

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



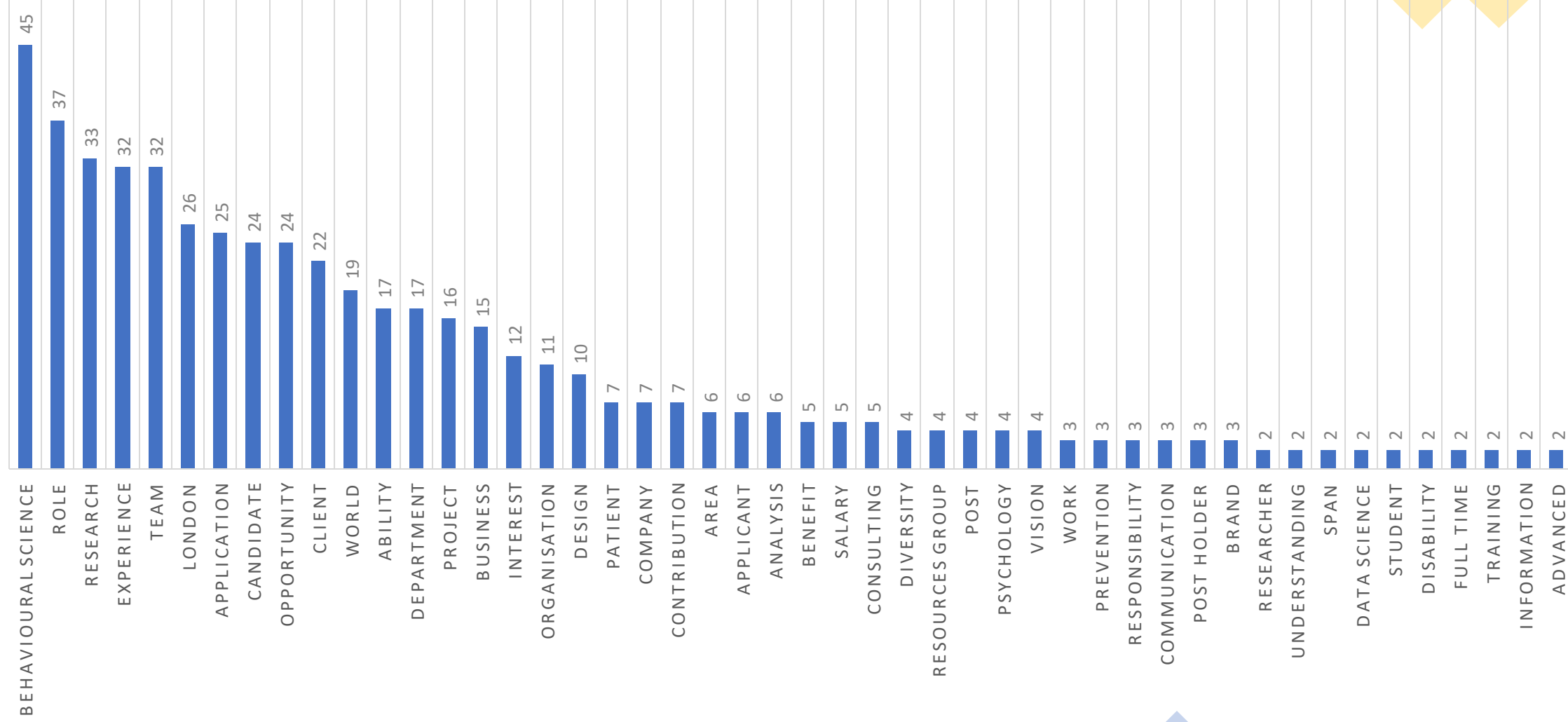
Top 100
