



# To Communicate with Serious Games

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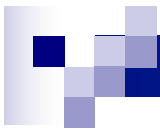
# Plan of the talk

- 1) Why to use video games to communicate?
- 2) Classification of Serious Games
- 3) What kind of objective(s) defines a video game?
- 4) Girl gaming
- 5) Next steps and conclusion



# 1 - Why to use video games to communicate ?

- The principals reasons are :
  - Children like to play game
  - To play is a good way to learn
  - Students are changing (Educative arcade)



## 2 - Classification of Serious Games

- 5 categories of Serious game...



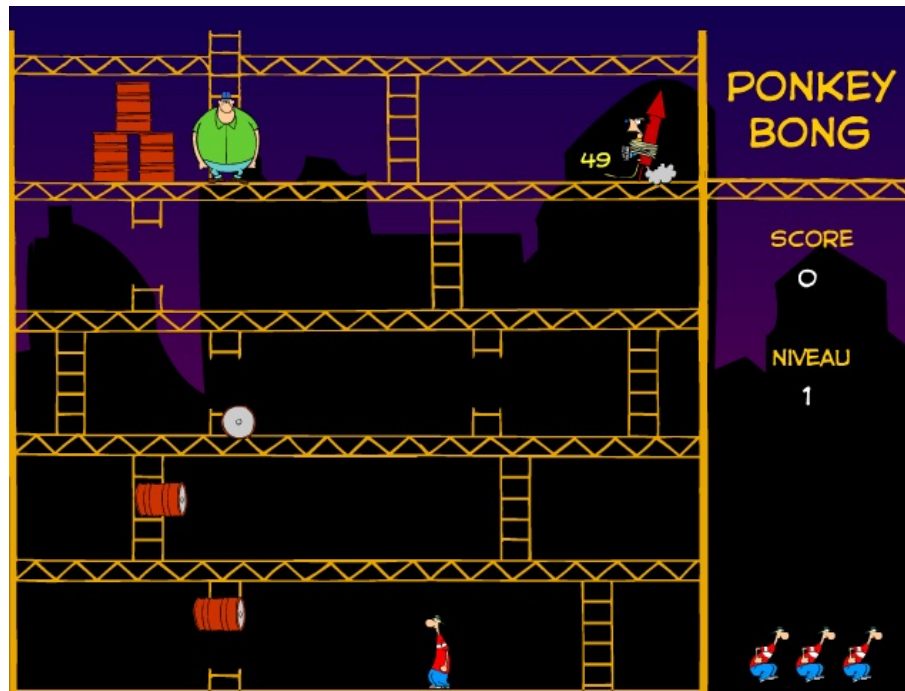
## 2 - Classification of Serious Games

- 5 categories of Serious game...

- Advergaming
- Edutainment
- Edumarket game
- Political game
- Training & Simulation game

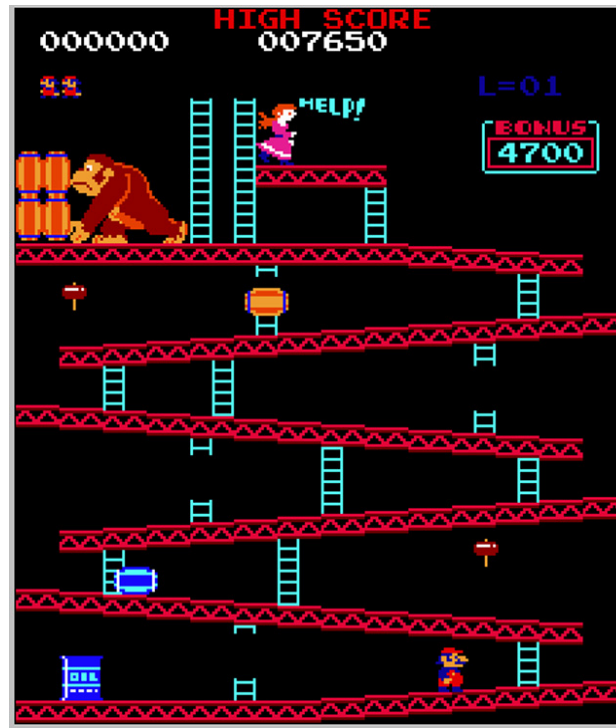
## 2 - Classification of Serious Games

Advergaming...



