Jack Webster (PhD)

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PROFILE

I am a PhD gradate with experience working in research and insights in the recorded music industry. I have experience conducting qualitative research and I am confident handling large volumes of quantitative data using SQL. I have an interdisciplinary educational background, spanning the social and computer sciences.

EXPERIENCE

Data Analyst, Universal Music, London, UK – Aug. 2017–Jan. 2018

Working for the team responsible for managing Universal's commercial relationship with music streaming services, I conducted research into audience behaviour.

- I communicated analysis to non-expert audiences and senior managers across the business, including routine performance reports and ad-hoc research into audience behaviour on streaming services.
- This role developed my analytical skills and familiarity handling large volumes of confidential quantitative data about consumer behaviour.
- This role familiarised me with a variety of analytical software packages, including Microsoft Excel, Tableau, and Spotify, Apple Music and YouTube's analytics platforms,

User Research Internship, Parliament Digital Service, London, UK – July 2017

I undertook a two-week work experience placement as a User Researcher at the Parliament Digital Service.

- This role familiarised me with agile development techniques and user-centred design techniques.
- I gained hands-on experience conducting user interviews, participant observation, and data analysis.
- I was introduced to quantitative research techniques, such as the use of Google Analytics.

EDUCATION

PhD Web Science, University of Southampton, UK – 2015–2018

- Thesis title: "Taste in the Digital Age: Music Streaming Services and the Performance of Class Distinction."

MSc Web Science (Distinction), University of Southampton, UK – 2014–2016

- Selected modules: Web Architecture, Semantic Web Technologies, Science of Social Networks, Quantitative Methods, Qualitative Methods for Assessing Technology.

BA Music (First-Class Honours), University of Southampton, UK – 2011–2014

SKILLS

Qualitative Research Methods

I have experience with a range of data collection methods, including interviews, focus groups, and participant observation, as well as different approaches for analysing qualitative data, including thematic and narrative-analysis techniques. I have experience incorporating visual and ambulatory techniques into interview situations, such as performing app 'walk-alongs' with participants.

SQL, Microsoft Excel and Tableau

I have intermediate SQL skills and familiarity with the Google Big Query platform. I am comfortable writing queries involving table joins, nested queries, and aggregate functions. I have experience manipulating data in Microsoft Excel, including the use of pivot tables and LOOKUP functions, as well as the data analysis software, Tableau, for creating visualisations and dashboards.

Written and Verbal Communication Skills

I have developed strong written and verbal communication skills and I am confident communicating my ideas in a range of formats to expert and non-expert audiences. I have published articles in academic journals and conference proceedings, and presented my work to a global audience at academic conferences in the social and computer sciences.

PUBLICATIONS

<u>In Preparation.</u> "Curated consumption: Music streaming services and the performance of cultural omnivorousness." Intended for *Sociology*.

<u>In Preparation</u> "Spotify vs. Apple Music: Competing and creating value through exclusivity, curation and experiences." Intended for *Journal of Media Business Studies*

<u>Under Review.</u> "Taste in the Platform Age: Music Streaming Services and New Forms of Middle-Class Distinction." *Information, Communication & Society*.

2017. "The production and consumption of music in the digital age (Book Review)." *Information Communication & Society* 20(12): 1837-1838.

2016. "Towards a theoretical approach for analysing music recommender systems as sociotechnical cultural intermediaries." *Proceedings of the 8th ACM Conference on Web Science*, May 22-25, Hannover, DE. New York: ACM.

PASSIONS

Music

I am an avid music consumer, collector, performer and composer. My biggest passion is for modern UK jazz.