keywords
from job
titles



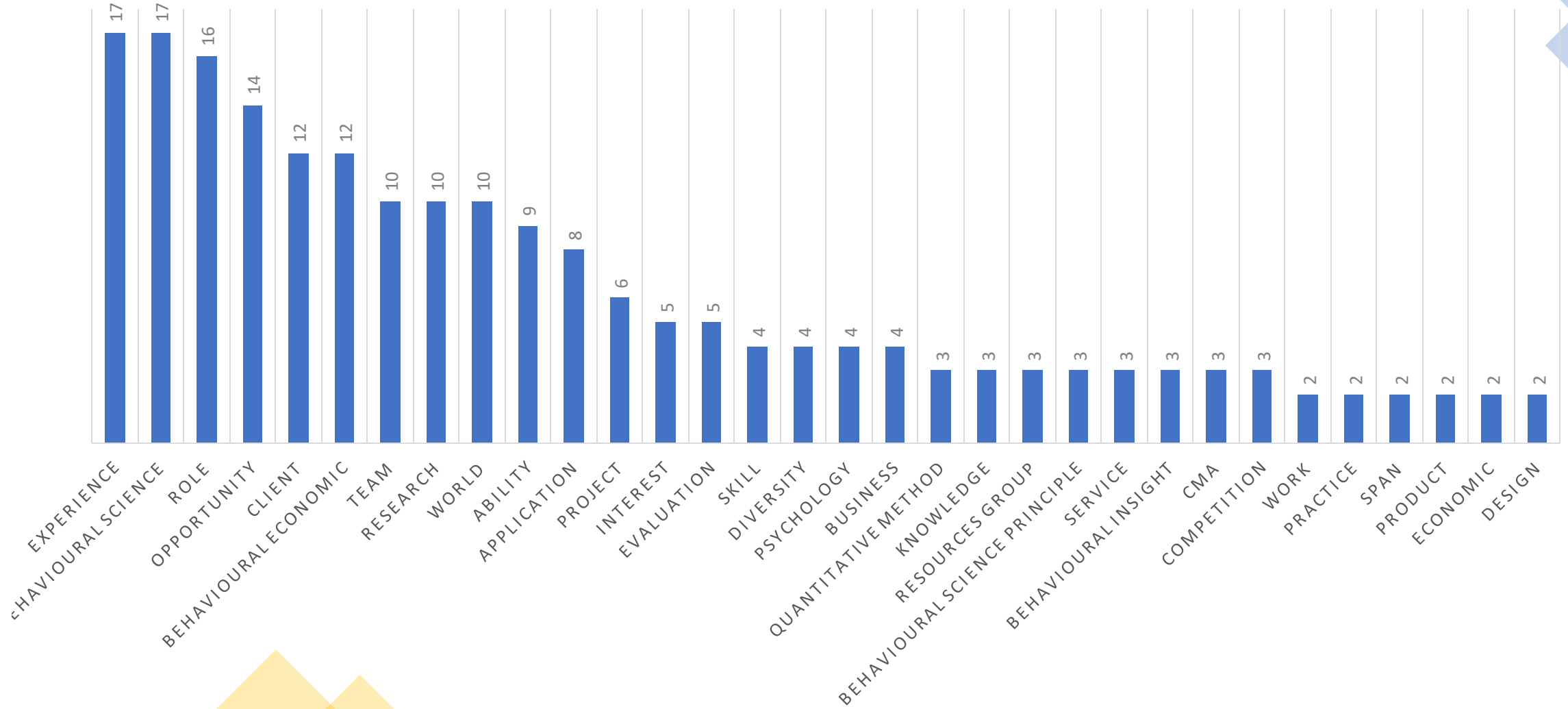
Top 200
keywords
from job
descriptions



