GAMES FOR CHANGE

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INFO6005
GAMES FOR CHANGE

At the end of this lesson, you should be able to:

- Discuss the origins and structure of attitudes
- Discuss the meaning of games for change
- Explore some application of games for change

Let's start with these...

Sample 1

Sample 2

And these two...
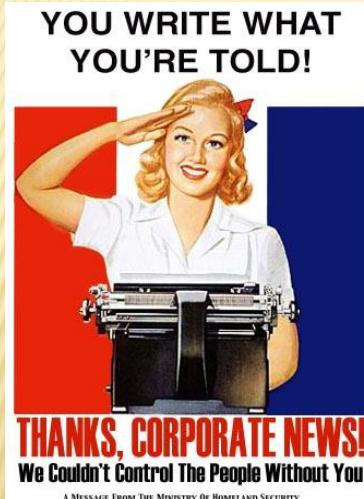
Sample 3

Sample 4

Not forgetting this one …

Sample 5

Hmmm …this one too

Sample 6

Making the best of the situation...

INFO6005
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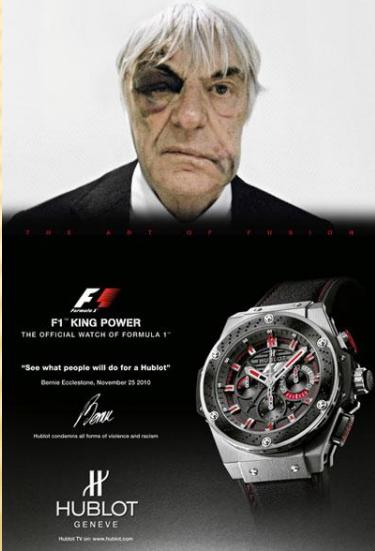
Sample 7

INFO6005
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What do these images try to tell us?
So what?

Slide 1

If you like them, shouldn't you like & buy the things too?

INFO6005
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Slide 2
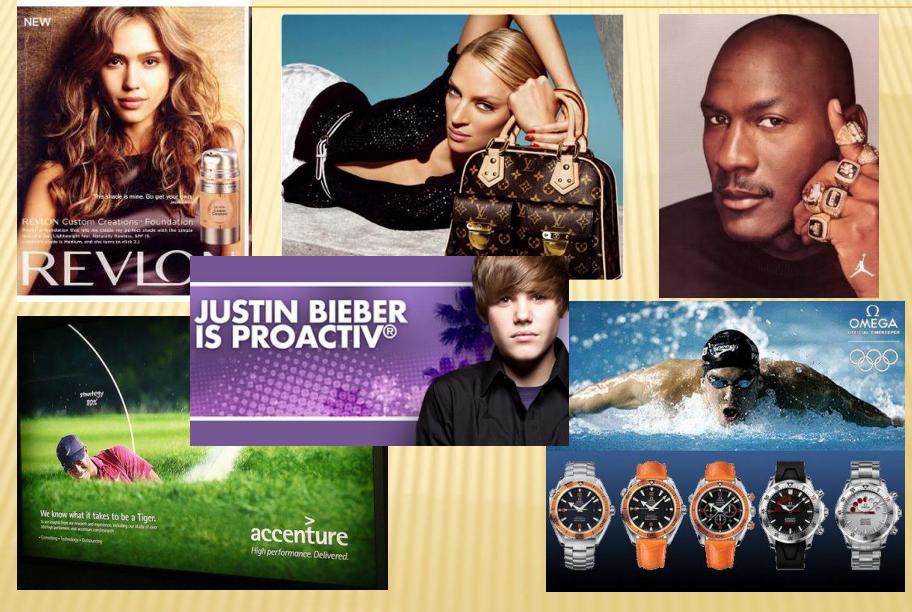
INFO6005
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An attitude is:

