From Videogame to Serious Game : the concept of Serious diverting and Serious Modding

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GameDev Days 2015
Tallinn – 08/04/2015
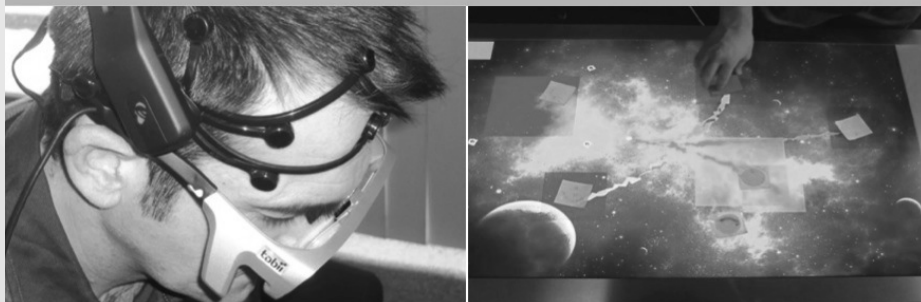
SERRE NUMÉRIQUE

Université de Lille 1 SCIENCES ET TECHNOLOGIES

SERRE NUMÉRIQUE

CCI GRAND HAINAUT NORD DE FRANCE

? Who are we?

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Who are we?

The Play Research Lab is dedicated to both game & play studies.
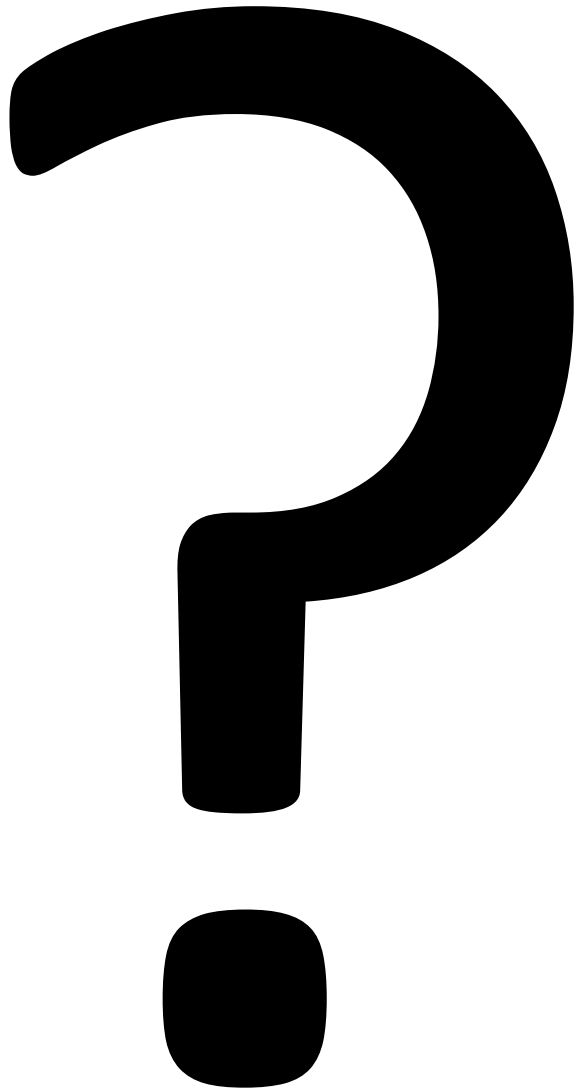
www.playresearchlab.org
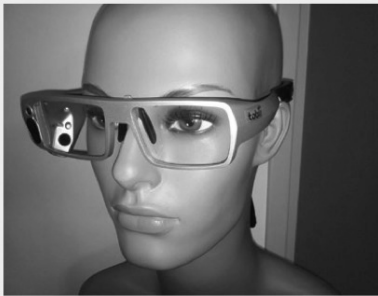
Who are we?

We make academic studies, game evaluations, game prototypes and have built a Serious Game / Video Game museum.

www.playresearchlab.org

? What are we going
to talk about?

_____

« Serious Gaming » in English

Practice of Serious Games or diverting games... You can play seriously a video game as a pro gamer or when you want to play very well.

