

PHILIPPE CHAUVEAU

Assistant Professor & Video Game Mixed Methods Researcher
Humanities & Communication, Embry-Riddle Aeronautical University
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Mixed Methods Researcher with 3+ years of experience focusing on video gaming experiences, behaviors, and attitudes. Assistant Professor specializing in public speaking and oral communication, expert in transforming data into strategic persuasive narratives.

EDUCATION

Ph.D., Media and Communication
Game Studies Specialization
Texas Tech University | 2022

M.A., Communication
University of Cincinnati | 2019

RELEVANT SKILLS

- Mixed-Methods Research
- Quantitative Statistical Analysis (SPSS, etc.)
- Statistical Inference
- Survey Design
- Experiments
- Literature Reviews
- Content Analyses (Leximancer)
- Ethnographies
- Usability Testing
- Public Speaking
- Data Presentation
- Presenting to tech-focused audiences

PUBLICATIONS & PRESENTATIONS

Chauveau, P. de V.
(November 2024). The Role of Paratexts in Media Entertainment. In N. Bowman (Ed.) Entertainment Media and Communication. De Gruyter Mouton.

Callison, C. & **Chauveau, P. de V.** (2021, October). The eyes have it: Guiding water messaging via eye-tracking technology. Paper presented at the 13th Annual WaterSmart Innovations Conference & Expo Las Vegas.

PROFESSIONAL EXPERIENCE

Assistant Professor, Public Speaking, & Researcher: Fall 2022 - present
Department of Humanities and Communication, ERAU-Prescott

- AI-Task Force: Campus-wide team developing policies on AI in the classroom
- Speech Program Monitor: Ensure faculty exceed expectations in speech courses
- Instruct on proper persuasive, informative, and narrative rhetorical strategies
- Design studies, conduct statistical analyses, and persuasively present data

Research Assistant & Instructor: Fall 2019-Spring 2022
Department of Media and Communication, Texas Tech University

- Composed literature reviews and identified gaps in research for future projects
- Conducted primary research; executed every step, from gap identification to presenting results in private and public settings
- Designed and executed experimental research on trust with AI/Robots

RELEVANT PRIMARY RESEARCH EXPERIENCE

Reward Shaping for AI based on Human Motivations in Gaming: Ongoing
Question: Can AI play a video game as different gamer types would?
Method: Adapt gamer motivation models to fit scalable reward system for AI agent; run simulations using high-powered cloud computing.
Findings/Applications: Play is a quintessential and unpredictable human behavior; AI-facing programmers need to incorporate elements of play into their considerations. Important for game development optimization, self-driving cars, healthcare AI agents, and Large Language Model advancement.

Video Games, Locational Fidelity, and Tourism: Fall 2024
Question: Does locational fidelity (the perceived accuracy of a digitized location) instead of hyper-realistic graphics affect tourism behaviors?
Method: Online survey with over 350 participants; developed original scale with close- and open-ended questions; conducted factor analysis and internal consistency testing on original scale.
Findings/Applications: Significantly more positive attitudes and higher travel intentions (regression models explained 26% of variance) come from higher locational fidelity scores. Tourism boards should focus on unique elements of locations (sounds, architecture, etc.) to increase tourism.

Behind-the-Scenes (BTS) Content and Purchase Behaviors: Spring 2022
Question: Can BTS/making-of content influence attitudes and purchase behaviors?
Method: Online survey (close- and open-ended data) with over 200 participants; original video of prototype video game spliced with BTS footage.
Findings/Applications: Video games being perceived as requiring "work" to develop post-exposure to BTS content, leading to significantly more positive attitudes and higher intentions to buy/play game (regression analyses). Studios should consider leveraging BTS content in their marketing strategies to drive sales.