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Advergaming...



## 2 - Classification of Serious Games

Edutainment...





## 2 - Classification of Serious Games

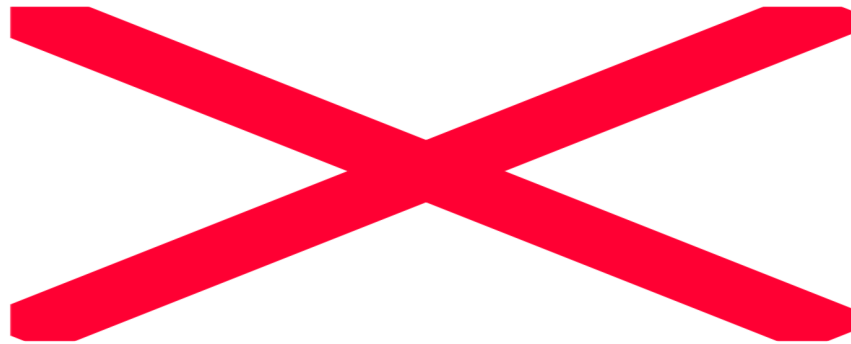
Edumarket game...





## 2 - Classification of Serious Games

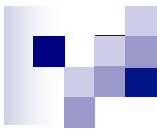
Political game...



## 2 - Classification of Serious Games

Training and simulation games





## 2 - Classification of Serious Games

But we can also distinguish Serious games which propose an implemented objective(s) and those which do not...



## 2 - Classification of Serious Games

- So we can classify Serious game on 2 categories :
  - Serious games based on video games (With implemented objective(s))
  - Serious games based on simulation (Without implemented objective)



## 2 - Classification of Serious Games

- In this two cases, we can transmit a message.
- So, one question may be:
  - **Does the presence of implemented objective(s) play an important part to transmit a message?** For instance, as the graphics of the application or the context in which the user is located do?



### 3 - What kind of objective(s) defines a video game?

- According to Le Diberder brothers and Frasca a video game is:
  - A world with its laws (metarules) and cosmetics (Graphics and sounds)
  - A manner to interact in this world (Paidia)
  - Goal rules (Ludus)



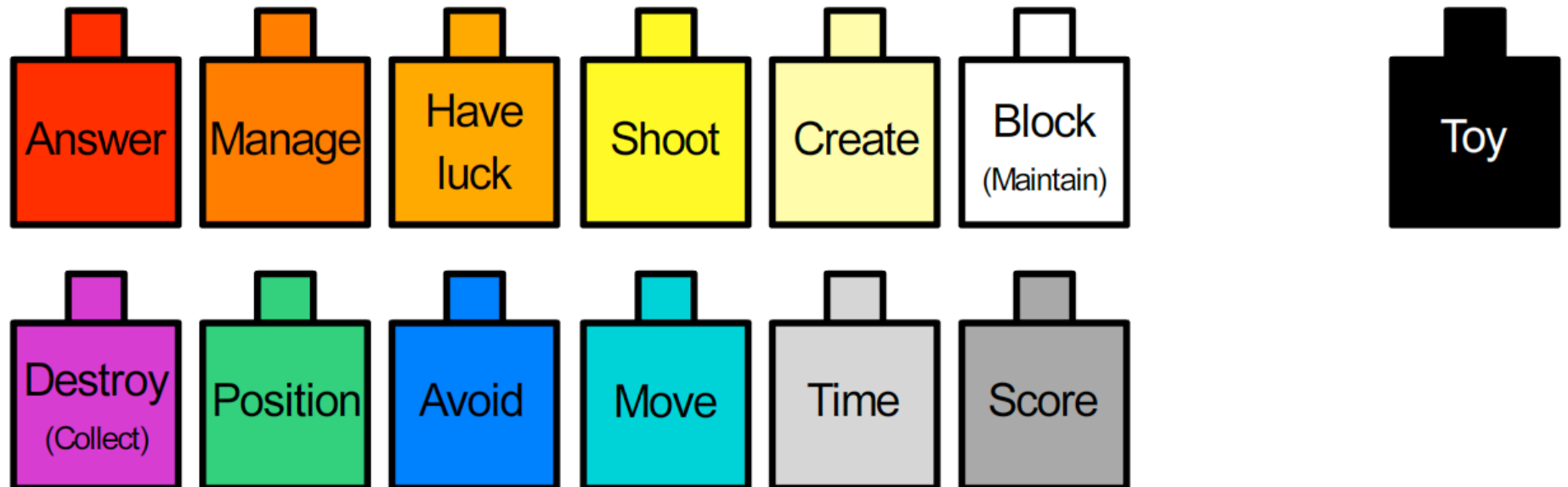
### 3 - What kind of objective(s) defines a video game?