« Serious Gaming »

Do you know what it is?

« Serious Gaming » in English

Serious video gaming practices in general (Greitzer *et al.* 2007, Hlodan 2008, Knight 2010, de Freitas *et al.* 2011, Young *et al.* 2012, etc.)

"From Serious games to serious gaming" (Jenkins *et al.* 2007): focus on the learning process

…

« Serious Gaming » in French Research

The idea of using already made games or toys for utilitarian approaches.

"Serious gaming" (Alvarez *et al.* 2011, Constant 2011, Deny & Chabi 2011, Ducrocq-Henry 2011, Ferreira 2014, etc.)

Why?

Because you have already the fun part, and you have only to focus on the "serious" part.

"Serious gaming" (Alvarez *et al*. 2011, Constant 2011, Deny & Chabi 2011, Ducrocq-Henry 2011, Ferreira 2014, etc.)

Serious Gaming concept

A doll could be used for entertainment but for utilitarian goals as well.

"Serious gaming" (Alvarez *et al*. 2011, Constant 2011, Deny & Chabi 2011, Ducrocq-Henry 2011, Ferreira 2014, etc.)

Serious Gaming concept

And of course a simulator could be used for play activities...

"Serious gaming" (Alvarez *et al*. 2011, Constant 2011, Deny & Chabi 2011, Ducrocq-Henry 2011, Ferreira 2014, etc.)

Serious Gaming concept

Toy or Simulator, it depends of the context.

"Serious gaming" (Alvarez *et al*. 2011, Constant 2011, Deny & Chabi 2011, Ducrocq-Henry 2011, Ferreira 2014, etc.)

Serious Gaming concept

Thus, the idea is to identify the potential of a Toy or a Game to target utilitarian functions.

"Serious gaming" (Alvarez *et al*. 2011, Constant 2011, Deny & Chabi 2011, Ducrocq-Henry 2011, Ferreira 2014, etc.)

What are utilitarian functions?

We have identified 3 main categories of utilitarian functions for the Serious Games.

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

Mc Donald's Videogame, Molleindustria, 2006

#1 - To broadcast messages

Messages could be dedicated to educational, informative, political, marketing, etc. aspects.

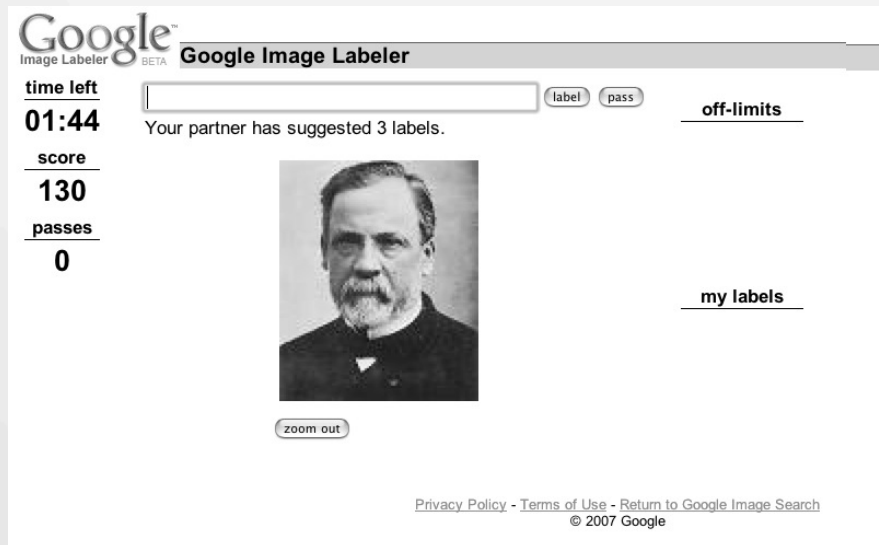"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

Motion Math, 2010

#2 - To Train

Cognitive and physical trainings are identified.

