

### **About the university and region**

*The University of Twente (UT) is a research university with a strong international orientation and a focus on science & engineering and social and behavioral sciences. It includes more than 3,300 faculty and staff and 9,000 students. Its motto “high tech, human touch” expresses the aim of combining research in engineering with social and behavioral sciences. The UT is a campus university, located in the city of Enschede, in the east of the Netherlands. Enschede is a lively city of 150,000, located in beautiful countryside and near spectacular nature areas. It is only two hours away from major European cities like Amsterdam, Cologne and Düsseldorf, three hours from Brussels and less than six hours from Berlin, Paris and London.*

The department Psychology, Health and Technology of the Faculty of Behavioural, Management & Social Sciences, at the University of Twente is looking for a talented

### **PhD student (four years) in Development of risk communication technology to prevent and reduce infectious diseases.**

The department Psychology, Health and Technology (PHT) is involved with research and education in the use of technologies to support health and wellbeing. We develop and implement theory-based interventions to influence behaviors, using persuasive technologies (web-based, mobile, gaming etc.). We work both from a psychology and an engineering perspective and cooperate with other scientific disciplines, based on the “high tech, human touch” profile of the University of Twente. The surplus value of our approach lies in the entanglement of applied (system development) research and theory-based research (content development of interventions). Research of PHT is carried out in cooperation with the Centre for Telematics and Information Technology (CTIT) and the Centre for eHealth Research and Disease Management (ceHRes) and is embedded in the Institute of Government Studies (IGS) at the University of Twente.

### **The challenge**

You will conduct development and research in a project funded by the Netherlands Organisation for Health Research and Development (ZonMw): ‘ePublic Health: an interactive Platform for tailored Risk Communication to prevent non-alimentary Zoonotic Diseases’. The project is organized in several interrelated studies developing web-based communication to reduce uncertainties and to foster individual and collective protective actions against zoonotic health risks. In this project a web-based dashboard eZoon will be developed consisting of an adaptive Question and Answer system and e-learning games for professionals and the general public. The eZoon dashboard will be connected with current systems for n-a zoonoses information and communication (e.g., onehealth.nl). Development of the eZoon dashboard is an innovative, but feasible project since it builds on established skills and expertise in eHealth and risk communication to prevent and control infections (AMR, MRSA, Lyme), and extends these resources into useful applications. The theoretical foundation for the development and implementation of eZoon is implied by the ceHRes-Roadmap that integrates concepts from human-centered and persuasive eHealth design with notions from business modeling. You will perform this research by investigating mental models of the users (laymen, professionals), by developing and testing of the Question and Answer system and games of the eZoon platform, and finally by developing a business model for implementation. The development and testing will be carried out in cooperation with the target groups and stakeholders for implementation.

### **Your profile**

You are a highly motivated, talented, and enthusiastic candidate with a pro-active attitude and excellent communication and collaborative skills. You have completed a (preferably 2-year research) Master in Health Psychology, and/or Medical Informatics, and/or Human-computer Interactions. You have an interest in, or experience with, programming in, for example Python or Matlab). Affinity with new information and communication technologies and methods that can be used for developing user-centered designs is a prerequisite. You have an excellent command of the Dutch and English languages (reading and speaking).

### **Our offer**

We offer you a four-year full-time PhD position. You are expected to finish the project with a PhD thesis and disseminate the results through publications in peer-reviewed journals, and presentations at (inter)national conferences. Your main responsibility will be to carry out research, and you will be given the opportunity to acquire teaching experience as well. You will work under supervision of the project

leader and the responsible professor. In accordance with the Collective Labour Agreement for Dutch Universities, the monthly salary starts at € 2.083,00 gross per month in the first year, leading up to € 2.612,00 gross per month in the last year. Additionally, the University of Twente provides excellent facilities for professional and personal development, a holiday allowance (amounts to 8%) and an end-of-year bonus (amounts to 8.3%), and a number of additional benefits. The anticipated start date is **August 19, 1, 2014**.

#### **Information and application**

For more information, please contact dr. Lisette van Gemert-Pijnen (e-mail: [j.vangemert-pijnen@utwente.nl](mailto:j.vangemert-pijnen@utwente.nl)), tel. +31-(0)53-4896050). Your application should include a CV, a letter of application with a research statement indicating your background and interest, and contact information for at least two references and should be sent before **June 19th, 2014**. The interviews will be **scheduled 23-26 June**. Applications should be uploaded via [www.utwente.nl/vacatures/en](http://www.utwente.nl/vacatures/en)).