"*a relatively enduring organisation of beliefs, feelings, and behavioural tendencies towards socially significant objects, groups, events or symbols*" (Hogg & Vaughan 2005, p150)

"*..a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor*" (Eagly & Chaiken, 1993, p. 1)

References:
- Hogg, M. & Vaughan, G. (2005) Social Psychology (4th Edition) Prentice Hall: London - chapter 5
- Eagly and Chaiken, (1993). *The Psychology of Attitudes*, Fort Worth, TX: Harcourt Brace Jovanovich. - Chapter 1

ABCs of Attitudes

The Structure of Attitudes

- **Affective** – evaluations are based on positive and negative feelings/emotions associated bout the attitude object.
  e.g. *I am scared of snakes.*

- **Behavioural** –a behavioural tendency to act in a certain manner towards the attitude object.
  e.g. *I will avoid snakes and scream if I see one.*

- **Cognitive** – evaluations based on beliefs and knowledge about an attitude object.
  e.g. *I believe snakes are dangerous.*
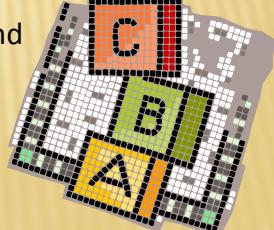
An example…

A Shopaholic's Attitudes towards Shopping

Yahoooooo! Shopping… Me no shopping no function.

Affective Evaluation Shopping

Shopaholic's Attitudes towards Shopping

Shopping, the cause of, and solution to all of life's problems

Behaviour regarding Shopping

Cognitions regarding Shopping

I was so desperate for some shopping; I queued at 3.00am in front of Selfridges on Boxing day.

Another example...
Homer's Attitudes towards Beer

Homer no beer no function well.

Affective Evaluation Beer

Homer's Attitude towards Beer

Beer, the cause of, and solution to all of life's problems

Behaviour regarding Beer

Cognitions regarding Beer

The other day I was so desperate for a beer, I snuck into the football stadium and ate the dirt under the bleachers

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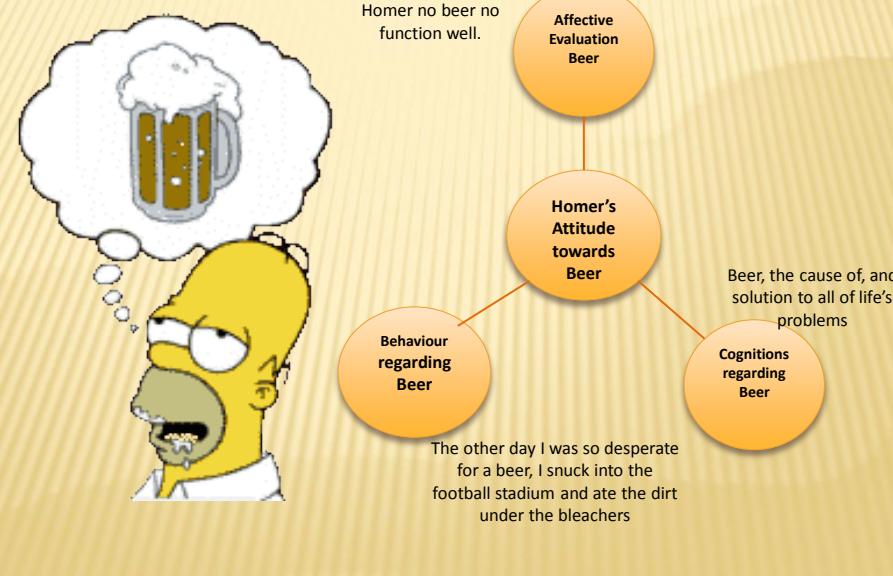
Can a game change behaviour?

What is Games For Change?

It's a game but…

Part of the serious game movement … errr what's that now?