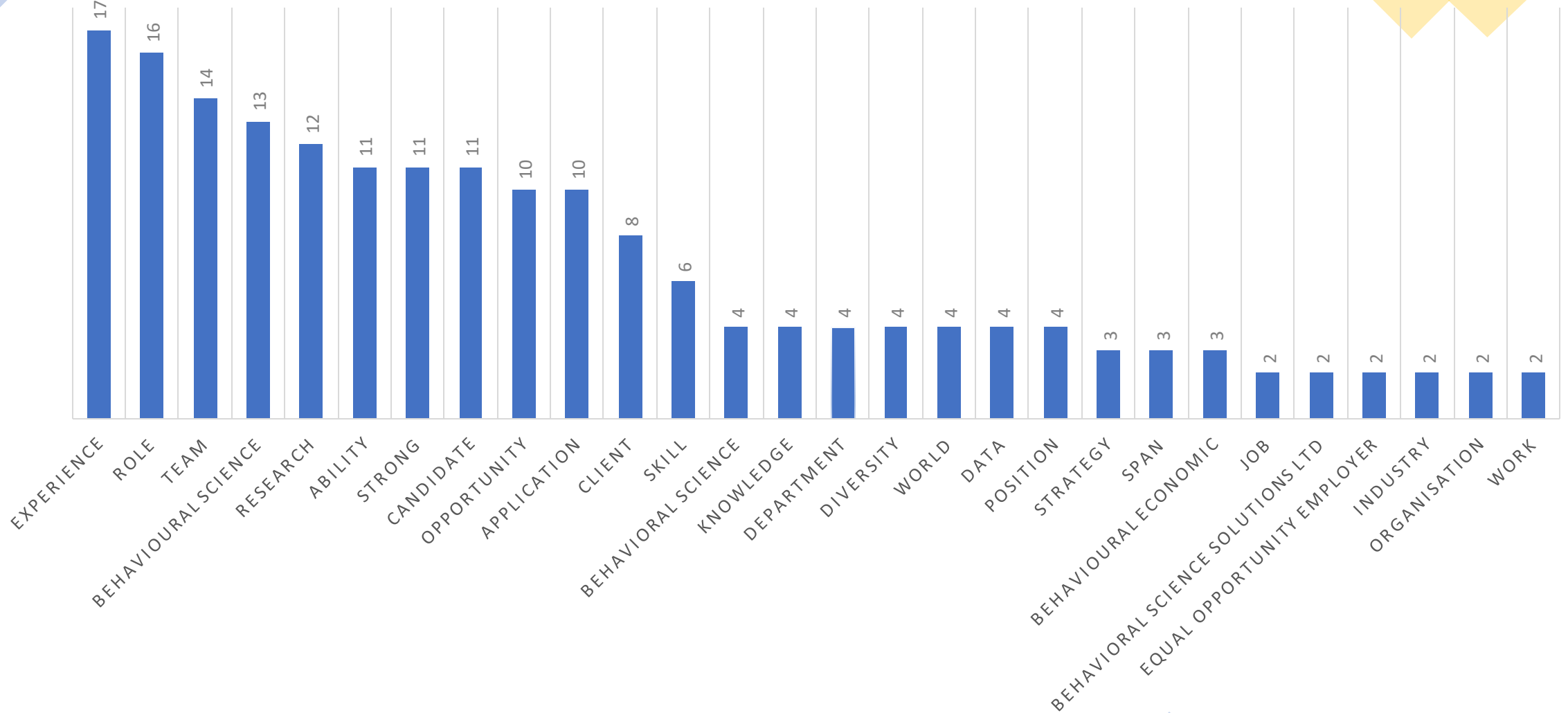
Frequency of Keywords for *Behavioural Science* Search



