

Serious games och gamification

Spel för andra syften än ren underhållning



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About me

- Lecturer in Game Development
 - Game Design
 - Game Writing
- Game researcher
 - Phd Student – Game Hub Scandinavia
- Game Designer
 - Games in public spaces
 - Games for non-gamers



Agenda

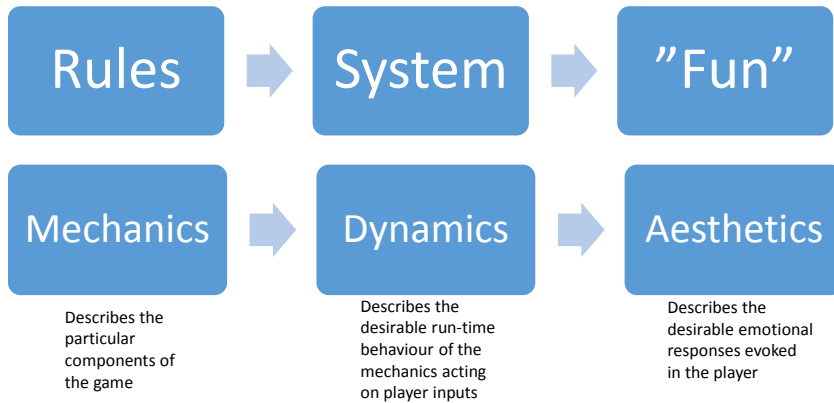
- Serious games and gamification – a brief history
- Experiences from developing games with specific purposes
 - It's about time
 - A gamified museum exhibition about time where gymnasieelevator is the main target audience
 - Hidden in the zoo
 - A game about raising awareness about sexual grooming on the internet. Main target audience 7-10 years, developed with classroom use in mind.
- Topics addressed:
 - Gameplay and its connection to the "other purpose" (such as learning goals)
 - Game development and collaboration with teachers and practitioners from other fields
 - "The digital native"
 - "All kids love playing games today!"
 - The motivational factors
 - It's fun to play! Or is it..?
 - Technology and its problems...
 - A course book **always** works





MDA Framework



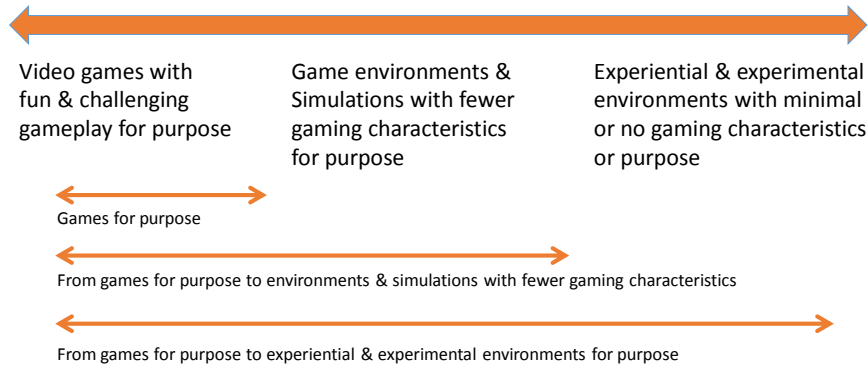


Hunicke et al (2003)

Serious games are games that engage the user, and contribute to the achievement of a defined purpose other than pure entertainment (whether or not the user is consciously aware of it).

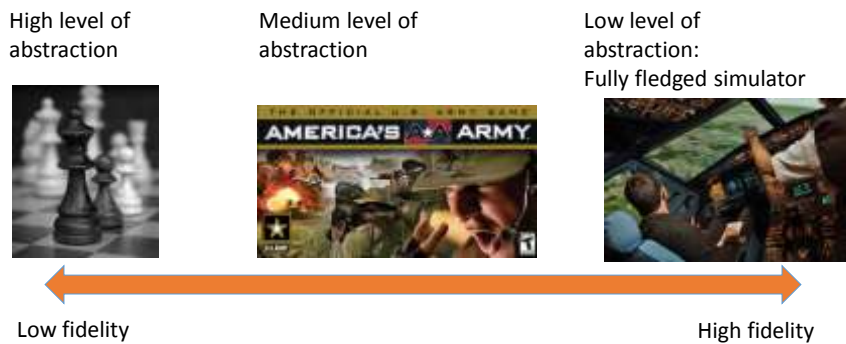
A game's purpose may be formulated by the user her/himself or by the game's designer, which means that also a commercial off-the-shelf (COTS) game, used for non-entertainment purposes, may be considered a serious game