"the label [serious games] refers to a broad swathe of video games produced, marketed, or used for purposes other than pure entertainment; these include, but are not limited to, educational computer games, edutainment and advertainment [...] and also health games and political games. [...] in theory, any video game can be perceived as a serious game depending on its actual use and the player's perception of the game experience." (Simon egenfeldt-Nielsen et al. 2008, p.205)

Serious Games are defined as digital games and equipment with an agenda of educational design and beyond entertainment (Sorensen & Meyer 2007, p.559).

"there is no one single definition of the term "serious games", although it is widely accepted that they are games "with a purpose". in other words, they move beyond entertainment per se to deliver engaging interactive media to support learning in its broadest sense." (Stone 2008, p.9).

Serious games aim "to use new gaming technologies for educational or training purposes. it investigates the educational, therapeutic and social impact of digital games built with or without learning outcomes in mind." (Felicia 2009, p.6).

References:

- Egenfeldt-Nielsen, S., Smith, J.H. & tosca, S.P., 2008. Understanding Video Games: The Essential Introduction, Routledge.
- Sorensen, b.H. & Meyer, b., 2007. Serious games in language learning and teaching-a theoretical perspective. in Proceedings of the 2007 Digital Games research Association Conference. pp. 559-56
- Stone, b., 2008. Human Factors Guidelines for interactive 3D and Games-based training Systems Design. Available at: www.eece.bham.ac.uk/Default.aspx?tabid=154 [Accessed April 14, 2010].
- Felicia, P., 2009. Digital games in schools: A handbook for teachers, european Schoolnet, euN Partnership AiSbl: belgium. Available at: http://games.eun.org/upload/GIS_HANDBOOK_EN.PDF.

No agreement on what is the definition of serious games.

However, there is an agreement on these elements. A serious game would have:

- a learning objective (whether explicit or not),
- being an engaging interactive media,
- and having some game element.

Classification of Serious Games

Terms/names serious games are often associated with:

- Educational games
- Simulation
- Virtual reality
- Alternative purpose games
- Edutainment
- Digital game-based learning
- Immersive learning

- Simulations
- Social impact games
- Persuasive games
- Games for change
- Games for good
- Synthetic learning environments
- Game –based 'X'

Reference:
Sawyer, B. & Smith, P., 2008. Serious Games taxonomy. Available at: www.seriousgames.org/presentations/serious-games-taxonomy-2008_web.pdf.

What do we know now about games for change?

Areas of application

Some of the main areas of games for change applications include:

- Human Rights
- Economics
- Public Health
- Politics
- Public Policy

- Poverty
- Environment
- Global Conflict
- News
- Business

A game example in
Human Rights

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Against All Odds
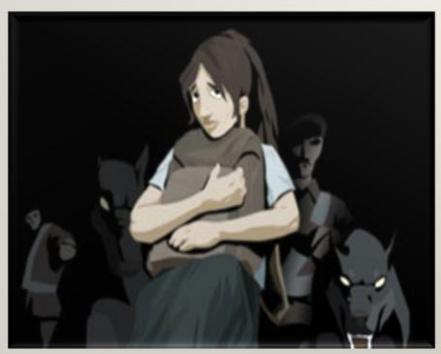
Click on image to play

What is it about?
- To educate about the basic human rights an individual has.
- Tells about the global refugee experience from the time people are forced to leave their countries of origin to the beginning of their new life abroad.
- Presents a series of short challenges illustrates the complexity and danger of the refugee experience.


A game example in
Politics

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Howard Dean for Iowa
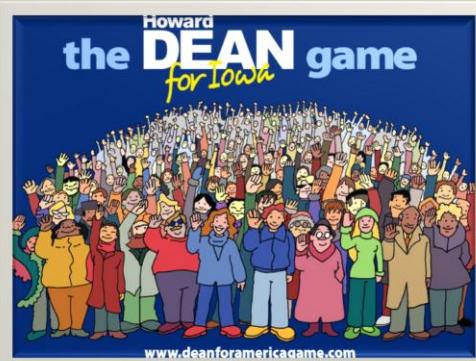
Click on image to play

What is it about?
- To help Howard Dean supporters understand grassroots outreach and to encourage them to participate in pre-caucus campaigning in Iowa or in their local area.

