



Circadian health on TikTok, Instagram and YouTube

How are sleep, light and daily rhythms communicated online?

Tübingen / Munich / Remote · English · Master's thesis · Research internship · Erasmus+ research placement

The question

What do people encounter about circadian health on social media? Advice about sleep and light may combine accurate explanations, personal experience, commercial promotion and unsupported claims.

The project

Analyse a bounded sample of public content from TikTok, Instagram or YouTube. Examine how health claims are framed and supported, while recognising the limits of platform access, sampling and what visible engagement can tell us.

What you will do

- Develop an ethical, documented sampling approach that respects platform rules and research requirements.
- Code claims, evidence references and communication styles, checking coding consistency.
- Interpret patterns in relation to scientific evidence without identifying or targeting private individuals.

Possible scope

A thesis could compare selected content or platforms. A shorter placement could focus on one corpus or coding question. Media research, public health and science communication perspectives are welcome; automated text analysis is optional.

Suitable backgrounds

Media studies · Communication
· Journalism · Public health ·
Psychology · Data science

General expectations

You should be able to analyse data in R or Python, use Git and GitHub, and work reproducibly. Independent reading, careful documentation and increasing responsibility are expected. Previous sleep or circadian research experience is not generally required.

Funding

No salary or stipend from the research group unless explicitly stated. Master's theses are generally unpaid. Mention external funding or mobility programmes when applying.

Suggested backgrounds are not formal programme approval. Confirm requirements with your home institution.

How to apply

Send a short motivation, CV, relevant skills, preferred project, dates, format and location. Mention external funding. Contact Prof. Manuel Spitschan using the address below.

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