



BU PhD Studentships 2007

Personalization and Experience

Background to Research

Ten years on from Negroponte's predictions of a mediascape where '[e]verything is made to order, and information is personalized' (Being Digital, 1995), people are turning increasingly to podcasting, blogging, wikis, aggregated RSS news feeds and streamed or downloadable media to suit their active lifestyles. The commonality of interactive media lies in the user's ability to directly manipulate and effect personal experiences of media. We are interested in supporting research projects that explore the changing climate of media personalization.

IPE is a collaborative interdisciplinary network spanning predominantly separate research domains, including interactive and installation design, information architecture, media production, media studies, cultural studies, sociology, pedagogy, political theory, technoscience, narrative theory, consumer marketing and animation. Research conducted within the centre aims to focus primarily on the experiences derived from interactive, personalised, collaborative and increasingly mobile media forms. The centre aims to explore and challenge notions of the consumer, the author, the user of interactive media and to diminish the perceived divide between the theory, production and experience of these forms.

Centred around practice as an act through which theory is not only interrogated, but is also formed, the research will involve a documented and self-reflexive approach that takes account of the general aims. The practitioner will need to be conversant in current and contemporary theoretical issues alongside a critical position as argued through their practice. The nature of the research is to create new forms that are at once both the content and subject of scrutiny, whilst also being an expression of these forms. As such a grounded methodological approach will be required that takes account of the technical, conceptual and critical development of the practice, alongside its reading, dissemination and critique.

Outstanding Applicants

We are looking for outstanding applicants who will preferably have a good first degree (First or Upper Second) and/or a Masters degree in a relevant subject. Candidates must be able to demonstrate a suitable level of achievement in a related discipline.

Supervisory Team & Research Environment

The Research Centre for Interactivity, Personalization and Experience is The Media School's newest research centre.

IPE seeks to establish collaborative interdisciplinary networks that diminish the perceived divide between the theory, production and experience of interactive, personalised, collaborative and increasingly mobile media forms. Its staff and student members have long secured an international, prize-winning profile in the sphere of interactive media.

The project will be supervised by Stephen Bell whose research interests include the interface between science and art with particular reference to emergent structures. Neal White, a respected practising interdisciplinary artist; and Claudia Vieira, Subject Leader in Interactive Media at the Bournemouth Media School and Director of IPE. She is involved in both practice-based and theoretical research that focuses on interactive narratives, (author/user)ship and the role of the researcher-turned-producer, performances of childhoods and adulthoods online and online activism.

Informal Enquiries

To discuss the project in more detail please contact Claudia Vieira on cvieira@bournemouth.ac.uk

Information on [how to apply for studentships](#)