

Dr. Jennifer Alison Chubb  
Lecturer  
Sociology  
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## Research interests

Jenn's research agenda is broadly concerned with the impact of science and technology on knowledge and understanding. Jenn is a researcher with expertise in STS and research policy, virtue epistemology, ethics, AI, narratives, futures and the public perception of science. She has researched responsibility in science, integrity and ethics across a range of domains such as education, health, music and the creative industries. Jenn recently researched the ethics of conversational AI for children's storytelling with XR Stories, AI in STEM and has carried out consultancy and research for a range of external organisations.

Jenn's current role is as Lecturer in the Department of Sociology, as co-director of SATSU, York's Science and Technology Studies Unit and Responsible AI lead for SAINTS. She is currently open to taking on new supervisees.

## Qualifications

Postgraduate Certificate in Academic Practice, University of York  
30 Jun 2022 → 1 Jan 2024  
Award Date: 10 Jan 2025

PhD, Instrumentalism and Epistemic Responsibility., University of York  
9 Sept 2011 → 18 Jan 2018  
Award Date: 18 Jan 2018

BA, Philosophy, University of Leeds  
9 Sept 1999 → 9 Sept 2002  
Award Date: 6 Sept 2002

## Employment

### XR Stories Research Fellow

Senior researcher  
Theatre, Film, TV and Interactive Media  
University of York  
Baird Lane, York  
1 Sept 2021 → 2 Jan 2023

### Research Associate

Post doctoral research assistant  
Computer Science  
University of York  
Deramore Lane, York  
2 Oct 2019 → 31 Aug 2021

### Lecturer in Sociology

Lecturer  
Sociology  
University of York  
Law and Management Building, York  
3 Jan 2023 → present

### XR Stories Research Fellow

Senior researcher  
Electronic Engineering  
University of York

Heslington, York  
1 Sept 2021 → 2 Jan 2023

## **PhD, Education**

Education  
University of York  
Heslington, York  
1 Oct 2010 → 20 Nov 2017

## **Wellcome Social Science Early Career Committee Member**

Wellcome Trust  
1 Apr 2023 → present

## **Research outputs**

### **Risk of What? Defining Harm in the Context of AI Safety**

Fearnley, L. C. A., Cairns, E., Stoneham, T., Ryan, P. M., Chubb, J. A., Iacovides, J., Iglesias Urrutia, C. P., Morgan, P. D. J., McDermid, J. A. & Habli, I., 2025.

### **Establishing counterpoints in the sonic framing of AI narratives**

Chubb, J. A. & Beer, D. G., Aug 2024, In: AI and Ethics. 4, p. 679–690 12 p.

### **A Vice Framework for AI**

Chubb, J. A., Forstenzer, J. & Kidd, I., 15 Nov 2023, (Accepted/In press) *Philosophy of AI Conference (PhAI 2023)*.

### **Book review: Gemma Milne, Smoke & Mirrors: How Hype Obscures the Future and How to See Past It**

Chubb, J. A., 28 Oct 2023, In: The British Society of Literature and Science.

### **Supported or stressed while being assessed? How motivational climates in UK University workplaces promote or inhibit researcher well-being**

Chubb, J. A., Weinstein, N., Haddock, G., Wilsdon, J. & Manville, C., 26 Feb 2023, (E-pub ahead of print) In: Higher Education Quarterly. 77, 3, p. 537-557

### **Expert views about missing AI narratives: is there an "AI story crisis"?**

Chubb, J. A., 25 Aug 2022, (E-pub ahead of print) In: AI and Society.

### **Interactive storytelling for children: A case-study of design and development considerations for ethical conversational AI**

Chubb, J. A., Missaoui, S., Concannon, S., Maloney, L. & Walker, J. A., 1 Jun 2022, In: International Journal of Child-Computer Interaction. 32, 14 p., 100403.

### **Booster or treadmill? Comment - Artificial intelligence**

Chubb, J. A. & Reed, D. J., 28 Oct 2021, Research Europe , p. 13 1 p.

