Self-transformation

... through game design

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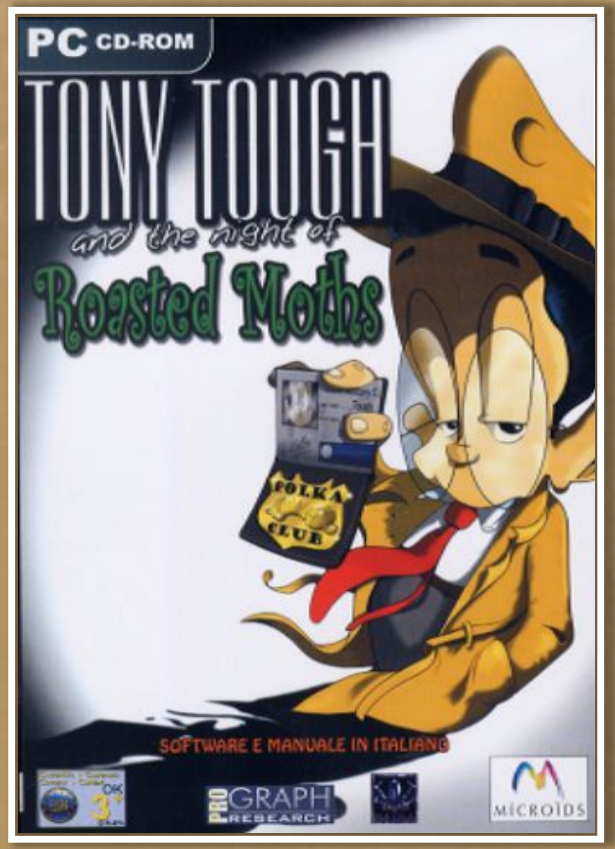
Stefano Gualeni

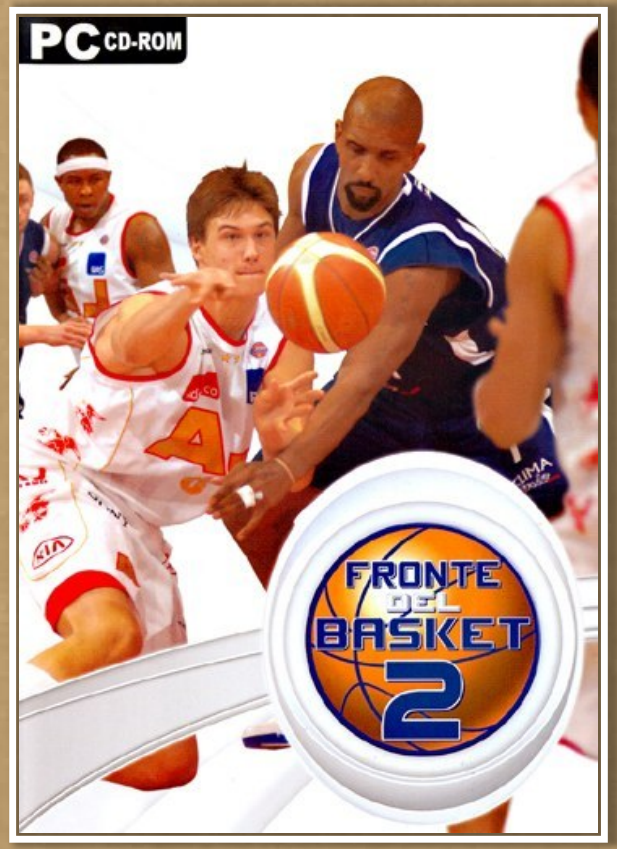
UNIVERSITY OF MALTA
Institute of Digital Games

