

Widening Country Inspiration Story

“Connect with successful applicants for insights, and follow blogs or videos with application tips.”

Name of the fellow: Shanu Shukla
Country of the host: Czechia
Project Acronym: MULTIPLE
Project start and end date: 1.01.2024 – 31.12.2025
Type of MSCA, Horizon Europe: Postdoctoral Fellowship



What is your project about? Project MULTIPLE explores how media multitasking (MMT) (such as watching TV while replying to social media posts) affects online social behaviour (OSB) in emerging adults. It examines the roles of task hierarchy, emotional content, and time pressure in multitasking scenarios. By analysing cognitive load, impulsivity, and eye-tracking data, the project reveals how MMT influences pro- and antisocial behaviours online. The findings will advance media and cognitive sciences, supporting better digital engagement practices and improved work environments where MMT is prevalent.

Why is your project important for society? MMT has become a pervasive habit, especially among emerging adults who frequently juggle multiple online platforms and tasks. This constant switching can influence attention, emotions, and decision-making, shaping social interactions online. Project MULTIPLE addresses MMT's impact on online social behaviour, focusing on how it influences pro- and antisocial interactions to promote healthier online engagement and positive communication.

What communication and public engagement measures have you

foreseen? For public engagement, we will share findings through articles, research webinars, and workshops targeting young adults. We also plan to spread information via audio podcasts and social media to raise awareness, promoting more mindful digital behaviours.

Why did you choose a widening country as a host? When preparing my application, I didn't focus on whether my host country was widening or non-widening. As a postdoctoral fellow, I was already familiar with my host institution's expertise in managing significant global projects, strong administrative support, and collaborative culture. This supportive environment made my choice clear and encouraged me to continue my research with them. Additionally, my experience with the host institution allowed me to highlight their resources

and support in my application, strengthening my proposal.

How did you find your host organisation? I joined the IRTIS research team at Masaryk University, known for its significant research in cyberpsychology and media studies. During my PhD, I closely followed their work and was fortunate to become a postdoctoral fellow there before applying for MSCA. My experience there provided valuable insights into their research culture, resources, and supportive environment, inspiring my MSCA pursuit.

What tips can you give other researchers who would like to apply for MSCA?

For MSCA applicants, choose a host institution that closely aligns with your research interests. Early discussions with your supervisor about project concepts and resources are key. Regularly check the MSCA website and attend seminars to understand the application process. Connect with successful applicants for insights and follow blogs or videos with application tips. Joining social media groups can help you stay motivated. Finally, plan your timeline carefully, leaving time for thorough proofreading.

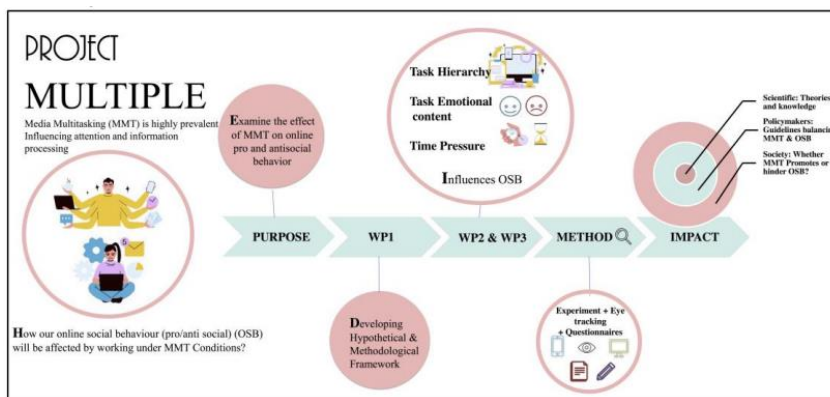


Figure 1: Graphical Abstract of the project MULTIPLE

What kind of support did you get?

During the application process, my host institution provided valuable support through dedicated seminars that covered funding requirements and application procedures. I also participated in separate seminars focused on specific concepts like open science and communication, further enhancing my application preparation. I consulted with previous successful applicants and attended several seminars that showed their successful journeys. I used official guidelines, templates, and resources from the MSCA website. Additionally, I received significant support from social media groups, particularly on Facebook and WhatsApp, where applicants discuss their projects, share advice on application issues, and motivate each other.

More information on the project:



The Marie Skłodowska-Curie Actions (MSCA) support researchers at all stage of their career across all disciplines. The MSCA also support cooperation between industry and academia and provide innovative trainings and career developments.

The MSCA Postdoctoral Fellowships (PF) enable talented researchers to work on project in Europe and beyond. They aim at enhancing the innovative potential of postdoctoral researchers through advanced trainings, international and intersectoral mobility.

The MSCA-NET project is the MSCA NCP project to facilitate the transnational cooperation to achieve a consistent and harmonised level of NCP support. The scientific community can also profit from our project to support their MSCA application.