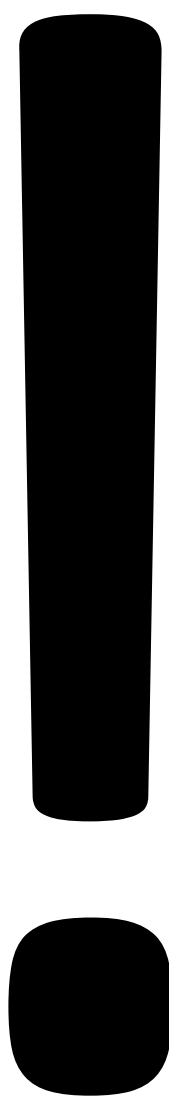"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

Google Image Labeler, 2007

#3 - To exchange data

The game is linked to a database in order to play with data or to exchange and collect them.

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

!

But it is probably not exhaustive!

For instance...

The ESAR system identifies six main categories

The ESAR system has been made by Denise Garon (Canada)

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

The ESAR System let us to classify traditional game and toys…

A – Kind of Game

B – Cognitive Habilities

C – Functional Habilities

D – Social Activities

E – Language Habilities

F – Affective Driving

The ESAR system is based on Piaget works.

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

In Fact it is very difficult to find non serious aspects in games and toys

Have you an idea?

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

?

Thus… What differences between Serious Games and Serious Gaming?

In many games you can find Serious parts.

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

Chiritori, Nintendo, 1979

A Serious Game is made to target both Serious and Game aspects…

We have identified 3 main categories of utilitarian functions.

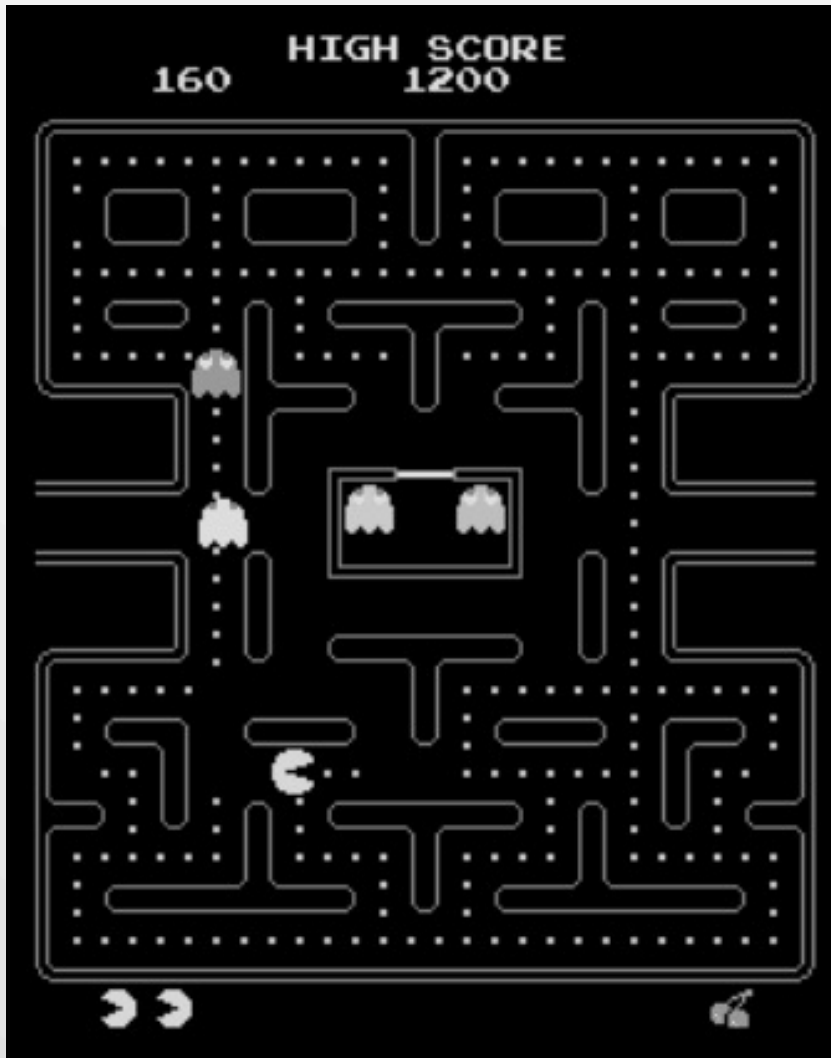"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

And to target markets that are not the entertainment only

We have identified 3 main categories of utilitarian functions.

