Research Assistance

University of Toronto--Rotman School of Management

Job posting information:

Position type	Part time
Research Opportunity?	Yes
Job Title:	Research Assistance in Marketing
Occupation Type:	Research & Development
Job Description	We are looking for a skilled and motivated research assistant to join our team and work on a research project focused on social media influencers. This study led by Professor Nitin Mehta aims to leverage machine learning methods to gain insights from video data on a major livestreaming platform. Responsibility: • Collaborate closely with Professor Nitin Mehta and the research team to understand the objectives and goals of the research project. • Collect and curate data from a livestreaming platform, ensuring data quality and relevance to the research objectives. • Integrate the collected video data into the pre-existing research database, ensuring convenient organization and accessibility. • Implement machine learning techniques to analyze video data and extract valuable insights. • Assist in the development and refinement of algorithms for video content analysis and pattern recognition. • Collaborate with the team to interpret results and contribute to research presentations. **Availability Requirements**: We value flexibility and autonomy. As a successful applicant, you will have the freedom to structure your work schedule according to your preferences throughout the week. Weekly updates to your supervisor will ensure a streamlined flow of communication and progress tracking. You will work closely with the research team through a streamlined tasks of data analysis, including data exploration, selecting research methodologies, implementing machine learning methods and data visualization. This journey provides a well-rounded skill set to train you for excellence in data-driven pursuits. If you're enthusiastic about implementing machine learning for marketing analysis, we invite you to join our dynamic team.

Job Requirement	Qualifications:
	• Bachelor's or Master's degree/current student in computer science, data science or a relevant discipline.
	• Strong background in data scraping, machine learning, computer vision, and data analysis.
	• Prior experience working with video data and implementing machine learning methods for video analysis.
	• Proficiency in programming languages such as Python and relevant libraries (e.g., TensorFlow, PyTorch).
	• Prior experience with using and constructing relational database, like SQL, MySQL, etc.
	• Solid understanding of statistical analysis and data visualization techniques.
	• Excellent problem-solving skills and the ability to adapt and learn quickly.
	• Effective communication and teamwork skills.
Number of Positions	1
Contracted or Permanent?	Contracted
Hourly wage	$20
Hours Per Week	10-24
Type of Schedule	Flexible hours

Application Information:

Application Procedure	Interested candidates are invited to submit cover letter, resume and transcript detailing their relevant experience by email to **zirou.chen@rotman.utoronto.ca**. Please include "Research Assistant Application - [Your Name]" in the subject line of the email.
Application Documents Required	Cover Letter, Resume, Unofficial transcript

Company Info:

Organization	University of Toronto
Division	Rotman School of Management
Department	Marketing
Salutation	Dr.
First Name	Nitin
Last Name	Mehta
Website	https://discover.research.utoronto.ca/20786-nitin-mehta/about