

Yaldi Games Internship Opportunity

| | |
|-------------------------|--|
| Internship Title | Wholesome: Building a bridge between digital and analogue |
| Line Manager | Elena Höge, CEO |
| Payment | The internship will be paid at UKRI doctoral stipend levels |
| Hours | Full-time or part-time |
| Based | Remotely, unless government guidance on Covid-19 changes |
| Duration | 12 weeks (full time) or 24 weeks (part-time) |
| To apply | Please apply via Grad Hub by 12pm on Monday 01 March |

About Yaldi Games

Yaldi Games is a micro studio with the mission to create meaningful games with environmental, social and cultural impact. Founded by Elena Höge with the art direction of Jana Höge, Yaldi's vision is to rise up and create its own genre of meaningful games.

We're currently working on our first game title called Wholesome - Out and About, a foraging life simulator! We aim to create meaningful entertainment and build a bridge between digital and analogue.

Placement Information

Context

We believe that by inspiring outdoor activities we can increase people's mental and physical wellbeing, as well as their connectedness to nature, which in turn can increase their sustainability practices and help us achieve Net Zero.

Wholesome is a mobile video game about foraging, cooking and crafting. Its mission is to build a bridge between digital and analogue by providing players with factual information and downloadable recipes and crafting instructions. Wholesome is meant to teach children and adults about plant and mushroom identification, healthy cooking and fun crafting.

We want to measure Wholesome's effectiveness, meaning the conversion rate of people who do something in the game (e.g. go foraging and cook a jam) and then recreate that experience in real life. All the positive benefits of Wholesome rely on users taking action after playing the game.

Outcomes

This research project is about measuring the conversion rate of our Beta users. The output would be an analysis of people's behaviour before and after playing the game, together with a conversion rate that will help us understand if people are taking action. The output could

also involve suggestions for how we can increase the conversion rate through measures either in or outside the game. Ultimately, on a larger scale, we want to know if a game can change the behaviour of the public.

Benefits

The PhD intern will gain insights into the interesting topic of public behaviour change and how a video game could inspire outside activities (and the benefits those could have for nature). This placement will also help to develop valuable experience working with a tech start-up, and transferable skills such as communication and report writing.

Person Specification

The PhD intern will work closely with Elena for 12 weeks (full-time) or 24 weeks (part-time). The start date is flexible but the placement is initially proposed to run from April – July 2021.

Applicants should:

- Have experience of theoretical and practical application of research methods;
- Have the ability to communicate and engage with a range of people;
- Have experience of theoretical and practical application of research methods;
- Have experience using demographic data and statistics;
- Have excellent IT skills;
- Have excellent communication skills both orally and in writing;
- Be a motivated self-starter with the ability to work on your own initiative and also as part of a collaborative team.

Some prior experience working in environmental sustainability or the use of digital technology to inform consumer behaviour would be desirable but is not essential.

Eligibility

Before making an application, please ensure that you meet **all** of the eligibility criteria below:

- PhD social science researchers registered at a university in Scotland, regardless of funding source;
- PhD students in the second and third year of their studies only. Please note that if you are in your final year, you need to have more than 6 months left for your PhD when the internship starts;
- PhD researchers that are eligible to work in the UK.

For further information on eligibility, please consult the SGSSS [Internship FAQs](#). If this does not answer your questions, please contact Anna-Marie (Knowledge Exchange and Partnerships Manager, SGSSS): team@sgsss.ac.uk.

Deadline

The deadline to apply is **12pm on Monday 01 March**. Shortlisted applicants may be invited to a virtual interview.