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

Chiritori, Nintendo, 1979

Pac-Man, Namco, 1981

In the Serious Gaming the utilitarian functions are posteriori added

The game used is made for the entertainment market...

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

You're tox - ic
I'm slip - pin' un - der

Misae
Retraitée

2 categories of Serious Gaming

Serious Diverting & Serious Modding

"Serious gaming, serious modding and serious diverting…
Are you serious?!
" (Bouko, Alvarez. 2014)

Sing Star, Sony, 2004-2014

Examples of Serious Diverting

Using Sing Star to teach English (pronunciation)

"Serious gaming, serious modding and serious diverting...
Are you serious?!
" (Bouko, Alvarez. 2014)

Angry Birds, Rovio, 2009

Examples of Serious Diverting

Using Angry birds for teaching Physics.

"Serious gaming, serious modding and serious diverting…
Are you serious?!
" (Bouko, Alvarez. 2014)

Ico, Sony, 2001

Examples of Serious Diverting

Using Ico for Psychology Therapy.

"Serious gaming, serious modding and serious diverting...
Are you serious?!
" (Bouko, Alvarez. 2014)

The Sims 3, EA, 2009

Examples of Serious Diverting

Using The Sims for Psychiatry.

"Serious gaming, serious modding and serious diverting...
Are you serious?!
" (Bouko, Alvarez. 2014)

Pepsi Invaders, 1983

Examples of Serious Modding

In 1983, Coca-Cola asked a game to mobilize the Atlanta Firm against Pepsi.

"Serious gaming, serious modding and serious diverting...
Are you serious?!
" (Bouko, Alvarez. 2014)

Examples of Serious Modding

An Half-Life Mod.

"Serious gaming, serious modding and serious diverting...
Are you serious?!
" (Bouko, Alvarez. 2014)

Escape from Woomera, *Kate Wild et al.*, 2003

Examples of Serious Modding

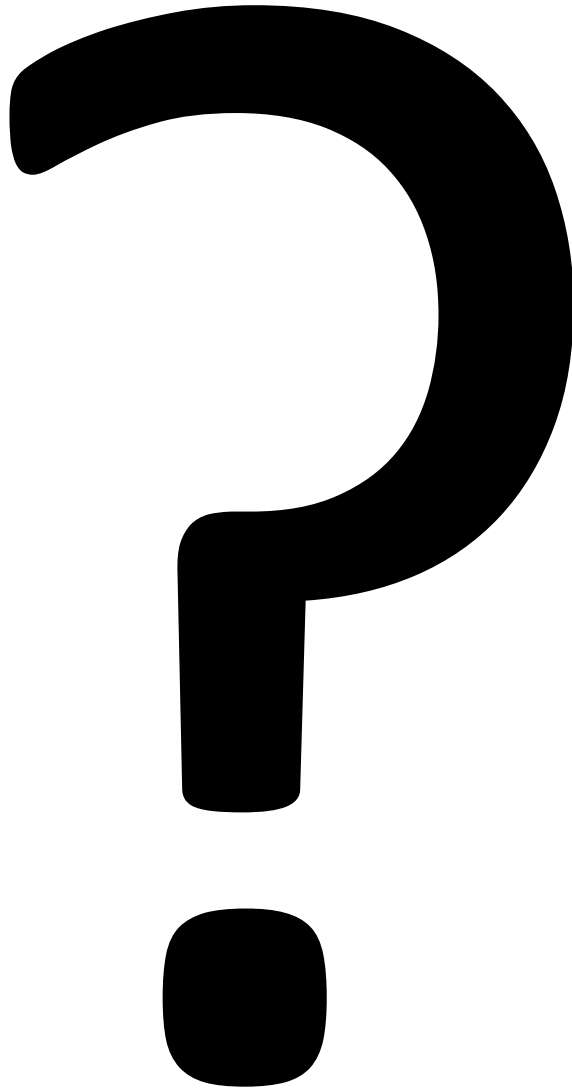An experience made with our video game students.