- Goal rules can be cognitive... But in our case, we talk about formal goal rules:  
**Implemented rules.**



### 3 - What kind of objective(s) defines a video game?

- Today we have identified with V.E.Ga.S data base, about 10 rules:



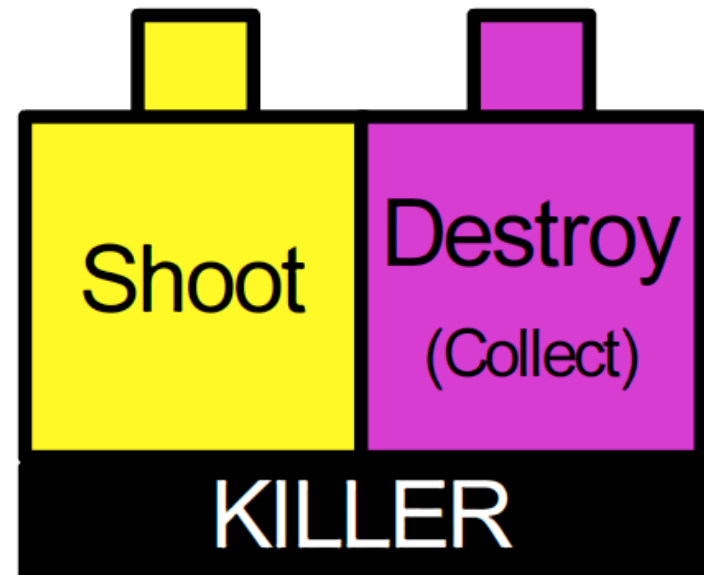
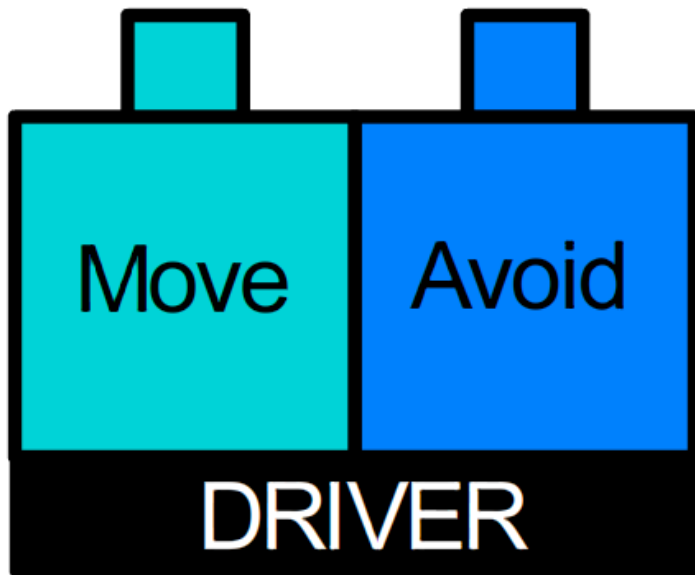
# 3 - What kind of objective(s) defines a video game?

