Master's Thesis Opportunity

Measuring Employer Attractiveness in Virtual Reality: Experimental Design on Regional Identity and Time Perspective

Virtual Reality (VR) is becoming a key tool in modern recruiting to convey job environments and regional benefits immersively. However, valid measurement frameworks for assessing the specific impact of "Immersion," "Regional Image," and **narrative framing** on applicant decision-making are still rare.

This thesis focuses on designing a robust **experimental setup (Lab Experiment)** to quantify how exposure to different regional representations in VR influences the willingness to apply for jobs in the energy sector.

You will conceptualize the experimental design to test specific **treatment effects**. You will help determine if portraying the Lausitz as an **"Energy Region"** or focusing on a **"Future Time Perspective" (2030)** is more effective than a **baseline/control** scenario.

Key Research Questions:

- How can the impact of **"Regional Identity"** (e.g., Green Energy vs. Structural Change) versus **"Time Perspective"** (Present vs. Future) be isolated and measured in a lab experiment?

The research will involve a literature review on experimental economics and media psychology. Based on this, the student will conceptualize a complete **experimental design (Lab or Lab-in-the-Field)**.
This includes:

- Defining the **Baseline** (Pre-Measurement).

- Which psychological scales are most valid for **employer attractiveness** in a VR context?

- Designing the **Control Group** logic (Neutral Scenario).

- Structuring the **Treatment Groups** (Energy Scenario / Future Scenario).

- Creating the logical flow for the data collection process.

Expected Outcomes: The thesis will deliver a fully developed **experimental protocol** and a survey instrument ready for implementation. It will provide the methodological foundation for measuring the effectiveness of VR in skilled labor acquisition.

Required Skills:

- Background in Experimental Economics, Psychology, Business Administration, or related fields.

- Knowledge of **quantitative methods** and **experimental design** (e.g., A/B testing, Control groups).

- Basic understanding of survey design or tools , Analytical mindset and interest in **behavioral research**.

What We Offer:

- **Flexibility:** We explicitly encourage you to incorporate your own research interests regarding specific variables or target groups within this framework.

- **Support:** Access to expert networks in the region and close supervision by the project team.

Start: Flexible **Language:** English or German **Supervision:** Dr. Christin Hoffmann and M.Sc. Kartik Chauhan **Contact:** kartik.chauhan@b-tu.de