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PhD position Persuasive rhetoric in game design (Utrecht)

Ann Sophie Lehmann

This project investigates how the medium-specificity of computer games make them suitable for persuasive purposes and to what extent and in what ways persuasive rhetorical strategies can be designed to convince serious-game players of the veracity of a certain point of view - as in games for change - or the necessity of a behavioral change - as in health games. Although a project description exists, candidates are also given the opportunity to develop a PhD proposal of their own. This project should fit into the research project Design rules for learning through simulated worlds.

For more information check:
http://www2.let.uu.nl/Solis/ogc/vacatures/2009/phd_researcher_GATE2.htm
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GATE website: http://gate.gameresearch.nl.
Project description: http://gate.gameresearch.nl/index.php?pageID=53.

Candidates have to apply before 9 August 2009.

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