



Media and Behavior Change Research Scientist Contractor Role

Overview: This is a contracted role based in the U.S. The expected weekly commitment is up to 40 hours and the expected duration is 9 months with potential to extend.

Rare seeks an experienced research scientist to support the research portfolio of our Entertainment Lab program.

About Rare

Rare inspires change so people and nature thrive. For over three decades, Rare has partnered with local organizations to run more than 400 conservation projects in nearly 60 countries, all of which rely on humans changing behaviors. Through this experience, Rare has come to specialize in the design, implementation and evaluation of scientifically-ground behavior-change campaigns around the world. Most recently, through its [Climate Culture](#) program, Rare has begun working on the challenge of inspiring Americans to adopt high-impact, climate-friendly behaviors in their daily lives. Rare's [Entertainment Lab](#) partners with Hollywood, putting climate-friendly behaviors on screen to reach audiences at scale and inspire cultural change through the power of storytelling.

The Entertainment Lab both engages directly with industry professionals to support narrative change - through consultancy, capacity building efforts, workshops, as well as a rigorous program of behavioral science research. This role will work very closely with the Entertainment Lab's Director of Research on a research initiative designed to ensure the program is leveraging the latest behavioral insights and best practices.

Key Deliverables / Scope of Work

The primary responsibilities involve designing, executing, and analyzing a diverse range of approximately 6-8 research projects making up the initiative. These will include experiments, large-scale surveys, field studies, impact assessments, mixed-methods projects, and secondary literature reviews. The goal of these projects is to produce research that answers theoretically important questions, provides implementable guidance to industry professionals, and creates valuable insights for the broader "climate communications" ecosystem.

The ideal candidate will also support the publication of research findings in a variety of formats and venues, including peer-reviewed scientific journals, peer-reviewed conference presentations, public-facing outlets, media engagements, as well as short, easily-digestible, bespoke assets targeted towards practitioners.

The Entertainment Lab is also focused on fostering long-term collaborations with labs around the country. The candidate would play a crucial role in these collaborations and would often serve as a daily point of contact for our research collaborations.

While there are already several projects planned for the initiative, a successful candidate would also have opportunities to propose, develop and lead additional work that could further the primary goals of this initiative. The contractor role will be supported by a Research Associate to help deliver on the implementation and execution of this ambitious initiative.

Education, Experience, Attributes

- *Advanced research degree (ideally, Ph.D - although, MSc with significant work experience will also be considered)* - ideal candidates will have research-focused advanced degrees in psychology, cognitive science, communication science, public health, behavioral economics, behavioral public policy or a related field
- *Strong quantitative background* - ideal candidates will have a very strong background in quantitative approaches to research questions. They will intimately familiar with experimental or quasi-experimental research designs that prioritize causal inference
- *Statistical inference* - ideal candidates will be familiar with a range of statistical inference methods and will feel comfortable learning novel approaches as the need arises.
- *Statistical computing* - ideal candidates will be comfortable analyzing complex datasets in R. Candidates with proficiency in other computational statistic languages or coding within statistical software (e.g. STATA) will be willing to gain an intermediate level of proficiency in R before starting the position. Basic familiarity and comfort with other coding frameworks (e.g. web-coding in HTML; CSS; Javascript or using APIs for data-access) is a plus.
- *Survey design* - ideal candidates will be comfortable drafting bespoke survey instruments to target specific research questions; experience implementing surveys in platforms like Qualtrics and Alchemer is highly valuable.
- *Scientific Writing* - ideal candidates will have some experience writing scientific reports and would be eager to engage with the dissemination of research findings
- *Entrepreneurial mindset* - Ideal candidates would be comfortable with adopting novel technologies to support research goals. We are quite an entrepreneurial group by necessity and culture. Candidates who enjoy that kind of opportunity would probably be happiest here.