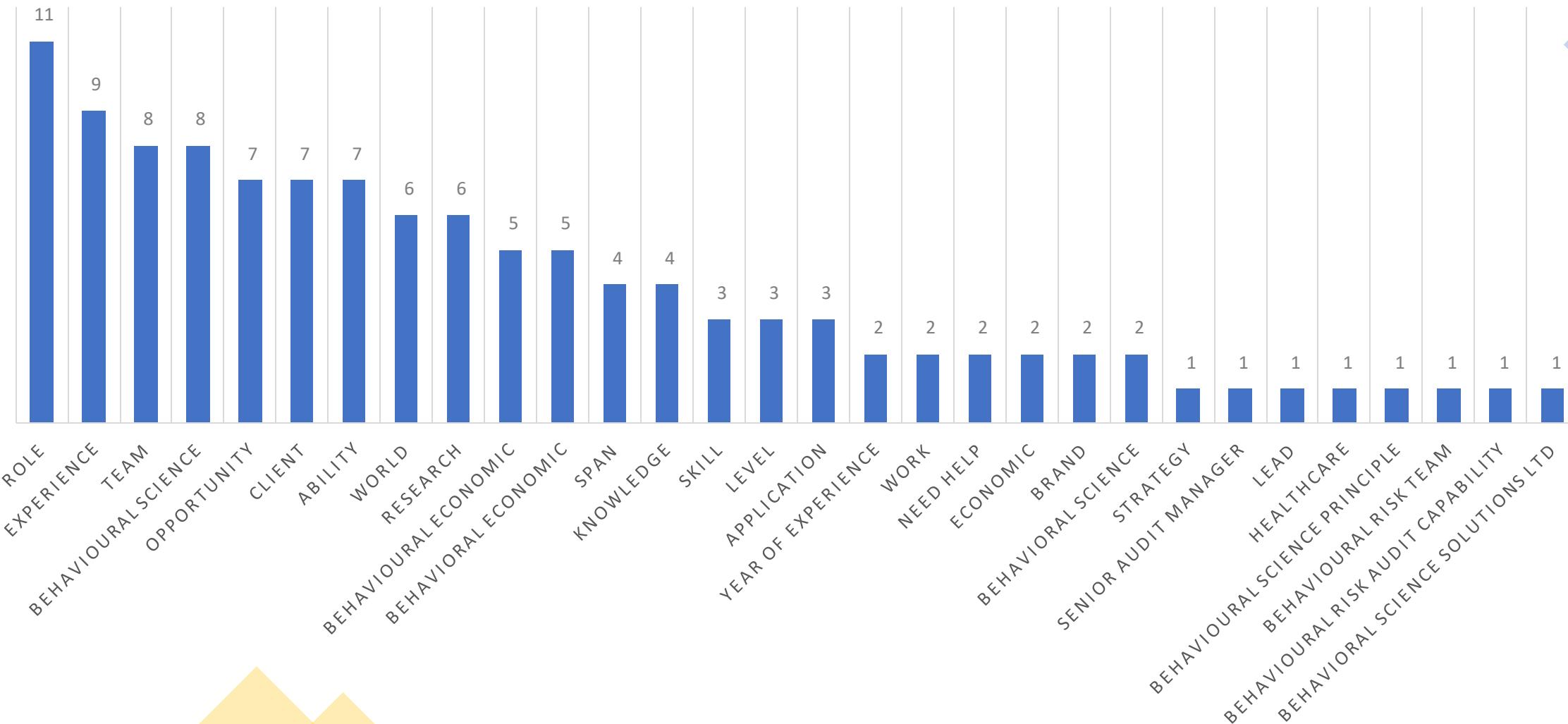
Frequency of Keywords for *Behavioural Economics* Search



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)



