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| **Company / Organisation Name:** | NOKIA Bell Labs |
| **Team / Department**: | Responsible AI Team, AI Research Lab |
| **Address:** | 21 JJ Thomson Avenue, CB3 0FA, Cambridge UK |

**Provisional title for project:**

Enhancing Place Attachment through Context-Aware Mobile Audio Experiences.

**Short description of the problem that would be addressed by the project:**

Integrating mobile and context-aware technologies offers a unique opportunity to deepen people's connection with their surroundings. However, the challenge lies in designing experiences that enrich place attachment without overwhelming or distracting users. This project explores the use of brief, contextually relevant prompts delivered to enhance the user’s sense of connection to their environment while respecting their attention and focus.

**Short description of the data sources that would be used in the project, and how they would be used**

To be discussed at the start of the project

**Would any work by the student need to be carried out on site at the Company (with the exception of supervisory**

**Meetings)?**

Not necessary.

**Any issues of data confidentiality and IPR that would need to be resolved**

To be discussed at the start of the project.

**Essential skills**

**Desirable skills**

Natural Language Processing (NLP), and geospatial data analysis.

**Preferred degree programmes (if any)**

No particular preference.

**Preferred selection method**

Interviews.

**Support and training offered by the company**

Support to be provided by Nokia staff.

**Financial assistance offered by the company**

£500 stipend on successful completion of project.

**Any other comments**

If there are any questions about the 2025 programme, please contact Richard Arnold at [richard.arnold@ucl.ac.uk](mailto:richard.arnold@ucl.ac.uk). The completed form should also be returned to this address.