



**APPLICATION OF A POTENTIAL SUPERVISOR in the recruitment process of doctoral students and participants and/or TUTOR/SCIENTIFIC TUTOR of the extramural/external mode ("mode E") at SWPS University**

<b>Name and surname of the supervisor</b>	<b>Marta Żerkowska-Balas</b>
<b>Name of the research center/research group/artistic group to which the supervisor belongs</b>	<b>Center for the Study of Democracy</b>
<b>List of the most important scientific publications, completed and ongoing research grants; link to ORCID and/or to the ResearchGate/Academia.edu profile (or other website presenting scientific/artistic achievements)</b>	<b>Journal articles:</b> Markowski, R., Żerkowska-Balas, M., i Stanley, B. (2023). Participation in Polish local elections: sheer rational choice or social embeddedness fate? <i>East European Politics Societies and Cultures</i> , online first. (IF 0,7). Żerkowska-Balas, M. (2022). Konsumpcja mediów a negatywna identyfikacja partyjna w Polsce w 2015 i 2019 roku. <i>Studia Socjologiczne</i> , 247(4), 67-97. Żerkowska-Balas, M., Lutostański, M.J., i Prochera, P. (2022). Archetypes of Polish Political Parties - Empirical Analysis. <i>Journal of Political Marketing</i> , online, 1-16. (IF 1,2). Żerkowska-Balas, M. (2022). Of Love and Hate. Origins and Effects of Positive and Negative Party Identification in Poland. <i>Polish Sociological Review</i> , 217(1), 3-22. (IF 0,362) Cześćnik, M., Miśta, R., i Żerkowska-Balas, M. (2020). Uczestnictwo i mobilizacja w wyborach parlamentarnych 2019 roku. <i>Studia Socjologiczne</i> , 239(4), 91-121. Wenzel, M., i Żerkowska-Balas, M. (2020). The left returns to Polish Parliament: a change of people's hearts? Determinants of right and left identification on the individual level. <i>East European Politics</i> , 37(3), 552-571. (IF 3,2). Lyubashenko, I., i Żerkowska-Balas, M. (2020). Jednomandatowe okręgi wyborcze a jakość reprezentacji. Przykład zastosowania jakościowej analizy porównawczej. <i>Studia Polityczne</i> , 48 (1), 145-170. Wenzel, M., i Żerkowska-Balas, M. (2020). Education Through Democracy - Civic Activation of the Youth. <i>Journal of Social Science Education</i> , 19(2), 60-74. Żerkowska-Balas, M. (2019). Marka polskich partii politycznych – analiza empiryczna. <i>Athenaeum Polskie Studia Politologiczne</i> , 61(1), 138-152. Wenzel, M., i Żerkowska-Balas, M. (2019). Framing Effect of Media Portrayal of Migrants to the European Union: A survey experiment in Poland. <i>East European Politics Societies and Cultures</i> , 33 (1), 44-65. (IF 0,7). <b>Books:</b>

Żerkowska-Balas, M. (2017). Czy głosowanie jest racjonalną decyzją? Analiza partycypacji wyborczej w Polsce na tle wybranych demokracji europejskich. Warszawa: Wydawnictwo Naukowe Scholar

**Book chapters:**

Żerkowska-Balas, M. (2021). Failed liberal leadership. W: K. Kasianiuk, B. Szklarski, i P. Żylicz (red.), Failed Leadership (s. 117-134). Berlin: Peter Lang Verlag.

Plescica, C., Górecki, M., i Żerkowska-Balas, M. (2020). The 2019 EP elections in Poland. W: S. Kritzinger, C. Plescica, K. Raube, J. Wilhelm, i J. Wouters (red.), Assessing the 2019 European Parliament Elections (1 wyd., s. 203-217). Londyn i Nowy Jork: Routledge. (POZIOM II – 200 punktów)

Research grants:

As principal Investigator:

2017-2020: PI of the research project "Political Branding: A New Approach to the Party-Voter Relationship," funded by the NCN Sonata 11 competition (2016/21/D/HS5/03846), with a budget of 209,547 PLN.

As researcher:

**PARTICIPATION IN RESEARCH PROJECTS FUNDED BY INTERNATIONAL EXTERNAL SOURCES**

Since 2022: Senior Researcher in the project "AUTHLIB - Neo-authoritarianisms in Europe and the Liberal Democratic Response", EU Horizon Europe (101060899), €2,523,765.

National Expert in the V-Dem Project - Varieties of Democracies, coordinated by the V-Dem Institute, University of Gothenburg.

