



## **TL@NTU BEHAVIOURAL AND COMMUNICATION SCIENCE PROGRAMME (BCSP) RESEARCH PROJECT 2022 - CALL FOR PROPOSAL**

This is a call for proposals for the Behavioural and Communication Science Programme (BCSP) Research Project under Temasek Laboratories at Nanyang Technological University (TL@NTU) to take advantage of emerging opportunities from recent scientific advances.

The primary considerations in funding the research projects are novelty, potential impact and relevance in supporting Nexus, MINDEF/SAF's central agency for National Education (NE) and Total Defence (TD), to deepen their audience understanding to strengthen NE efforts as well as support for TD and National Service (NS).

The work may include conducting preliminary research, building computer models and/or physical proof-of-concept prototypes, and studying the feasibility of technical ideas.

### **The possible research areas include:**

1. How can we leverage on communications strategies to strengthen patriotism in Singapore (eg. willingness to defend Singapore/commitment to Singapore/sense of belonging to Singapore)?
2. How does societal resilience emerge during crises situations/develop during peacetime?
3. How can mutual understanding and trust between diverse identity groups be fostered during crises situations?
4. How can trust in institutions be developed/strengthened during times of crises?
5. What types of narrative interventions resonate with different identity groups (eg. age/ethnic groups) and how do these narratives influence their behaviours/sense of belonging/national identity?
6. What is the role of nation-building processes (eg. national service, total defence activities/national education in schools) in shaping interactions amongst different identity groups/sense of belonging to Singapore?
7. How can we promote a common sense of identity among diverse members of society/ individuals with multiple identities (eg. immigrants, new citizens)?
8. How do digital interactions on closed messaging systems with friends/family/peers shape perceptions towards national issues (e.g. defence, economy, social issues)?
9. How do different mediums, messengers, platforms, media types, linguistics and image features shape persuasive outcomes/attention to/ retention of messages?

10. How do different messaging strategies/features/attributes/framing of graphics affect communications outcomes across different age/ethnic/identity groups?
11. What are the principles that underpin successful storytelling, photography, creative writing, editorial conception that connect with audiences based on their experience, personality, and goals?
12. What attributes of spokespersons/narratives/communication inspire trust amongst difference audience members in messages/narratives/institutions?
13. How does language use in communications affect persuasive outcomes/trust/perceptions of credibility?
14. Do bilingual/multilingual individuals respond differently (eg. beliefs/attitudes/behaviours) based on the language used in narratives/texts/visuals/videos?
15. How do different engagement strategies that are tailored for different levels of audiences (individual vs group level, for eg. in games/visuals/exhibitions/performances) shape audience sentiments/behaviours/engagement levels?

Applicants are allowed to initiate collaborative research project with professors or researchers in NTU, or other universities and research institutes. The research project may involve graduate and undergraduate students if applicable.

### Eligibility

1. Open to all faculty in Singapore and TL@NTU researchers.
2. Highly encourage all applicants from external Universities to find a collaborator in NTU.

### Funding

3. The proposal may include expenses incurred on manpower cost, direct expenses such as materials and facility charges. No part of the Funding should be sub-awarded, subcontracted or transferred to any Co-Principal Investigator, collaborators and/or other members not indicated in the Project.
4. The Overhead Charge to be applied to the projects of this call is 10%, it shall be shared between NTU and external University.

### Duration

5. The research project is generally for a period up to 18 months, exceptions may be made for special circumstances. The project must commence within one (1) month upon accepting the award. Failing to do so may result in the award being rescinded.

### Submission Process

6. Please submit the completed proposal (Using the template provided) electronically by **15 September 2022**. Applications should be submitted electronically to Mr Yeo Siew Yam, Deputy Director, TL@NTU ([ysiewyam@ntu.edu.sg](mailto:ysiewyam@ntu.edu.sg)). Late or incomplete applications will not be considered.

### Evaluation Process

7. The Research Director of BCSP at TL@NTU, together with a designated committee, will review the proposals received. Proposals will be evaluated based on novelty, potential impact on application, rigour of approach and potential for the research. The decision from the evaluation committee will be final.



## Schedules for TL@NTU BCSP Research Project Call for Proposals

<b>Call Status</b>	<b>Date</b>
Call for Proposal	10 August 2022
Submission of Proposal	By 15 September 2022
Notification of Award	15 October 2022
Acceptance of Award*	31 October 2022
Project Start Date	1 February 2023

If you have any questions pertaining to the call for proposal, please email to Mr Yeo Siew Yam, Deputy Director, TL@NTU, [ysiewyam@ntu.edu.sg](mailto:ysiewyam@ntu.edu.sg)