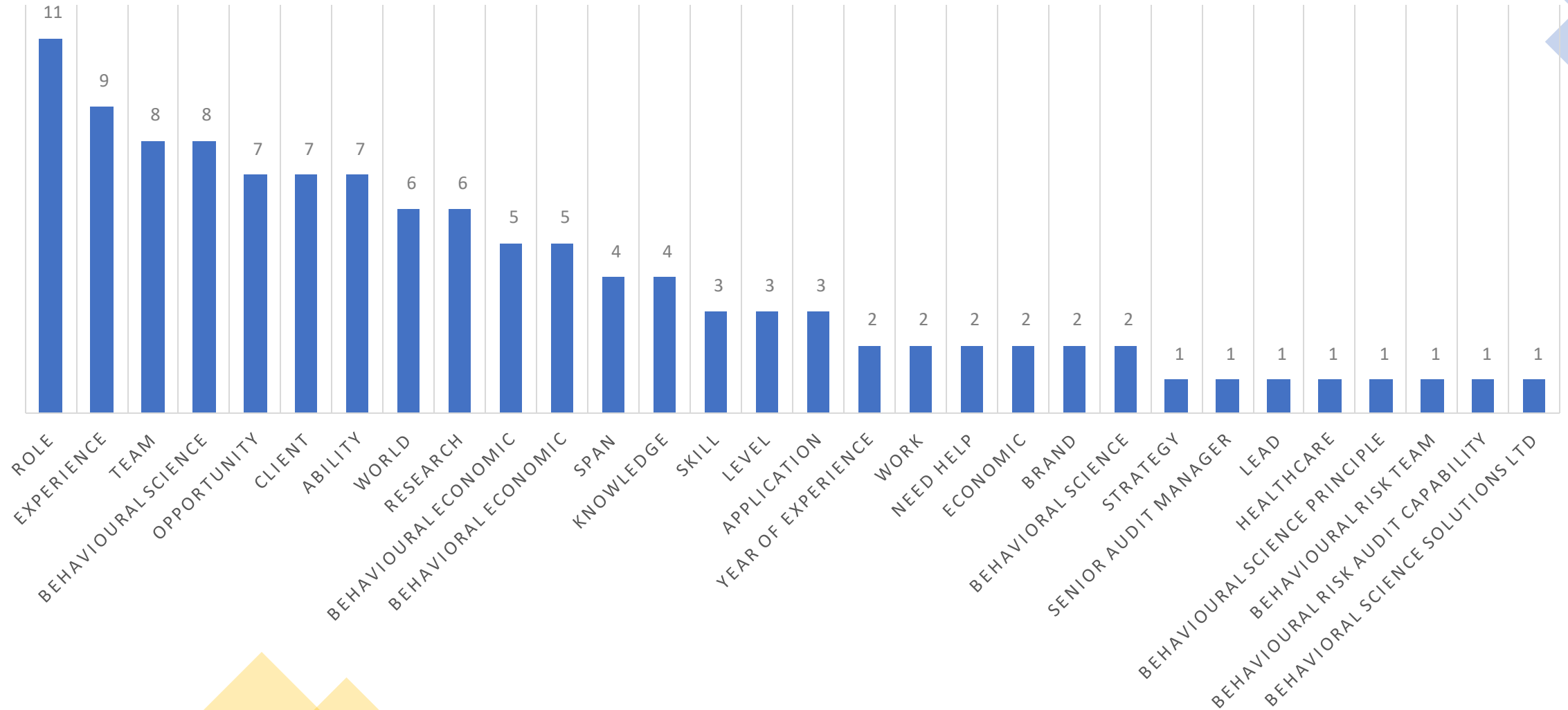
Frequency of Keywords for *Behavioural Economics* Search



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)