Combination of the 21 biggest families of game bricks found by V.E.Ga.S. (July 2006)

	Answer	Avoid	Collect	Create	Destroy	Get Luck	Manage	Move	Position	Shoot	Time	Score	Toy	Representative games of the family
A - #1 Fam of 5 games		○						○						Drag and Drop quiz
B - #2 Fam of 5 games		○						○						Autoroute (Basic car drive game)
C - #3 Fam of 5 games														Memory, Crossword and Text adventure
D - #4 Fam of 5 games					X					X				Fly eating (Catch flies with a static toad)
E - #5 Fam of 5 games		○			X			○		X				MechWarrior 3, Interstate 76, Prohibition
F - #1 Fam of 6 games		○			X			○		X				Commando, MDK, Abuse
G - #2 Fam of 6 games														Paint activity, Music Sampler...
H - #3 Fam of 6 games		○						○						Quiz games
I - #4 Fam of 6 games		○			X			○		X				Call of Duty, Tomb Rider, Earth Worm 2
J - #1 Fam of 7 games		○			X			○		X				Xenon 2 : Mega Blast, J'Dar 2
K - #2 Fam of 7 games														Craps game, The secret number
L - #1 Fam of 8 games		○						○						Spidzer, Slalom (Basic ski simulation)
M - #2 Fam of 8 games		○			X			○		X				Space Invaders
N - #1 Fam of 9 games		○						○						Pacman
O - #2 Fam of 9 games		○						○						Snake
P - #3 Fam of 9 games		○			X			○		X				Street Fighter 2
Q - #4 Fam of 9 games														Memo-U (A kind of quiz game)
R - Fam of 11 games		○			X			○		X				Double Dragon, Micromachines 2 et 3
S - Fam of 16 games		○			X			○		X				Doom, Descent, Duke Nukem 3D
T - Fam of 17 games		○			X			○		X				Asteroids
U - Fam of 19 games		○						○						Frogger, Trackmania

### 3 - What kind of objective(s) defines a video game?

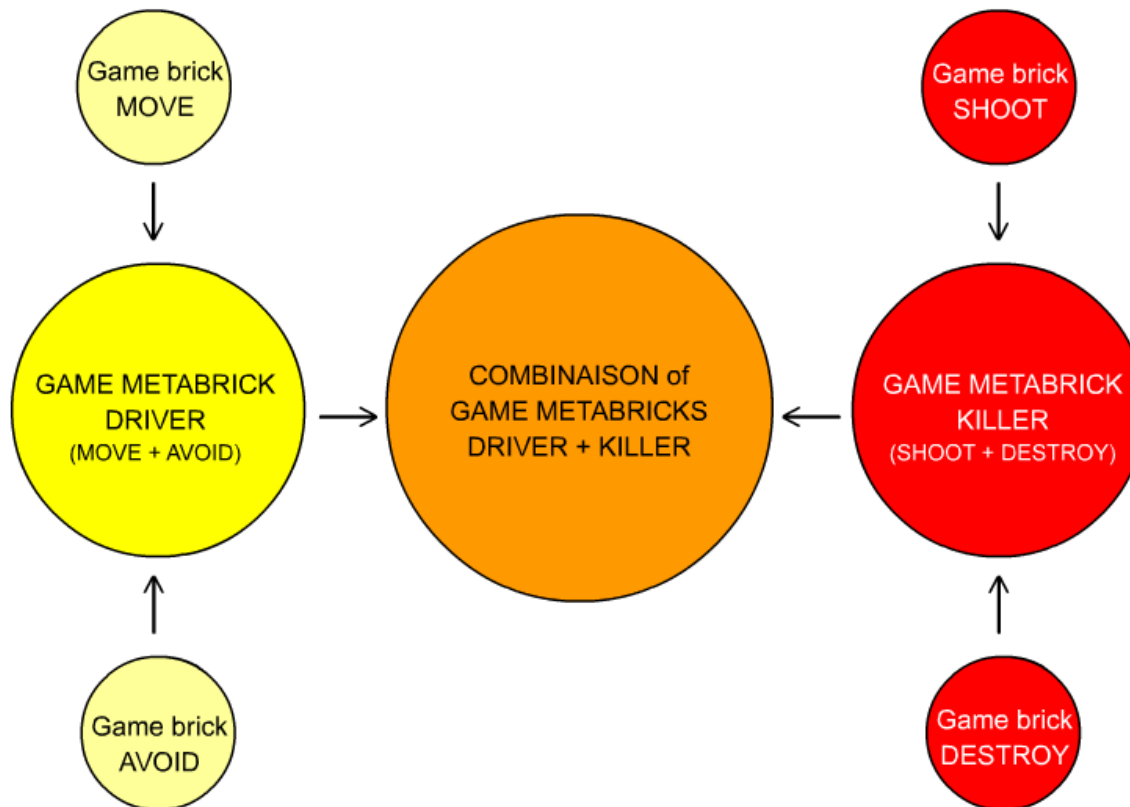
- Discovery of metabricks « DRIVER » and « KILLER »