National Expert in the project "RECONNECT - Reconciling Europe with its Citizens through Democracy and Rule of Law", EU Horizon Europe 2020 (770142), €4,999,686. Coordinated by Katholieke Universiteit Leuven (Belgium).

**PARTICIPATION IN RESEARCH PROJECTS FUNDED BY NATIONAL EXTERNAL SOURCES**

NCN

2023–2025 "Polish General Election Study (PGSW) 2023", NCN Opus 23 competition (2022/45/B/HS5/03493), PLN 1,817,246.

2019–2023 "Polish General Election Study 2019", NCN Opus 16 competition (2018/31/B/HS5/03403), PLN 1,316,112.

2016–2018 "The Influence of Media on Political Attitudes", NCN Opus 10 competition (2015/19/B/HS5/01224), PLN 224,400.

2014–2018 "The Impact of Electoral Rules on the Quality of Local Democracy in Poland", NCN Opus 7 competition (2014/13/B/HS5/02580), PLN 828,230.

2014–2017 "Political Knowledge in Poland", NCN Opus 6 competition (2013/11/B/HS5/03545), PLN 558,675.

	<p>Projects funded under the Ministry of Science and Higher Education's Regional Initiative of Excellence program  2022–2023 "Dynamics of Political Attitudes and Views", (012/RID/2018/19).  2019–2020 "Knowledge, Attitudes, and Preferences of Poles Regarding New Civilizational Threats" (012/RID/2018/19).cts:</p> <p><b>Other projects 2018-2020</b></p> <p>Project Manager (2018–2019) and Content Manager (2019–2020) of the project "Social and Civic Activation of Youth in Developing Key Competencies", implemented in collaboration with the Center for Civic Education, as part of the NCBR Third Mission of Universities program, with a budget of PLN 2,853,170.</p> <p>ORCID: <a href="https://orcid.org/0000-0002-0282-9424">https://orcid.org/0000-0002-0282-9424</a></p>
<p><b>Discipline</b> for a future doctoral dissertation (possible: sociology, political and administrative sciences, culture and religion sciences, literary studies, psychology, fine arts and art conservation)</p>	<p>Sociology, political science</p>
<p><b>A brief description</b> of the research directions pursued by the supervisor (a few sentences describing the scientific/artistic specialization; main research problems; scientific interests) and a possible link to the website/research team</p>	<p>My research interests focus on the study of voting behavior, the relationship between political parties and voters (topics such as party identification and political party branding), political representation, democracy (its perception by citizens, support for democracy, and legitimacy), democratic backsliding, and related topics (populism, illiberalism, authoritarianism).</p> <p>My recent research interests move towards the social and political consequences of artificial intelligence (AI).</p> <p>Link to the Center for the Study of Democracy at SWPS University:  <a href="https://swps.pl/nauka-i-badania/poznaj-nasz-potencjal/centra-badawcze/873-instytuty-naukowe/instytut-nauk-spoecznych/centra-i-laboratoria/5747-centrum-studiow-nad-demokracja">https://swps.pl/nauka-i-badania/poznaj-nasz-potencjal/centra-badawcze/873-instytuty-naukowe/instytut-nauk-spoecznych/centra-i-laboratoria/5747-centrum-studiow-nad-demokracja</a></p>
<p><b>Thematic areas</b> of planned doctoral dissertations</p>	<p><b>Impact of Generative AI on Democratic Processes:</b></p> <ul style="list-style-type: none"> <li>• Exploring how generative AI influences public opinion, political discourse, and the integrity of democratic mechanisms.</li> <li>• Investigating AI's dual potential to support or undermine democratic values through information manipulation and predictive capabilities.</li> </ul> <p><b>New Technologies and Digital Participation:</b></p> <ul style="list-style-type: none"> <li>• Examining the role of digital platforms and AI-driven tools in shaping citizen engagement within democratic processes.</li> <li>• Addressing the challenges of the digital divide and strategies for promoting equal</li> </ul>