### **Speeding up to keep up: exploring the use of AI in the research process**

Chubb, J. A. & Reed, D. J., 15 Oct 2021, (E-pub ahead of print) In: AI and Society. 19 p.

### **Epistemic corruption and the research impact agenda**

Chubb, J. A., 17 Jul 2021, In: Theory and Research in Social Education. 19, 2

### **Boundaries Between Research Ethics and Ethical Research Use in Artificial Intelligence Health Research**

Chubb, J. A., 1 Jul 2021, In: Journal of Empirical Research on Human Research Ethics. 16, 3, p. 325-337 13 p.

**AI futures in the time of crisis**

Chubb, J. A., 2021.

**'Right now? I will take any future': Documenting moments in AI futures in a time of crisis**

Chubb, J. A., 2021

**Generating Real-World Impact from Academic Research: Experience Report from a University Impact Hub.**

Ingram, C., Chubb, J. A., Boardman, C. & Ursu, M., 23 May 2020, *In IEEE/ACM 42nd International Conference on Software Engineering Workshops (ICSEW'20), May 23–29, 2020, Seoul, Re- public of Korea. ACM, New York, NY, USA, 8 pages: 7th International Workshop on Software Engineering Research and Industrial Practice. ACM, 9 p.*

**A conducive environment? The role of need support in the higher education workplace and its effect on academics' experiences of research assessment in the UK**

Chubb, J. A., 21 May 2020, In: *Higher Education Quarterly*. 75, 1, p. 146-160 15 p.

**The impact a-gender: gendered orientations towards research Impact and its evaluation**

Chubb, J. A., 28 Apr 2020, In: *Palgrave Communications*. 6, 72, p. 1 11 p.

**Writing impact case studies: a comparative study of high-scoring and low-scoring case studies from REF2014**

Chubb, J. A., 25 Feb 2020, In: *Palgrave Communications*. 31.

**Science diplomacy as a means to tackle infectious diseases: The case of Zika**

Chubb, J. A., 2020. 24 p.

**21st Century PhDs: why we need better methods of tracking doctoral access, experiences and outcomes**

Hancock, S. E., Wakeling, P. B. J. & Chubb, J. A., 30 Sept 2019, London: Research on Research Institute, 32 p.

**A Pilot Study to Examine the Feasibility of a Longitudinal Evaluation of Perceptions and Attitudes Towards REF 2021 Commissioned by Research England**

Chubb, J. A., 9 Jun 2019, Research England. 20 p.

**Real-Time REF Review**

Chubb, J. A., 6 Jun 2019

**A review of recent evidence on the governance of emerging science and technology**

Chubb, J. A., 5 May 2019, 82 p.

**Science diplomacy and Infectious diseases: Between national and European narratives Using science diplomacy for addressing global challenges**

Chubb, J. A., 2019.

**Evaluating 'impact' in the UK's Research Excellence Framework (REF): liminality, looseness and new modalities of scholarly distinction**

Chubb, J. A., 26 Mar 2018, In: *Studies in Higher Education*. p. 1554 1566 p.

**The politics of research impact: academic perceptions of the implications for research funding, motivation and quality.**

Chubb, J. A., 2018, In: *British Politics*.

**Epistemic responsibility as an edifying force in academic research: investigating the moral challenges and opportunities of an impact agenda in the UK and Australia**

Chubb, J. A., 7 Nov 2017, In: *Humanities and Social Sciences Communications*.

**Fear and loathing in the academy? The role of emotion in response to an impact agenda in the UK and Australia**

Chubb, J. A., Watermeyer, R. & Wakeling, P. B. J., 8 Mar 2017, In: Higher Education Research & Development. 36, 3, p. 555-568 14 p.

**Artifice or integrity in the marketization of research impact? Investigating the moral economy of (pathways to) impact statements within research funding proposals in the UK and Australia**

Chubb, J. A., 28 Feb 2017, In: Studies in Higher Education. 42, 12, p. 2360 2372 p.

