Digital Gaming and the Advertising Landscape

de la Hera, Teresa

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About the Author

Teresa de la Hera is University Lecturer at the Erasmus School of History, Culture and Communication at Erasmus University Rotterdam. She has been visiting scholar at the University of Amsterdam, and has worked as a researcher at the Centre for the Study of Digital Games and Play at Utrecht University, as well as the communication studies department of the University of Santiago de Compostela. Her background is in Media and Communication studies and Game studies, which she has always approached from an interdisciplinary perspective, including Design studies and Persuasive Communication studies. She has been postdoctoral researcher as part of the research project Persuasive gaming. From theory-based design to validation and back, funded by the Netherlands Organisation for Scientific Research; and has been the principal investigator of the project Ice-skating game to foster intercultural interaction, funded by the Focus Area Game Research of Utrecht University.