

In his presentation “Getting Serious about Games” Ben Schouten will show some examples of the research activities he and his team conduct in the field of serious games & play. The work they do in persuasive game design with several industrial partners in the Netherlands serves as an example, as well some more theoretical work on motivational issues through play & games for obese youngsters, the design for public playgrounds and other subjects. Ben Schouten will elaborate on the differences between gamification and games, as well as on playful interaction and how to design for them. The second part of his workshop will be more interactive, and will offer you the opportunity to work together on what games and play might bring to your business or start-up.