

Cognitive Science Public Lecture

VIRTUAL REALITY IN BEHAVIORAL SCIENCE: BASIC AND APPLIED RESEARCH APPLICATIONS

BY DR. VERONICA WESER '12

Wednesday October 6, 2021 | 5pm
Taylor 203

Dr. Weser ('12) will describe the application of virtual reality (VR) technology in cognitive science and psychology research, spanning basic perceptual science to complex behavior-change applications. She will begin by discussing the advantages of VR for laboratory experiments and provide an example of her research on weight perception and multisensory illusions. Dr. Weser will then provide a brief overview of how VR is changing education, simulation, and training across a variety of industries. Dr. Weser will conclude by discussing her current project, *Invite Only VR*, a commercial videogame intervention to prevent teen vaping, and the evaluation of the videogame in a clinical trial.

Veronica Weser, PhD, graduated from Vassar College in 2012 with a double-major in cognitive science and Japanese. She was awarded a 1-year Fulbright Fellowship to study developmental learning disorders in Tsukuba, Japan, before beginning her PhD training in cognitive psychology at the University of Virginia. During her time at UVA, Dr. Weser served as the project director for a Google grant to investigate the minimum requirements for a comfortable user experience in VR. Dr. Weser completed her PhD in 2018 and is currently Associate Research Scientist at the Yale School of Medicine, where she is a member of the play4REAL XR Lab. In this position, Dr. Weser develops and evaluates theory- and evidence-informed videogame interventions using VR game technology. The first game Dr. Weser helped to develop, *Invite Only VR: A Vaping Prevention Game*, has won multiple awards and was recently evaluated in a controlled trial study with nearly 300 teens.



Sponsored by the Cognitive Science Department



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