



# G.A.M.E.R. lab

Virginia Tech Gaming and Media Effects Research Laboratory

## 2010 VT G.A.M.E.R. Lab Virtual Guest Scholar

(via videoconference)

### Dr. Jorge Peña

Department of Communication Studies,  
University of Texas at Austin

### “The Priming Effects of Avatars in Virtual Settings”

Thursday, 25 February 2010

12:30 p.m. – 1:30 p.m.

281 Whittemore Hall



- Open to all Virginia Tech faculty, staff, and students.
- Presentation will be followed by Q&A and discussion.

**Dr. Jorge Peña** (Ph.D., Cornell University, 2007) examines the cognitive, emotional and behavioral foundations of computer-mediated interaction. He is interested in how people communicate and develop impressions when interacting through recreational and instrumental technologies (video games, email, instant messenger, etc.). His most recent work looks at how priming users with social stereotypes through uniforms and roles facilitates unconscious responses in virtual settings. He has published in *Communication Research* and *Journal of Computer-Mediated Communication* and will soon be featured in *Communication Monographs* and *Communication Reports*. He has also co-authored book chapters and has presented studies at numerous academic conferences. Additionally, his research has been featured in *Science* and various media outlets.

*Part of the Spring 2009 Video Game Research Lunchtime Colloquium Series.*

*Other colloquium sessions are scheduled for 8, 22, and 29 April.*

*See <http://www.comm.vt.edu/gamerlab> for more details. Contact colloquium convener James D. Ivory ([jivory@vt.edu](mailto:jivory@vt.edu)) with any questions. The VT G.A.M.E.R. Lab is hosted by the Virginia Tech Department of Communication.*