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

Examples of Serious Modding

A serious mod made for Civilization V.

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

Okay… But where is business then?

___

We have identified 3 main categories of utilitarian functions.

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

Examples of Serious Gaming models

Serious Play from LEGO.

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

https://desertbus.org/

Examples of Serious Gaming models

Serious Diverting from Desert Bus for Hope.

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

The Logo Turtle, S. Papert, 1969

Examples of Serious Gaming models

Serious Diverting from Desert Bus for Hope.

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)
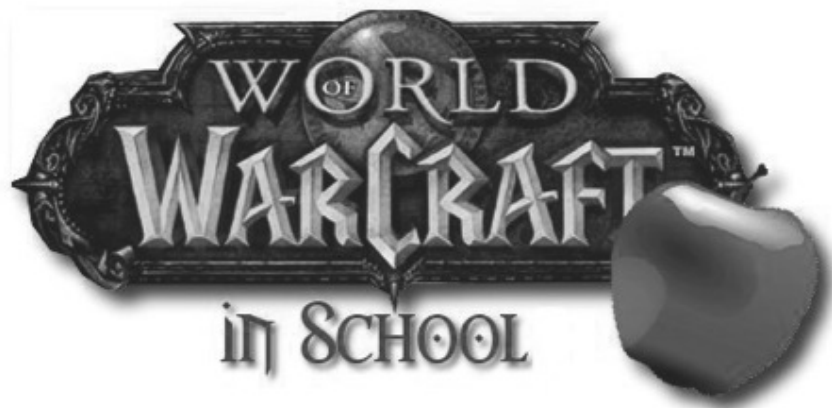
Big Trak, MB, 1979

Examples of Serious Gaming models

Serious Diverting from Desert Bus for Hope.

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

Examples of Serious Gaming models

WOW at School from Lucas Gillispie

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

http://wowinschool.pbworks.com

Examples of Serious Gaming models

MineCraft at School from Lucas Gillispie

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

http://minecraftinschool.pbworks.com/

Examples of Serious Gaming models

www.minecraftedu.com

MineCraft Edu from Maxis

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

Examples of Serious Gaming models

http://www.simcity.com/en_US/simcityedu

SimCity Edu

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

Examples of Serious Gaming models

The video game history get a lot of treasures.

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

http://www.simcity.com/en_US/simcityedu

Namco, 2014

Examples of Serious Gaming models

Serious Modding from Namco

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

Examples of Serious Gaming models

Extract parts from a video game

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)
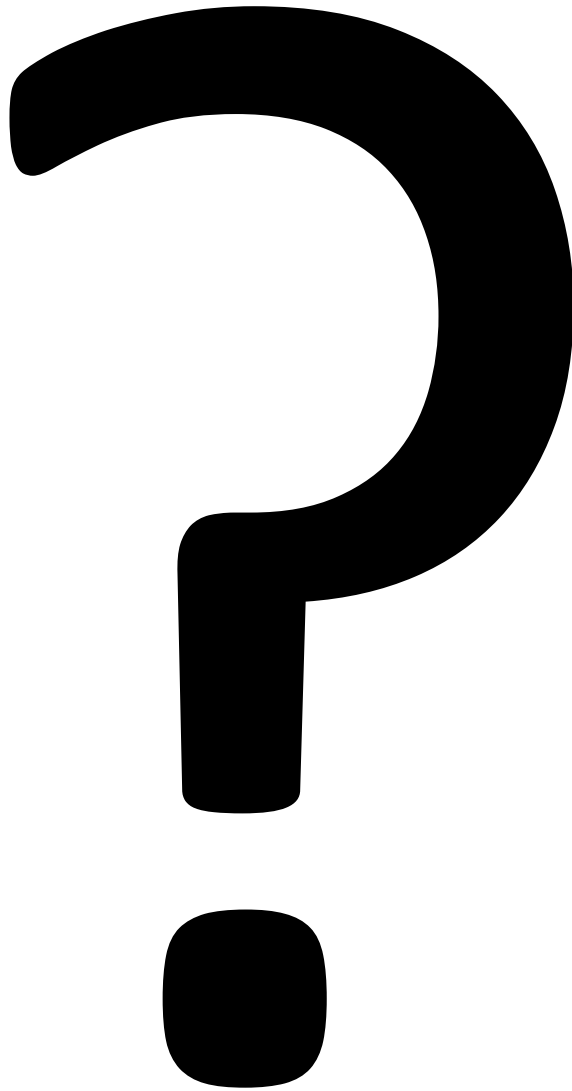
Educloud, Gayatech / NVIDIA, 2014