# 3 - What kind of objective(s) defines a video game?

- Discover of « DRIVER » and « KILLER »

Construction of GAME METABRICKS

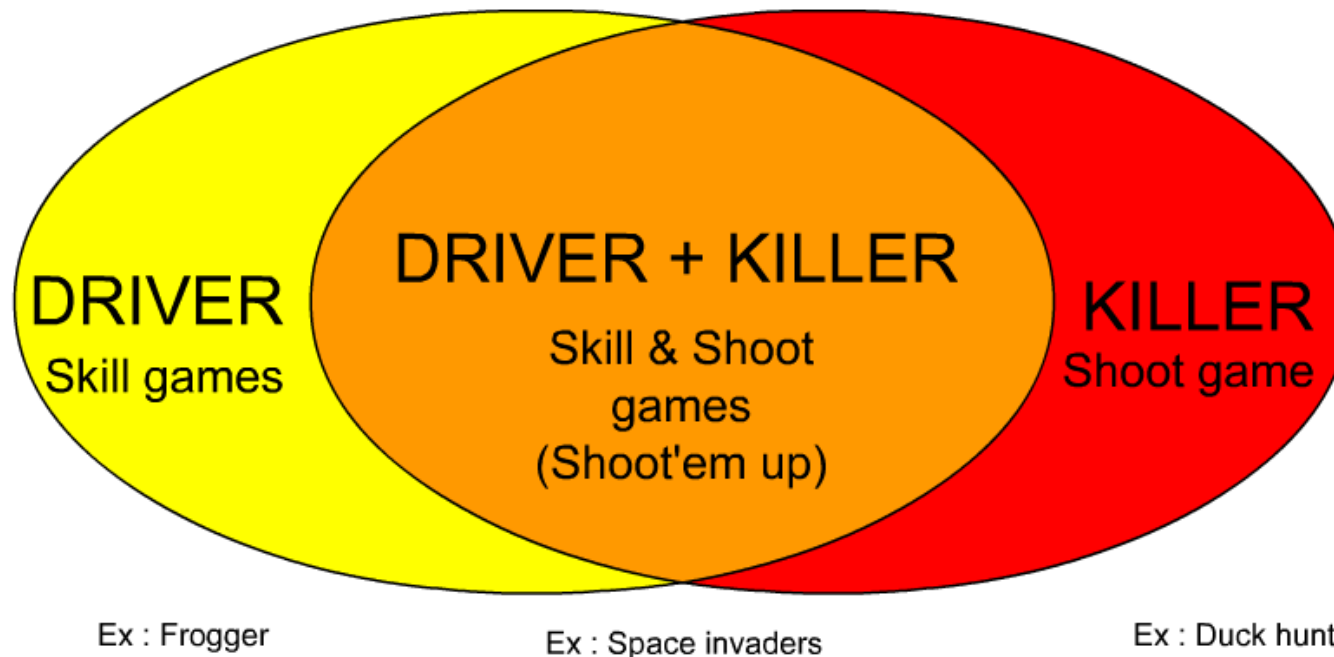


### 3 - What kind of objective(s) defines a video game?

- Discover of « DRIVER » and « KILLER »

