Serious Games and organisations' communication

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Research Project

A research collaboration

1/ University of Savoy, i&i in Irege Laboratory

    Annecy le Vieux Campus - France

    Support of our university on this research topic

2/ The company Daesign in Annecy

    leader in serious game,

    (games based in learning and interactive trainings solutions in companies)

3/ Hospital in Annecy

    With internal communication problematic

Expectations of partners

Significations of Serious Game for organizations?

- In relation to strategies of internal communication?

- Pleasure associated with professional practice?

- Aid to the training of the professionals?

Effects of Serious Game on designers of Serious Game (apprenticeship and professional training)?

- Feedback of users after stage of evaluation interview

Serious game's definition

'A serious game is a game that engage the user and contribute to the achievement of a defined purpose other than pure entertainment (whether or not the user is consciously aware of it) '

Ben Sawyer, Games for health, 4th Serious Game Session Europe, Lyon 2008

Serious Games' taxonomy

Different scenarios of video games, different categories of video games

A taxonomy exists http://www.gameclassification.com/ (Alvarez, Djaouti, 2008)

A classification by the 'game play' ('the rules, configurations commands, spatial, temporal and narrative settings combined with the uses and the expectations of video gamers')

Serious games are not simulation !

A 'game design' is not enough, serious games need to present a 'game feeling' in a virtual place

A short-lived concept ? The powerful of the video game as a way to learn would remain !

Reports

Issues of pleasure and well-being in organisations (pain feeling in work)

Professional communication rules played, learned and *transgressed*

Video gamers are arriving on the economical market, 'digital natives' in companies with their own communication rituals

More and more interests of society, organisations and states for this area even if there are still hesitations concerning this field

Researches done on the usages of serious games are now expected !

Questions of research

Implication of professional users in Interface and game design (Genvo, 2008)? Feeling of immersion?

Position of the body in front of the screen? (Amato, 2007 ; http://www.omnsh.org/)

Relation Body / Avatars, relations behavior/ avatars? (Roustan, 2003)

Relation behavior in Real Life and in Game?

Phenomena of identification, adherence, idealization? (Olivesi, 2002)

Situations of resistance in the organizations?

Interdisciplinary approaches

History and sociology of uses

Visual semiotic

Aesthetic and communication

Phenomenology

Visual anthropology

Methodologies

Sociology of uses
- discourses about uses
- perception of the SG
- imaginaries

Visual Methods
– Images of uses
– Adaptation of filming in relation to the context

Semiotical analysis
- of the serious Game
- of the avatars in the SG

Production of films and hypermedia with research results (Hypermedia Anthropology)
http://gsicaresearch.ning.com/

Experimental Protocol (1/3)

Serious Game of annual interview and formal evaluation (simulations)

Health managers of Annecy Hospital (France) needing training in this field

5 volunteers

Players or Non-Players of videogames at home

June-July 2009

Janis

Health manager

Has begun to interview other member

of the hospital this year

Has done some interviews IRL

 after the serious game

She said before discovering the game :

'*This is new for me to interview my colleague. I need some interview training and coaching. I expect a lot of this game*'

QuickTime™ et un
décompresseur TIFF (non compressé)
sont requis pour visionner cette image.

Myriam

Health manager

Used to interview other

members since 2002

Gamer

She said before discovering the game :

'*I expect both a professional help and a gaming train in my practices*'

Julie

Hospital manager

Used to interview practices

Has played with the serious game

before the observation sequence

She said before discovering the game :

' *The evaluation time is very important. Some tools can help us to prepare the interview moment. I'm also very interested by what the serious game can allow us as a gaming practice* '

Lisa

Health manager

Used to interview her colleagues

each year

Has played with the serious game

before

Gamer

QuickTime™ et un
décompresseur TIFF (non compressé)
sont requis pour visionner cette image.

She said before discovering the game :

'*I'm very curious and excited by new technologies. The new interests me. The evaluation is not an easy practice. I expect to see who I am in relation with the evaluation*'

Suzanne

Training manager

Used to interview others

Has discover the serious game during the observation sequence

Not a gamer

She said before discovering the game :

'*I'm just curious about what is a serious game? I don't know how to prepare an evaluation*'

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Experimental Protocol (1/2)

1 Session of meeting (to trust)

1 Session of « game » filmed (June-July) with 5 managers

- Individual and Lonely Use
- Professional Context
- Before : With or without « self-training »
- 4 fixed shots
  - Close-Up (Face, gaze and hands)
  - Full screen (Actions and choices of user)
  - Establishing shot (desk)
  - Complementary shot in relation to the spatial specificity of desk

Experimental Protocol (2/2)

1 interview just after the filmed session

1 phone interview after 1 week
- effect of memory and training

1 mosaic of filmed windows

1 session of collective debriefing
– Feedback from users about 'visible' practices
– Feedback from hospital and Daesign (SG producers)

And now the mosaics !

First results

A 'serious' and 'professional' practice

A 'gaming' practice

Some 'resistances', 'deceptions' ?

Research prospects

Body coefficient

Interfaced gesture

Kinetic implication

Etc.

Thank you very much for your attention !