**How does the impact agenda fit with attitudes and ethics that motivate research?**

Chubb, J. A., 10 Oct 2013, *Achieving Impact in Research*. SAGE, p. 20 32 p. (Success in Research).

**What skills are needed to be an impactful researcher?**

Chubb, J. A., 2013, *Achieving Impact in Research*. SAGE

## **Activities**

**Artificial Intelligence & Intellectual Property**

Harrison, P. S. (Invited speaker), Chubb, J. A. (Participant) & Tompkinson, J. (Participant)  
20 May 2025

**Innovation in Music**

Chubb, J. A. (Presenter)  
2025

**Setting the Legal Tone: a Workshop about AI and the rights of the voice**

Harrison, P. S. (Organiser), Chubb, J. A. (Organiser) & Tompkinson, J. (Organiser)  
25 Nov 2024

**'Establishing counterpoints in the sonic framing of AI narratives'**

Chubb, J. A. (Chair) & Beer, D. G. (Invited speaker)  
23 Sept 2024

**European Sociological Association Conference 2024, Porto**

Chubb, J. A. (Advisor)  
31 Aug 2024

**20-year retrospective: Research ethics in the social sciences**

Holland, S. M. (Invited speaker), Tapscott, R. (Chair), Brown, N. (Invited speaker), Chubb, J. A. (Invited speaker) & Duffy, J. (Invited speaker)  
11 Apr 2024

**'AI in the research process' (2023) A workshop for JISC and senior university managers. London, UK.**

Chubb, J. A. (Chair)  
2024

**Are AI documentaries sonic playgrounds of hype?**

Chubb, J. A. (Advisor)  
2024

**Chubb, J.A. (2023) Exploring public attitudes to AI in music-making and gig-going. Article for Ensemble Magazine. The UK's Association for Music Teachers.**

Chubb, J. A. (Advisor)  
2024

**Interview - AI could help you find your next favourite song**

Chubb, J. A. (Advisor)

2024

**Interview - Themes on AI, JISC**

Chubb, J. A. (Advisor)

2024

**'Speeding up to keep up?' (2023). A paper for the Swiss National Science Foundation. Switzerland.**

Chubb, J. A. (Chair)

2024

**Workshop on AI in science**

Chubb, J. A. (Advisor)

1 Nov 2023

**AI and ethics**

Chubb, J. A. (Chair)

31 Oct 2023

**I worry about how my child will be affected by AI assistants. I'm teaching her how to fact-check their answers.**

Chubb, J. A. (Advisor)

17 Jul 2023

**'The Truth about killer robots: AI stories and narratives'.**

Chubb, J. A. (Chair)

30 Jun 2023

**AI in STEM**

Chubb, J. A. (Advisor)

30 Apr 2023 → 30 May 2023

**Archive All Areas: People, Places, Memories and Music**

Chubb, J. A. (Advisor)

12 Apr 2023 → 20 Apr 2023

**BBC Radio York Interview re Archive All Areas**

Chubb, J. A. (Advisor)

23 Mar 2023

**BBC news article**

Chubb, J. A. (Advisor)

18 Mar 2023

**A Taxonomy for AI in Science.**

Chubb, J. A. (Advisor)

1 Mar 2023 → 1 May 2023

**AI, Narratives, Sound and Equality**

Chubb, J. A. (Advisor)

2022

**We need better AI imagery for better science communication**

Chubb, J. A. (Advisor)

2022

**Developing AI Voice Technologies for Children blog**

Chubb, J. A. (Chair)

10 Jun 2021

**AI WHAT'S THAT SOUND? Stories and Sonic Framing of AI**

Chubb, J. A. (Researcher) & Maloney, L. (Researcher)

2021

**Alexa - Please go away!**

Chubb, J. A. (Advisor)

2021 → ...

**Blog- AI Futures update: Some emerging themes and ponderings**

Chubb, J. A. (Advisor)

2020 → ...