Examples of Serious Gaming models

Using Retrogaming for Retro Engineering

Serious game : questions et réflexions autour de son appropriation dans un contexte d'enseignement (Alvarez, J., 2014)

Play Research Lab, 2013-2015

Many questions then…

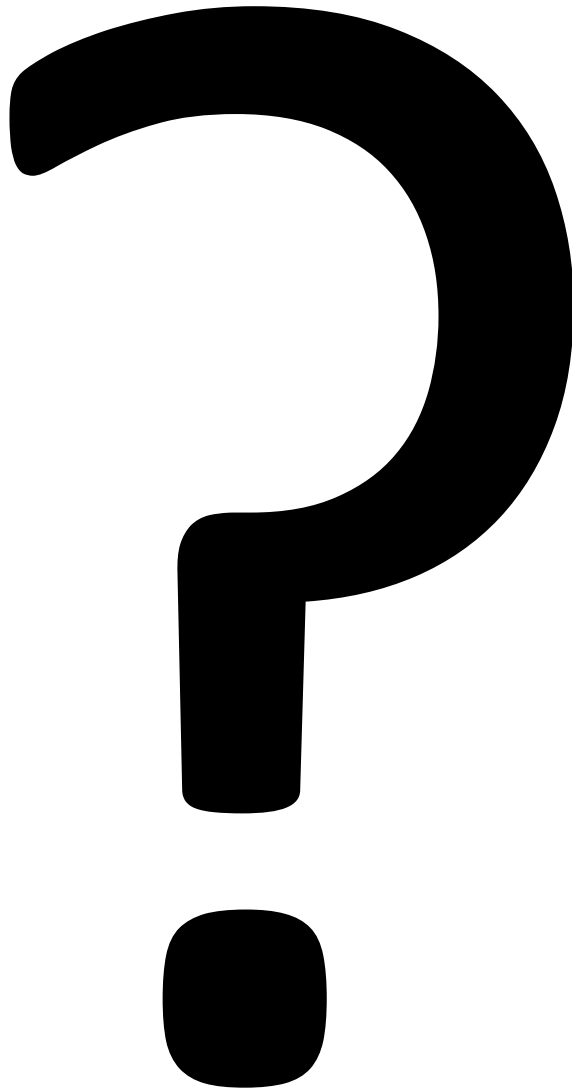Are we becoming more "level designers" than "game designers"?

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)
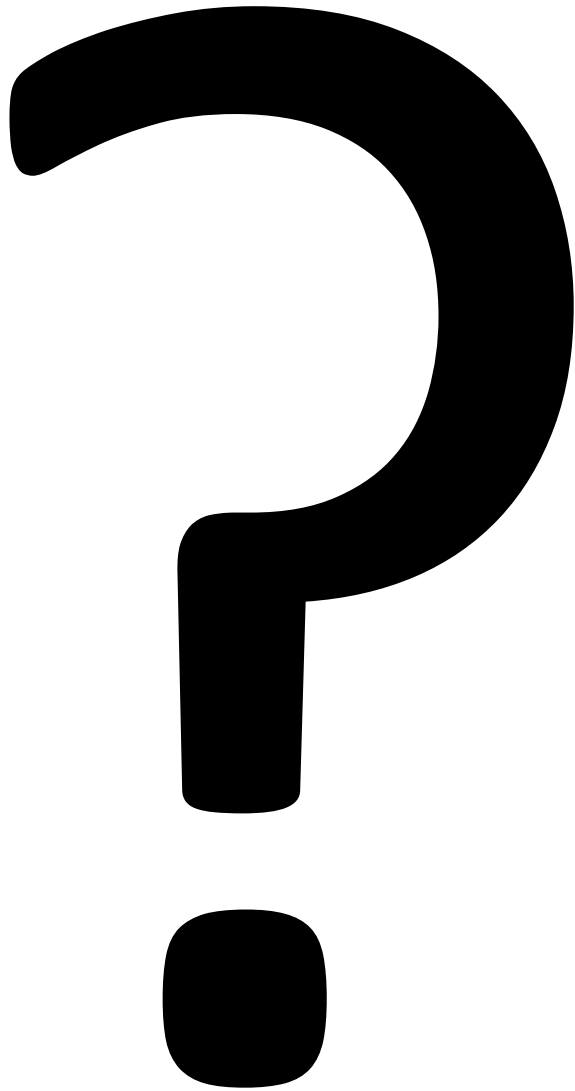
Many questions then…