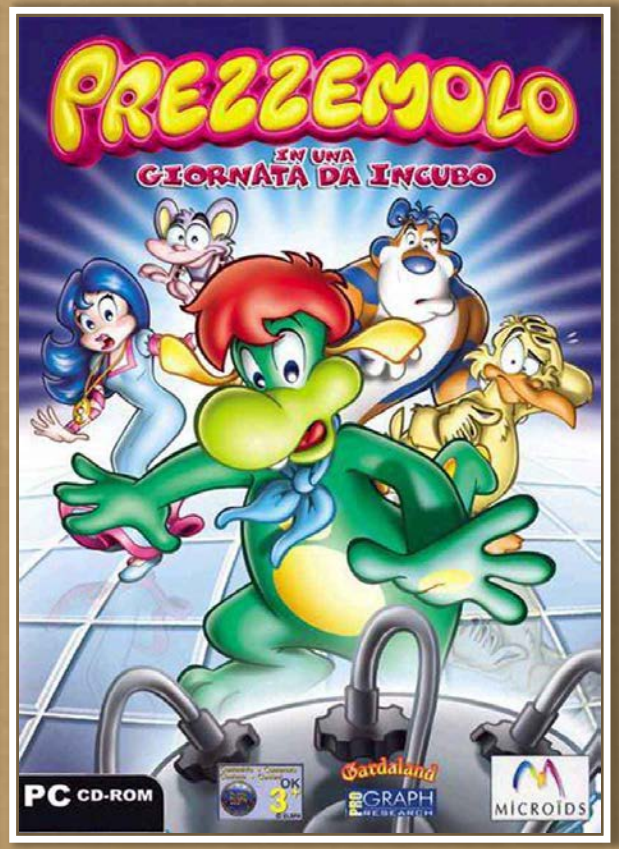
- stefano.gualeni@um.edu.mt -

LCAD
LAGUNA COLLEGE OF ART+DESIGN

Mikro Mortal Tennis (1995)


PC CD-ROM
TONY TOUGH
and the night of
Roasted Moths
POLKA CLUB
SOFTWARE E MANUALE IN ITALIANO
PRO GRAPH RESEARCH
MICROIDS


PC CD-ROM
FRONTE DEL BASKET 2


PREZZEMOLO
IN UNA
GIORNATA DA INCUBO
PC CD-ROM
Gardaland
PRO GRAPH RESEARCH
MICROIDS

(1998-2005)

Dangerous Heaven (2006)

The Unfinished Swan (2011)

Gua-Le-Ni (2012)

Pause
The hand that mocked them and the heart that fed:
Help
LOB
MAN
NOW
ZARD

Pause
420
BI
DOR
DOR
TI
STER
HOG

Self-transformation

... through game design

IMPLICIT ATTITUDES:

Implicit attitudes are automatic (pre-conscious) judgments through which a subject evaluates of an object or a situation.

They can be positive or negative.

Radboud University Nijmegen

Behavioural Science Institute

A positive automatic association with sugary and unhealthy foods can have a number of causes (family, culture, food representation in media & advertisements, etc.)

B.S.I. HYPOTHESIS:

A positive implicit attitude towards sugary and fatty food is a key factor in the development of teenage obesity in the Western world.

Take a group of overweight teenagers and make their attitude towards unhealthy food less positive.

Then observe if that transformation corresponds with a change in their eating behaviors (and weight).

TRANSFORMATIVE VIDEO GAMES *

An interesting challenge for my M.Sc. students in Game Design at the University of Malta!

Which methods?

1) EVALUATIVE CONDITIONING
2) ATTENTIONAL BIAS
3) GO / NO-GO PARADIGM

INCREASE THE PLAYERS' IAT SCORES (more positive towards healthy food, less towards fatty, sugary food)

TIME
00 : 04
FAST FOOD
LIVES REMAINING
FOOD COLLECTED
001
A
S
D

"Yikes! I can't use these ingredients!"

FINAL SCORE:

623

Time played
3:43

345 healthy food collected
278 unhealthy food ignored
3 healthy food ignored
25 unhealthy food collected

overall Accuracy: 95%
(correct responses divided by total trials)

Playing as a transformative practice

... and games can be powerful allies of scientific research!

TRANSFORMATIVE PRACTICES

Transformative practices are activities that are deliberately designed to provoke or facilitate specific psychological, cognitive, behavioral, or convinctional effects.

