

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. Jenn holds a senior leadership role overseeing the work on the development of AI in research policy at York. 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
Engineering

University of York
Heslington, York
1 Sept 2021 → 2 Jan 2023

PhD, Education

PhD, Epistemic value, freedom, accountability and the politicisation of knowledge: Academic perspectives towards a research impact agenda in the UK and Australia

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

How close is too close? Digital replicas and protection of the “unfixed” voice.

CHUBB, J. A., HARRISON, P. S., TOMPKINSON, J. & Thompson, E., 18 Dec 2025, p. 1-46, 46 p.

Do-It-Together: Punk Methodologies for Researching the Heritage of Popular Music

Schofield, J., Baker, S., Cantillon, Z., Chubb, J. A., Graves-Brown, P., Harrison, S., Lashua, B., Maloney, L., McNeill Adams, J., Nowak, R. A., Oerange, H., Paschos, Y. & Stanton, A., 23 Jun 2025, *The Intellect Handbook of Popular Music Methodologies*. Dines, M., Rambarran, S. & Dylan Smith, G. (eds.). Intellect Publishers, p. 148-161 14 p.

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).

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

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

Chubb, J. A. & Reed, D. J., Dec 2022, In: *AI and Society*. 37, p. 1439-1457 19 p.

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.

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, Republic 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

What's in a Voice? With Dr Jennifer Chubb and Dr Peter Harrison

Harrison, P. S. (Invited speaker) & Chubb, J. A. (Invited speaker)

30 Jan 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), MORGAN, P. D. J. (Co-investigator), McDermid, J. A. (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

Improving access to and participation and research in the School of Digital Creativity and Performing Arts at the University of York.

Willment, N. (Principal investigator), CHUBB, J. A. (Principal investigator), MAXWELL, D. (Principal investigator), PESCHEL, L. A. (Principal investigator) & Sheil, A. C. (Principal investigator)

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), MORGAN, P. D. J. (Co-investigator), McDermid, J. A. (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