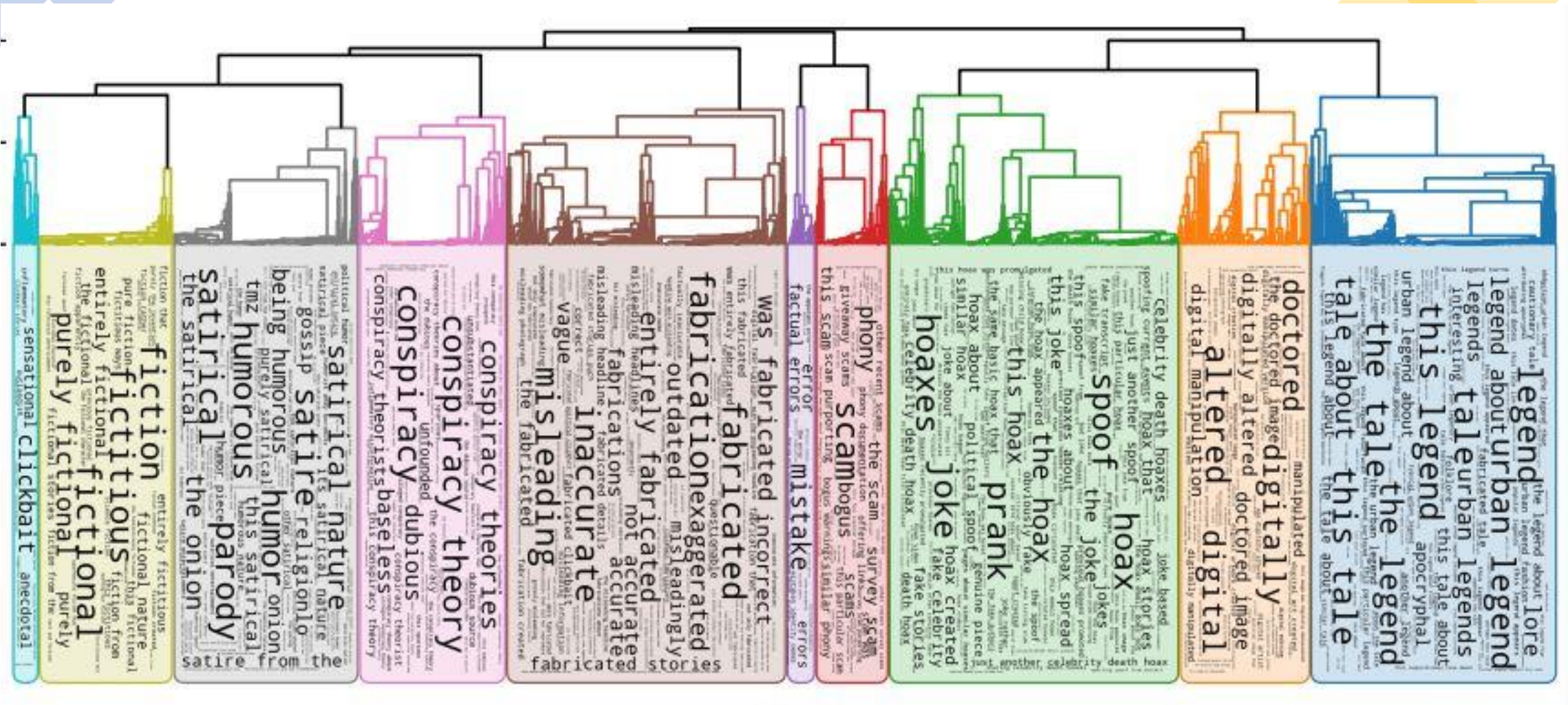
Categorise employers by type/ industry



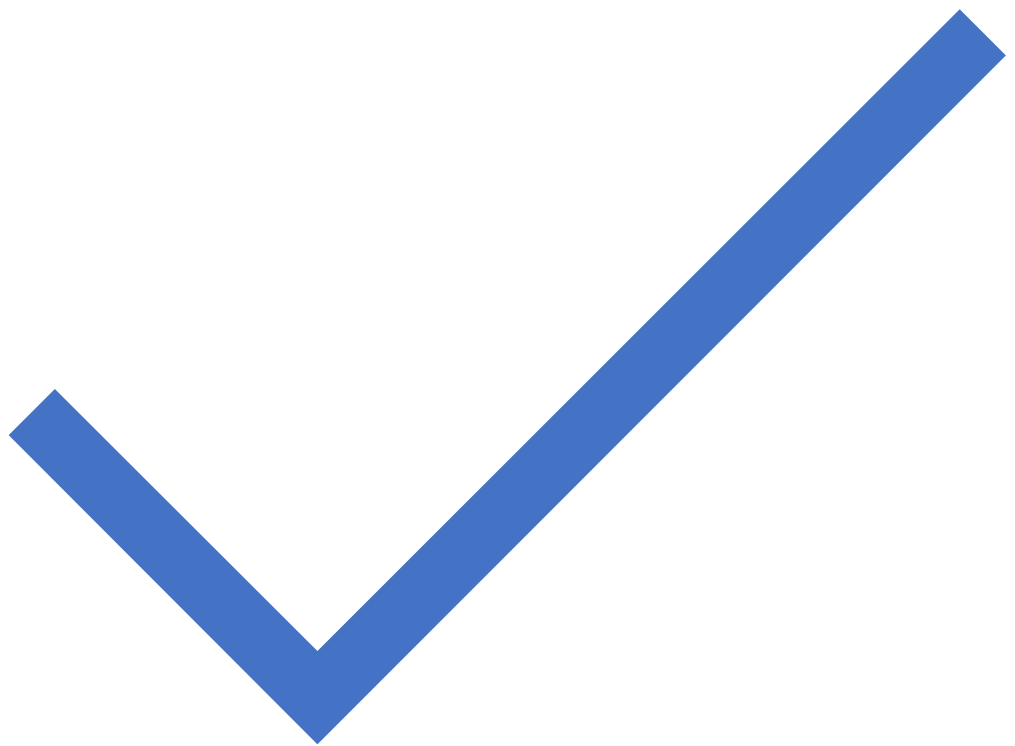
Gather more data



Expand to other countries



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!