**Blog - An introduction to Pepper: narratives of creepy, killer robots**

Chubb, J. A. (Advisor)

2020 → ...

**Blog - Who's who in AI Futures research? by Jenn Chubb**

Chubb, J. A. (Advisor)

2020 → ...

**Conversational AI for Kids: Tips for the Ethical and Responsible Design**

Chubb, J. A. (Advisor)

2020 → ...

**In the age of hyper-productivity and hustling, I'm embracing learning for learning's sake**

Chubb, J. A. (Advisor)

2020 → ...

**#LifeUnderLockdown: Jenn Chubb writes about academia and empathy**

Chubb, J. A. (Advisor)

2020 → ...

**LSE BLOG The Grammar of Impact – What can we learn from REF 2014 about writing impact case studies?**

Chubb, J. A. (Advisor)

2020 → ...

**Responsible Innovation BBC Voice AI**

Chubb, J. A. (Chair)

2020 → ...

**The Future of AI: People and Data at The Aesthetica Film Festival**

Chubb, J. A. (Advisor)

2020 → ...

**YorNight 2020**

Chubb, J. A. (Advisor)

2020 → ...

### **REF changes research focus**

Chubb, J. A. (Advisor)

2019 → ...

### **Steps to a top-scoring impact case study**

Chubb, J. A. (Advisor)

2018 → ...

### **Why we need a Real-Time REF Review to plan for 2027**

Chubb, J. A. (Advisor)

2018 → ...

### **Insider - Conversational AI and children**

Chubb, J. A. (Advisor)

31 Jul 2017

### **Academics fear the value of knowledge for its own sake is diminishing**

Chubb, J. A. (Advisor)

2017 → ...

### **Academics admit feeling pressure to embellish possible impact of research**

Chubb, J. A. (Advisor)

2016 → ...

### **Impact sensationalism: a means to an end?**

Chubb, J. A. (Advisor)

2016 → ...

### **Researchers forced to 'embellish, dramatise' expected study outcomes in order to secure grants**

Chubb, J. A. (Advisor)

2016 → ...

### **Study finds academics 'embellishing' on grant applications**

Chubb, J. A. (Advisor)

2016 → ...

### **AI in Science workshop**

Chubb, J. A. (Chair)

30 Nov 0001

## **Awards**

### **UKRI AI Centre for Doctoral Training in Safe AI Systems (SAINTS)**

Habli, I. (Principal investigator), Chubb, J. A. (Co-investigator), Iacovides, J. (Co-investigator), Iglesias Urrutia, C. P. (Co-investigator), McDermid, J. A. (Co-investigator), Morgan, P. D. J. (Co-investigator), Paterson, C. (Co-investigator), Stoneham, T. (Co-investigator) & Wilson, R. C. (Co-investigator)

EPSRC: £8,050,129.00

1/04/24 → 30/09/32

## **Projects**

### **Setting the Legal Tone: Exploring voice rights and AI**

Chubb, J. A. (Co-investigator), Harrison, P. S. (Principal investigator) & Tompkinson, J. (Co-investigator)

1/04/24 → 1/04/25

**UKRI AI Centre for Doctoral Training in Safe AI Systems (SAINTS)**

Habli, I. (Principal investigator), Chubb, J. A. (Co-investigator), Iacovides, J. (Co-investigator), Iglesias Urrutia, C. P. (Co-investigator), McDermid, J. A. (Co-investigator), Morgan, P. D. J. (Co-investigator), Paterson, C. (Co-investigator), Stoneham, T. (Co-investigator) & Wilson, R. C. (Co-investigator)

EPSRC

1/04/24 → 30/09/32

**SAINTS: UKRI AI Centre for Doctoral Training in Safe Artificial Intelligence Systems (SAINTS)**

Chubb, J. A. (Co-investigator)

1/04/24 → ...

**AI FAN ALONG: XR Stories AI Fan Along - Developing Conversational AI for children**

Chubb, J. A. (Principal investigator)

11/03/20 → 23/07/20