



# Scholarship Doctorate (PhD)

The Claussen-Simon-Foundation and the Institute for Research on Cultural Innovation jointly invite applications for a two-year doctoral scholarship at the Hamburg University of Music and Theatre, starting on 01/09/2016. Within the context of the programme 'Dissertation Plus' ([www.dissertationplus.de](http://www.dissertationplus.de)) that supports doctoral students, this scholarship is aimed at a cultural manager or music researcher who works towards her/his doctorate on *Audience Development* at the Hamburg University of Music and Theatre and aims to obtain the academic degree of a Dr. phil. The doctorate is part of a research project initiated by the European network Ulysses (<http://project.ulysses-network.eu>). In order to obtain the doctorate, the successful candidate is expected to carry out an empirical study analysing the audiences of the 14 network partners and incorporate the results of this study into the doctoral thesis. English is the mandatory language for the thesis and it is planned to include it in the series of academic publications issued by the Institute for Research on Cultural Innovation.

The European network Ulysses was founded in Paris in 2012 under the leadership of the IRCAM and has received substantial funding from the EU. The main focus of this network of 14 institutions is to support the works of young composers, the interpretations of these compositions and the presentation of these works to diverse audiences. During the second phase of the project Ulysses, this time funded by the European Commission and the programme "Creative Europe" for the period 2016 to 2020, one planned focus of research is audience development. The idea is to gather data on the current state of research in this subject within Europe and to carry out a comprehensive own survey in eight countries. The aim is to identify what motivates people to attend concerts with works of young artists on the one hand and what keeps them from attending these concerts on the other hand. Methods based on the theory *Diffusion of Innovations*, which have been used successfully in consumer research, will be transferred to the field of *Audience Development*.



## Eligibility Requirements - Applicant Profile

We are looking for a candidate with outstanding abilities in the areas of new music and empirical cultural research, coupled with an exceptional reflective ability. The scholarship invites cultural managers, cultural scientists or musicologists of all ages and nationalities. The successful candidate is expected to have an excellent command of the English language. If the candidate's native language is not German, the requirement is to demonstrate German language skills at the level TestDaF 5. The current doctorate and study regulations for the academic degree Dr. phil. (<http://www.hfmt-hamburg.de/forschung/promotion/>) (available in German) apply for doctoral studies at the Hamburg University and Theatre.



The applicant needs to provide proof of a completed master's degree (or an equivalent alternative degree) as well as proof of the suitable qualification to carry out academic research.

### Requirements for the empirical study

We expect experience with the methodology and with carrying out and evaluating qualitative and quantitative research in the form of surveys and interviews. Experience with the methods in the field *Diffusion of Innovations* is desirable.

### Application

Please submit the following documents no later than 30/07/2016:

- A conceptual outline on the subject *Audience Development for New Music Audiences* (length: approx. three pages)
- A comprehensive CV
- Samples of your work from published essays or books
- Proof of a master's degree or an equivalent alternative degree that qualifies you to do a doctorate

Please send your application in digital format by e-mail.

Please send the conceptual outline together with your CV and certificates about the relevant academic degree as a single PDF file. You can send samples of your work as separate files.

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Please do not hesitate to contact the IKI by e-mail if you have any questions.