	<p>access to technology in democratic participation.</p> <p><b>Ethics, Legal Frameworks, and Trust in AI:</b></p> <ul style="list-style-type: none"> <li>Investigating the ethical and regulatory challenges of integrating AI into governance.</li> <li>Identifying frameworks to ensure transparency, fairness, accountability, and public trust in AI-driven decision-making.</li> </ul> <p><b>Hybrid Policy-Making Models:</b></p> <ul style="list-style-type: none"> <li>Analyzing the dynamics of AI-human collaboration in crafting and implementing policies.</li> <li>Evaluating the effectiveness of large-scale AI-supported deliberative processes in improving policy outcomes.</li> </ul> <p><b>Strengthening Citizen Engagement through Digital Education:</b></p> <ul style="list-style-type: none"> <li>Designing and assessing educational programs to enhance citizens' ability to engage knowledgeably in democratic processes.</li> <li>Exploring tools and strategies to combat misinformation and promote informed citizen participation.</li> </ul> <p><b>Best Practices in Democracy Technologies Across Europe:</b></p> <ul style="list-style-type: none"> <li>Conducting comparative analyses of democracy technologies in European contexts.</li> <li>Identifying and disseminating adaptable best practices for implementing technology-driven democratic systems.</li> </ul>	
<p><b>Number of people</b> that the supervisor/scientific supervisor would be able to accept as a result of recruitment in the academic year 2025/2026:</p>	<p><b>to the Doctoral School</b> (doctoral scholarship financed by SWPS University)</p>	<p>Number:1</p>
	<p><b>for national and international research projects or grants</b> (doctoral scholarship financed from grant funds)</p>	<p>Number: Project name:</p>
	<p><b>to the Industrial Doctorate program</b> (doctoral scholarship financed by the Ministry of Science and Higher Education)</p>	<p>Number:1</p>
	<p><b>for external mode</b> (no doctoral scholarship)</p>	<p>Number:1</p>
<p><b>Number</b> of currently conducted doctorates:</p>	<p>in Doctoral School</p>	<p>Number:0</p>
	<p>in external mode</p>	<p>Number:0</p>
<p><b>The number of doctoral students promoted so far,</b> along with the year of completing their doctoral degrees:</p>	<p>1 (as auxiliary supervisor), doctoral degree completed in April 2024</p>	

## RECRUITMENT

Candidates should contact their selected potential supervisors who are members of centers and/or research teams

**Conditions** to be met by the candidate in the field of: scientific interests; scientific competences; achievements to date; knowledge of foreign languages; social competences; availability, etc.

**Scientific Interests:**

The PhD candidate's research interests should align with the interdisciplinary exploration of artificial intelligence (AI) and its implications for democracy and society.

Specific areas of interest may include:

- The intersection of AI and democratic systems, particularly its role in enhancing governance and civic engagement.
- Challenges related to algorithmic bias, misinformation, and the ethical implications of AI in democratic discourse.
- Comparative studies of AI's dual role in supporting democratic values and its misuse in authoritarian contexts.
- The integration of AI in hybrid policy-making, emphasizing the collaboration between human judgment and AI-driven insights.
- The development and application of democracy technologies, including their potential to improve citizen participation, transparency, and trust in political institutions.

A curiosity for exploring data-driven approaches and applying them to real-world problems is essential.

**Scientific Competences:**

Basic understanding or prior exposure to quantitative research methods or a strong willingness to learn methodologies in this area.

**Achievements to Date:**

Evidence of previous academic or professional accomplishments, such as participation in research projects, publications, or completed coursework related to quantitative methods, will be considered favorably.

**Knowledge of Foreign Languages:**

Proficiency in English is required, as it will be the primary language for communication in some projects, research materials, and academic collaboration.

**Social Competences:**

Ability to work collaboratively in a team environment.

Strong interpersonal skills and adaptability to new learning and working contexts.

**Availability:**

Willingness to dedicate the necessary time and effort to research activities or academic work.

Flexibility to participate in meetings, workshops, or additional learning opportunities as needed.

**Motivation:**

A clear commitment to personal and professional growth through active engagement in research,

	learning, or academic pursuits. The candidate should exhibit enthusiasm for developing their expertise and contributing meaningfully to projects.
<b>Preferences</b> regarding contact with the candidate during recruitment	<input checked="" type="checkbox"/> E-mail contact: please provide e-mail address: <u>mzerkowska-balas@swps.edu.pl</u> <input type="checkbox"/> Telephone contact: <i>please provide phone number:</i> _____ <input checked="" type="checkbox"/> Personal meetings <i>(by prior arrangement by e-mail/telephone.)</i> <input type="checkbox"/> All forms of contact
<b>Preferred dates, times and location</b> (in the period March-June 2025) in order to conduct an interview with the candidate	Mondays, 9-13; USWPS Warsaw or online
<b>Information</b> about possible absence preventing candidates from contacting a potential supervisor (with dates)	-