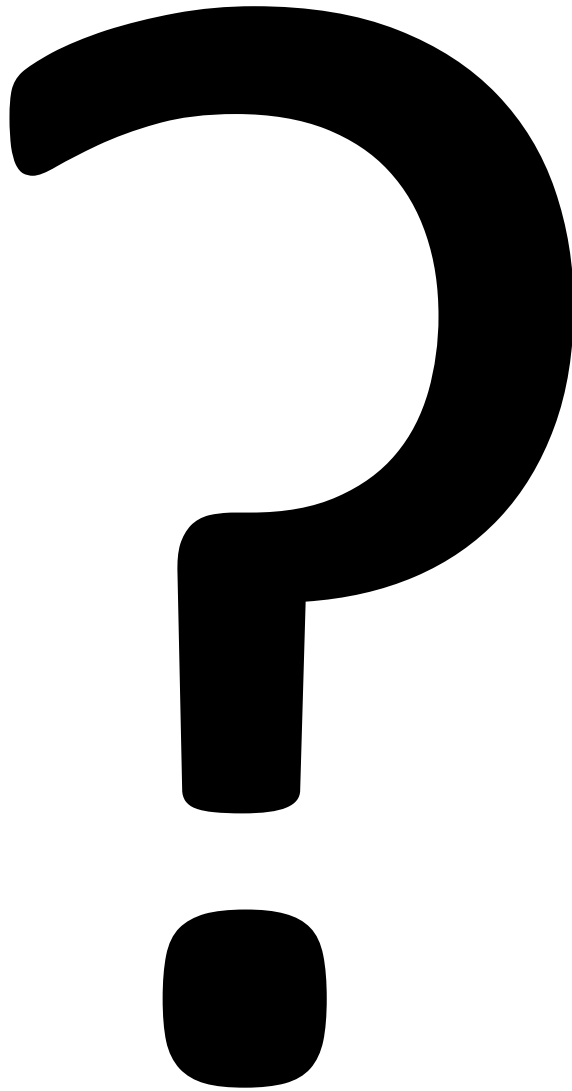It is realy less expansive to make a serious mod than a game stating from scratch?

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

Many questions then…
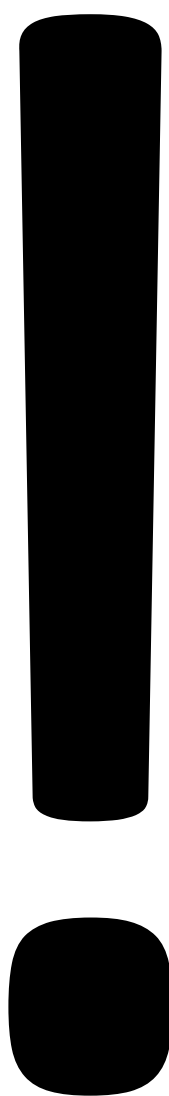
How to manage licences to create Serious Gaming?

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

Many questions then…

How to manage Serious Game industries and Serious Gaming activities?

"Serious Game an Introduction" (Alvarez, Djaouti. 2010)

Your turn!

Many models can be extract from the Serious Diverting and Serious Modding approaches.

Download for free the digital book!
Serious Game an Introduction

www.playresearchlab.org