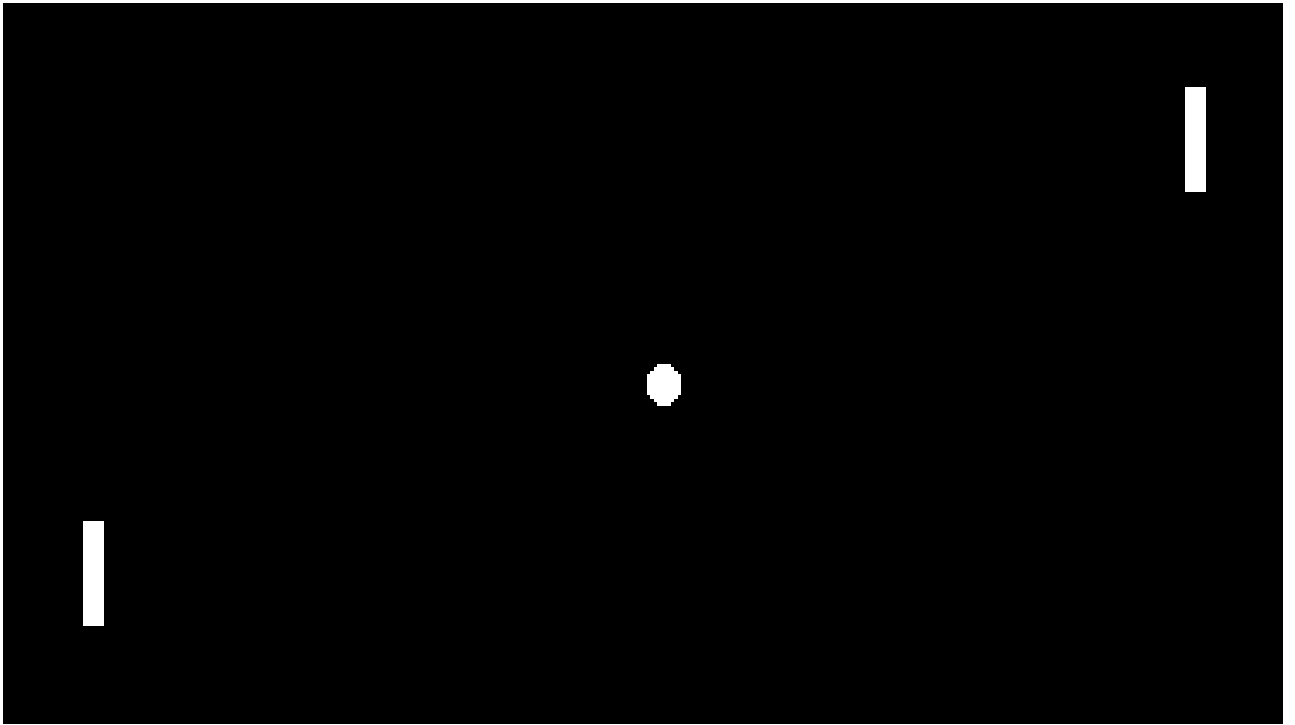
Marsh: The Serious Games Continuum

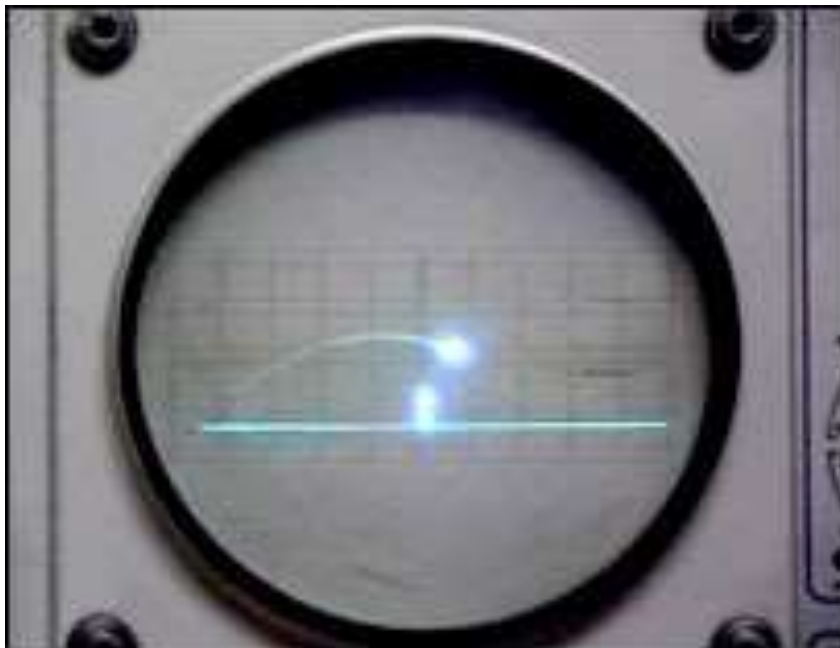


Marsh, T. Entertainment Computing 2 (2011) 61-68

Serious games continuum – another interpretation







 A collage of images related to the Atari Pong machine. It includes:

- A close-up of a coin slot with a yellow background.
- A control panel with a coin slot and a button, labeled "PLAYER 2".
- A technical manual page with a diagram of the machine's top and various labels.
- A small image of the Atari Pong machine.
- A small image of the Atari Pong control panel.

• DEPOSIT QUARTER
 • BALL WILL SERVE AUTOMATICALLY
 • AVOID MISSING BALL FOR HIGH SCORE

PLAYER 2

ATARI INC.
 SANTA CLARA, CA.

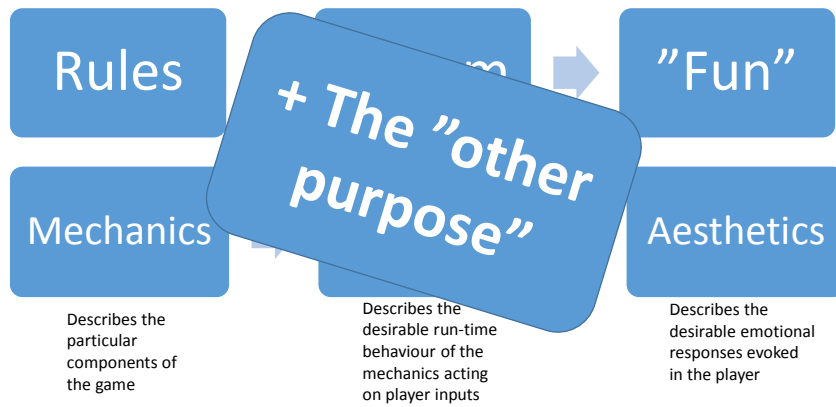
pongmuseum.com

AND PRODUCES
THESE UNIQUE FEATURES

INCLUDED IN THE ENTIRE UNIT

Atari and Pong TM 1971

Atari, Inc. 10101 North Central Expressway, Santa Clara, CA 95050



Hunicke et al (2003)





It's About Time – a museum exhibition

Challenges:

- Gamify a museum exhibition
- Attract and make the exhibition interesting for högstadie and gymnasie school students
- Visual aesthetics compatible with the physical appearance of the exhibition
- Games playable by "anyone visiting the museum"









- Touch screens
 - Cookie Clicker
- Big grip-friendly things to interact with
 - Emergency brake
 - Big push-friendly buttons
- Plug-n-play auto-configured devices

WOW!

- Find yourself in the exhibition with an artsy quiz game!
- Ride a train.



Hidden in the Zoo – an educational game creating awareness about risks on the Internet

Challenges:

- Using a game to raise awareness of a serious matter – without directly talking about the actual subject in the game
- Target audience – school children from 7 years and up
- Building an Augmented Reality enhanced board game (or board game enhanced tablet game?) for classroom use

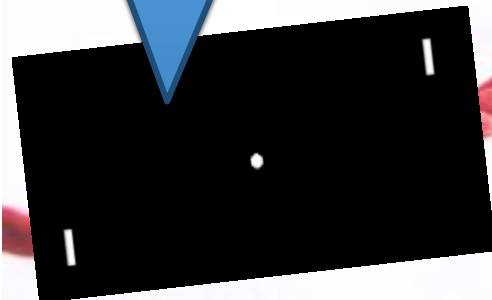




- AR!
- Monopoly inspired game board
- Touch screen interface
- Fun and crazy mini games
- Easy to install app!

WOW!!

- AR!
- The subject!
 - For teachers and schools
- The game!
 - For the kids who play



With these project examples, I have shared experiences regarding:

Working with clients outside the game development sector

- Talk to and learn from each other!
- Collaborate

Designing games with a purpose and avoiding the chocolate covered broccoli

Designing games to a (very) broad audience

- Not all are interested in games.
- Example: Let classrooms be classrooms, not a gaming den.

How we gather data to try to ensure the game is achieving its “serious” goals

- Using research methodology to examine the outcomes when the project is “live”
- Documentation and analysis

Making the game easy to use, both for the player but also for the client (in terms of service maintenance, installations etc.)

- Use consumer products – easy to replace
- Design admin interfaces for non-tech people