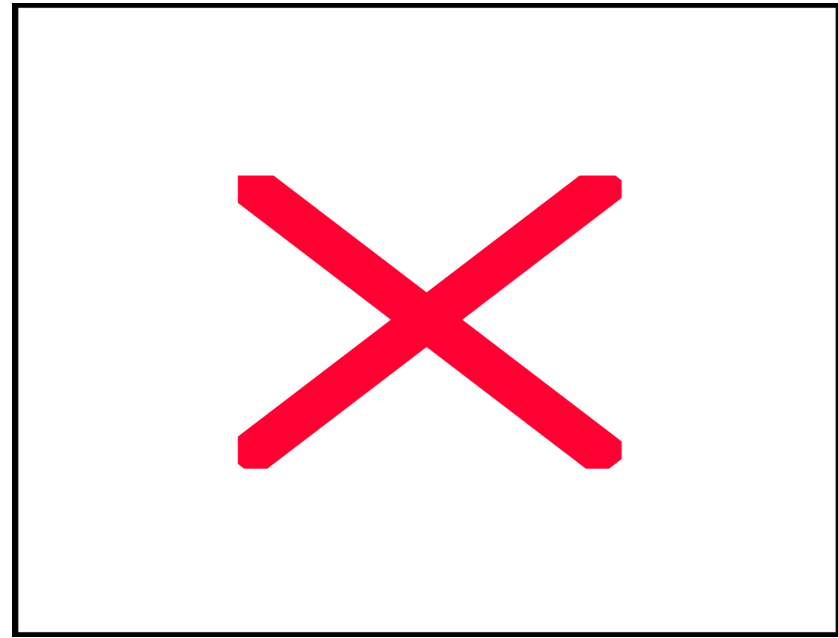
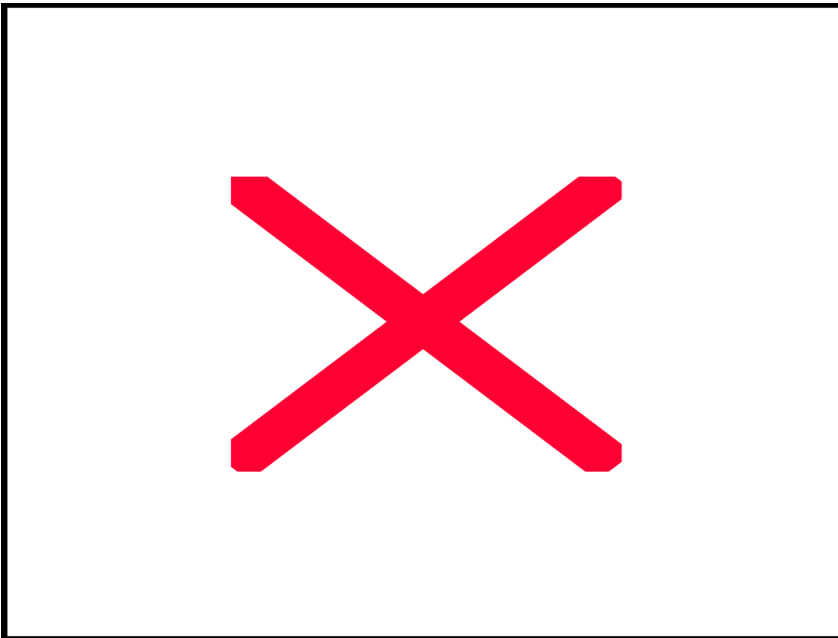
DRIVER = "Move" + "Avoid"

