serious gaming

reading(s)   example(s)
            media game(s)
machine(s)   issue(s)

play / tribe(s) / network(s) / identity / flow(s) / search / cycle(s)

stop making sense

it's all in the game
creative technology / new media

stop making sense

games are fun

stop making sense

answer(s)

what is the difference between a good and bad life?

answer(s)

what is the moral value of science?

answer(s)

what is the relation between reality and perfection?

answer(s)

what would you do if I lied to you?

stop making sense

rule(s)

stop making sense

engine(s)

stop making sense

narrative(s)

stop making sense

mechanic(s)

stop making sense

attitude(s)

stop making sense

skill(s)

stop making sense

reward(s) & punishment(s)

changing behavior(s)

education / health / civic order

transformative experience(s)

yoga / martial art(s) / travel(s)

vitality / resilience / wisdom / choice

stop making sense

game theory
   complex adaptive systems
      behavioral economics
         decision theory
            game mechanics
               dynamics of gamification

               experience game(s)
            design mechanic(s)
        create dynamic(s) / reward(s)
reflect impact(s)

project utopia

- **environment(s)** – facilitator(s), infrastructure

- **system(s)** – organization(s), incentive(s)

- **rule(s)** – code(s) of law, civic order

- **(moral) value(s)** – utility, behavior(s), ethic(s)

serious gaming

gamification(s)

who is (y)our player?

mastery de-stress fun socialize

killer(s) socializer(s) achiever(s) explorer(s)

sex
pleasure rewards time
violence

Mechanics **D**ynamic(s) **A**esthetic(s)

serious gaming

experience / design / create / reflect

moral(s) matter(s)

serious gaming

reading(s)   example(s)
            media game(s)
machine(s)   issue(s)

twinkle(s) / difference(s)

attitude(s)
            rule(s)
                    player(s)
                            skill(s)

serious
/ gamification(s) / mechanic(s) / resource(s)

A.Eliëns (10/8/12)