A game example in

Poverty

Ayiti: The Cost of Life

Click on image to play

What is it about?
- Find out about poverty, how to live healthily, keep out of debt, and get educated.
- A role playing game in which you take responsibility for a family of five in rural Haiti.

A game example in

Global Conflict

3rd World Farmer
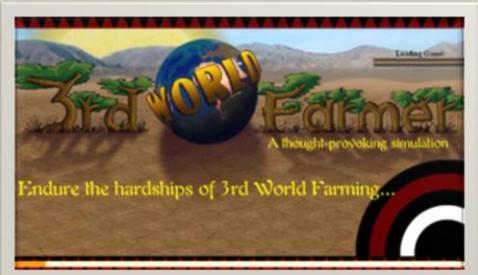
Click on image to play

What is it about?
- Simulate real world conditions/events affecting an African farm.
- To educate about the problems facing these group of people everyday

A game example in

Public Policy

Floodsim

Click on image to play

What is it about?
- Simulate the effects of policies on flood management in UK.
- To raise awareness of the vast number of issues surrounding flood policy and Government expenditure and to increase citizen engagement through an accessible simulation.

A game example in

Public Health

Killer Flu

Click on image to play

What is it about?
- To educate the general public about how flu really mutates and spreads, and how challenging it can be for a deadly strain to affect a large population geographically.
- The player takes the role of the flu itself, trying to mutate and then spread it in a variety of conditions.

A game example in

Economics

Debt Ski

Click on image to play

What is it about?
- To highlight the dangers of excessive debt, challenge young people to avoid destructive financial behaviour, and spur fiscally responsible action.

A game example in

News

The Arcade Wire: Airport Security

Click on image to play

What is it about?
- A satirical look into airport security practices in light of major news headlines about airport security.

A game example in

Environment

WindFall

Click on image to play

What is it about?
- A simulation creating and selling clean energy by building wind farms.
- Build smartly and avoid confrontations with the local.

A game example in

Business

Lego Powerminers Rock Rocket

Click on image to play

What is it about?
- Game to accompany products.
- Promotional or highlight branding or introduce new product 'taster'

GAMES FOR CHANGE

Play more

- Games for Change http://www.gamesforchange.org/

- Persuasive Games http://www.persuasivegames.com/

- Mission to Learn http://www.missiontolearn.com/2009/09/more-learning-games-for-change/

- Epistemic Games http://epistemicgames.org/eg/

GAMES FOR CHANGE

Learn more

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- Bergeron, B. (2006) Developing Serious Games. Charles River Media Inc.: Hingham, MA. ISBN: 1-58450-443-9
- Williams, R.H. (1980) Attitude Change and Simulation Games: The Ability of a Simulation Game to Change Attitudes When Structured in Accordance With Either the Cognitive Dissonance or Incentive Models of Attitude Change. Simulation & Gaming, Vol. 11, no. 2, pp. 177-196.
- Torres, M. and Macedo, J. Learning sustainable development with a new simulation game, Simulation & Gaming, Mar 2000, 31.1, 119-126. http://tars.rollins.edu/susdev/sdgame.html
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- Shaffer, D.w., 2005. Epistemic games. Innovate: Journal of Online education, 1(6). http://innovateonline.info/pdf/vol1_issue6/Epistemic_Games.pdf
- Baranowski, T., Buday, R., Thompson, D.I. & Baranowski, J. Playing for Real: Video Games and Stories for Health-Related Behavior Change. American Journal of Preventive Medicine - January 2008 (Vol. 34, Issue 1, Pages 74-82.e10, DOI: 10.1016/j.amepre.2007.09.027). http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2189579/