KILLER = "Shoot" + "Destroy"



### 3 - What kind of objective(s) defines a video game?

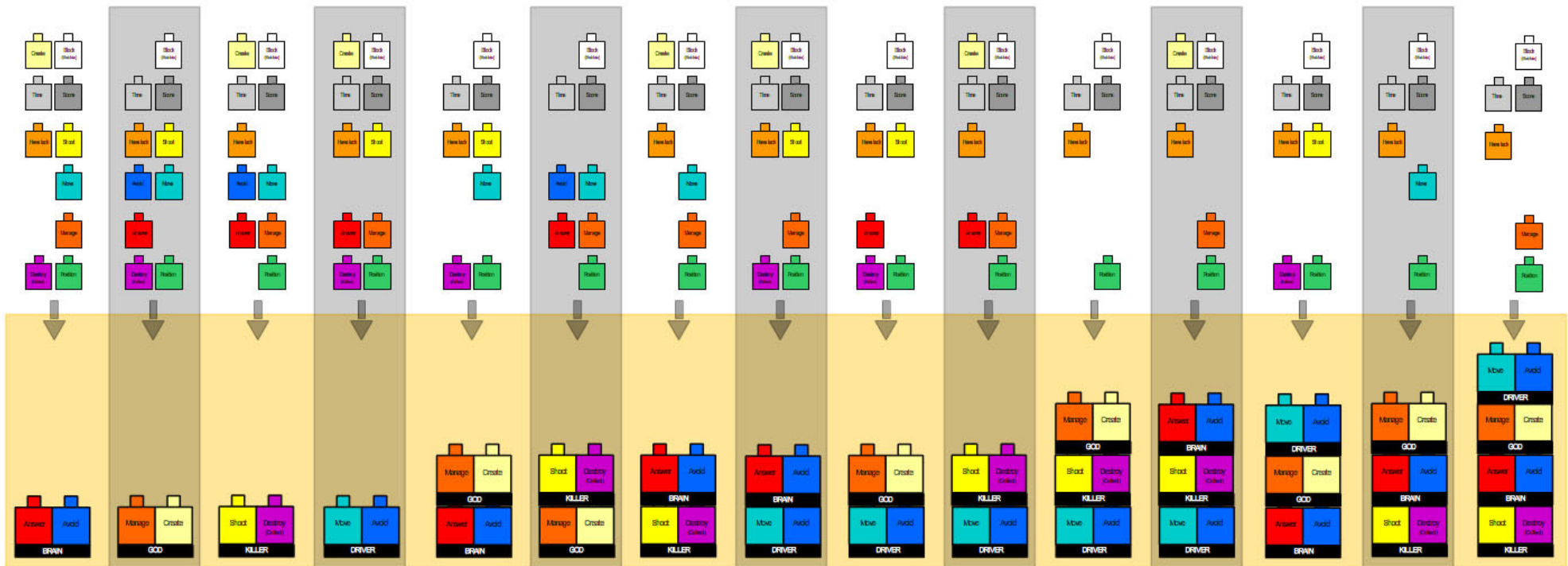
- The game of "Interstate 76" is a good illustration of the composition of "DRIVER - KILLER", isn't it ?



# 3 - What kind of objective(s) defines a video game?

- Classification of all the possibles combinaisons of video game found with V.E.Ga.S. (Aug. 2006)

Briques game pouvant se combiner aux métabriques pour créer des variantes



Combinaison de métabriques : Les challenges de base des différents jeux vidéo



## 4 - Girl gaming

- But to communicate by the video game or Serious games supposes a mixed public. What is about of the female public?





## 5 - Next steps

- To formalize more the definitions of the Game bricks
- To index a significant number of video games to take into account the analysis of the data
- To explore girl gaming



## 5 - Conclusion

- To communicate by Serious Games implies now to explore girl gaming.



# To Communicate with Serious Games

Thank you !

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