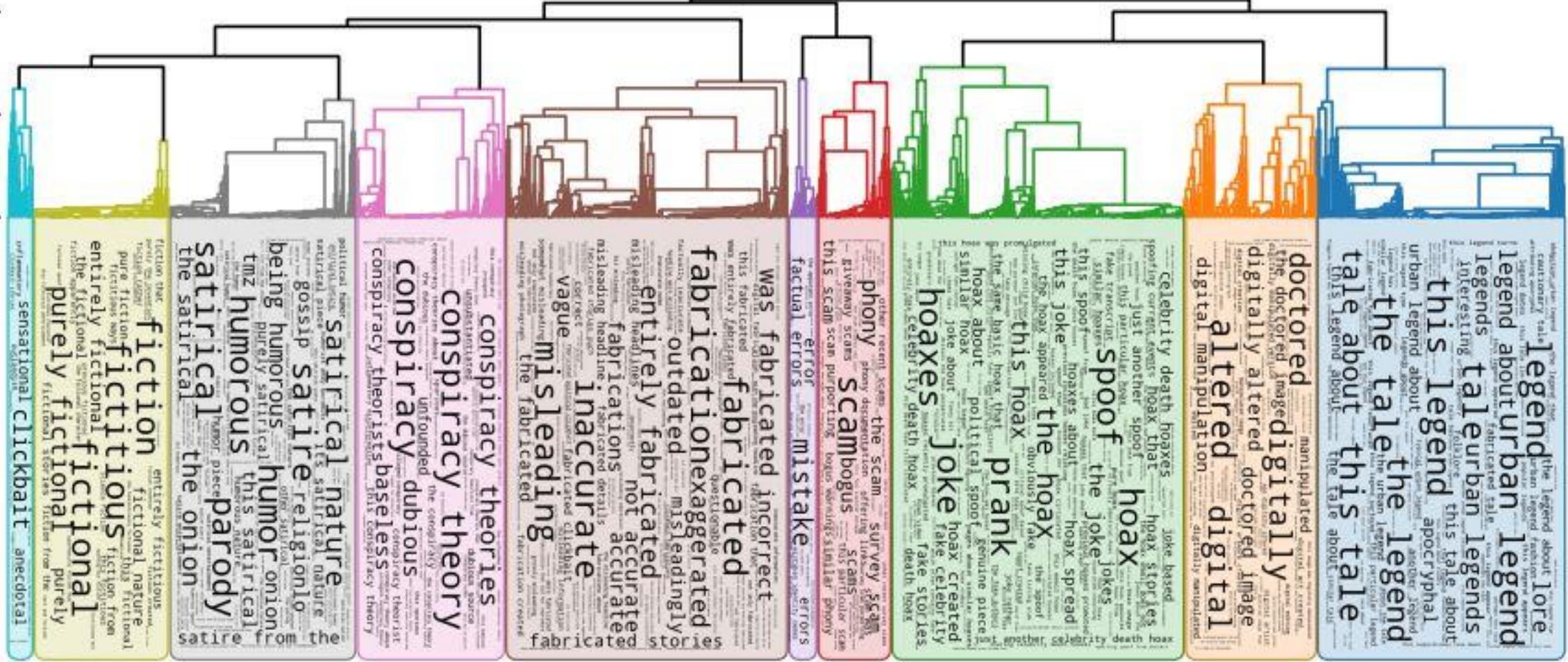
Categorise employers by type/ industry



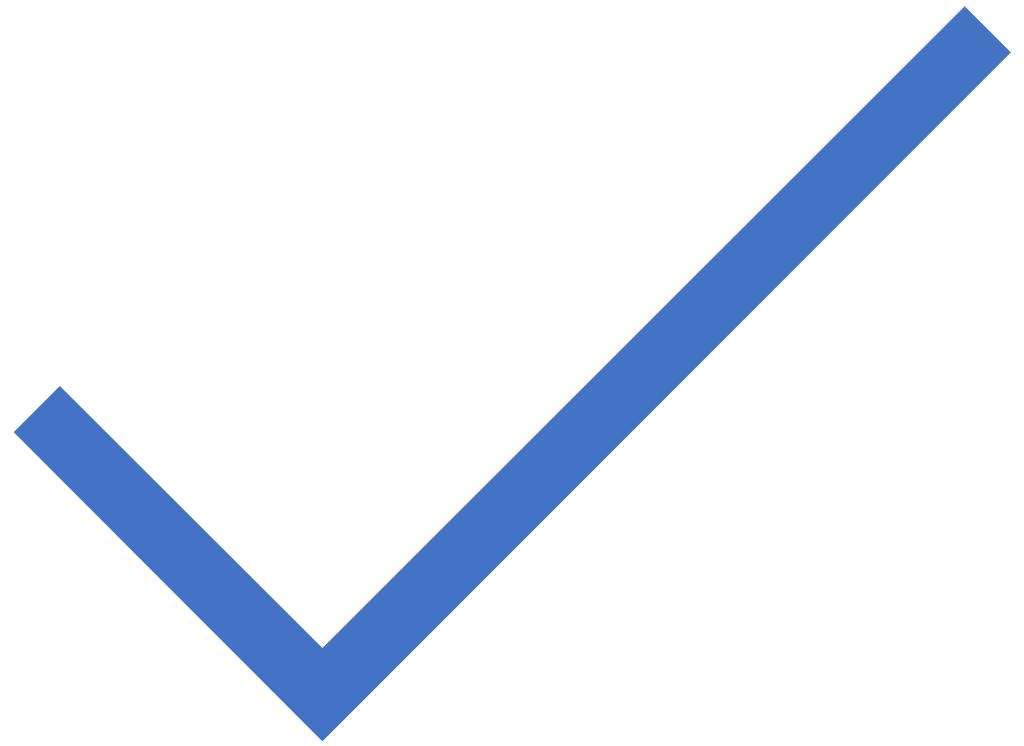
Gather more data



Expand to other countries



Source: Jiang, S., & Wilson, C. (2021, August). Structurizing misinformation stories via rationalizing fact-checks. In *Proceedings of the 59th Annual Meeting of the Association for Computational Linguistics and the 11th International Joint Conference on Natural Language Processing (Volume 1: Long Papers)* (pp. 617-631).



Thank you!