TRANSFORMATIVE PRACTICES

TRANSFORMATIVE VIDEO GAMES *

TRANSFORMATIVE PRACTICES

TRANSFORMATIVE PRACTICES

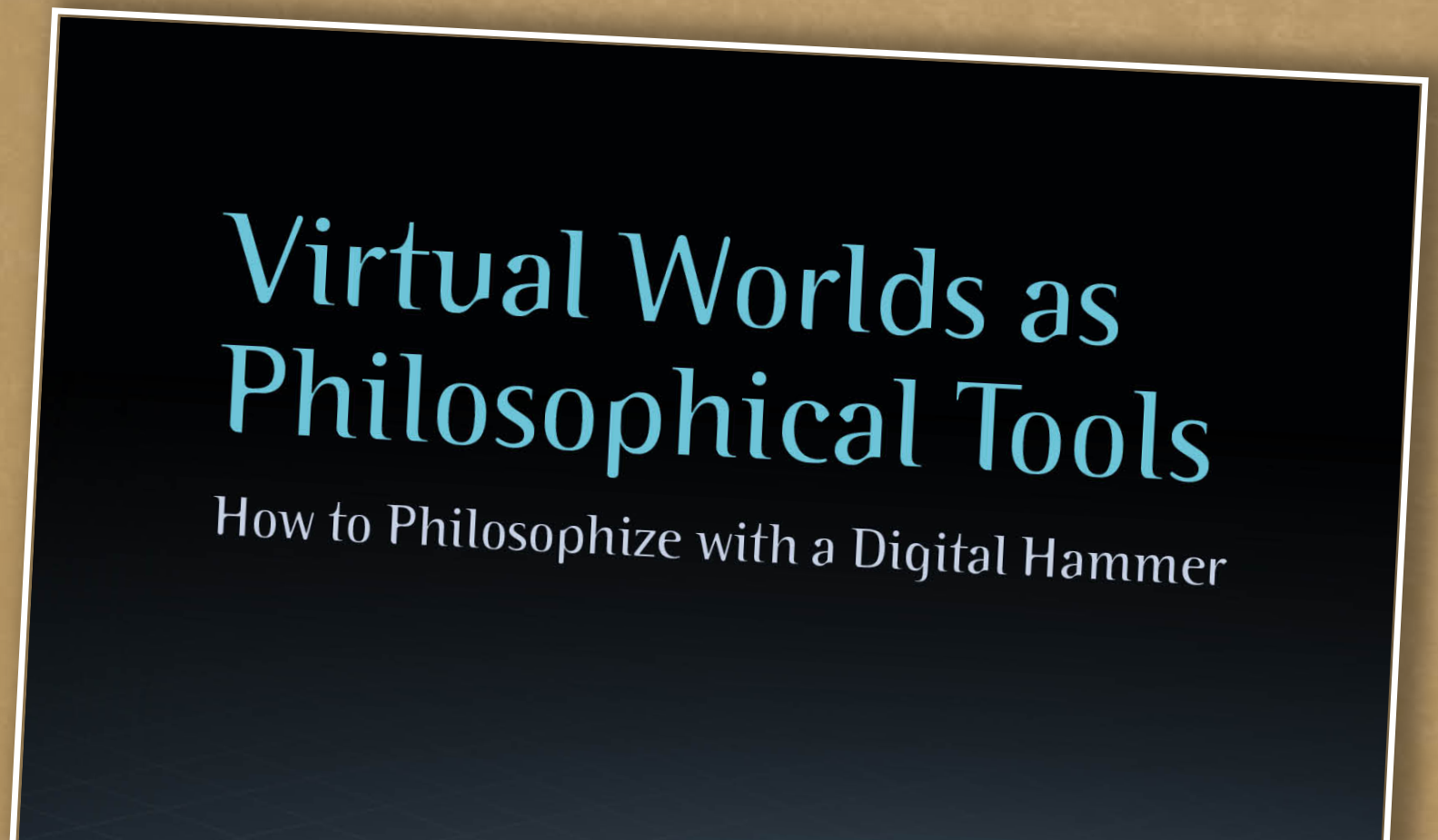
TRANSFORMATIVE PRACTICES

In my latest work, I do not address the transformational qualities that (video)games have on their players...

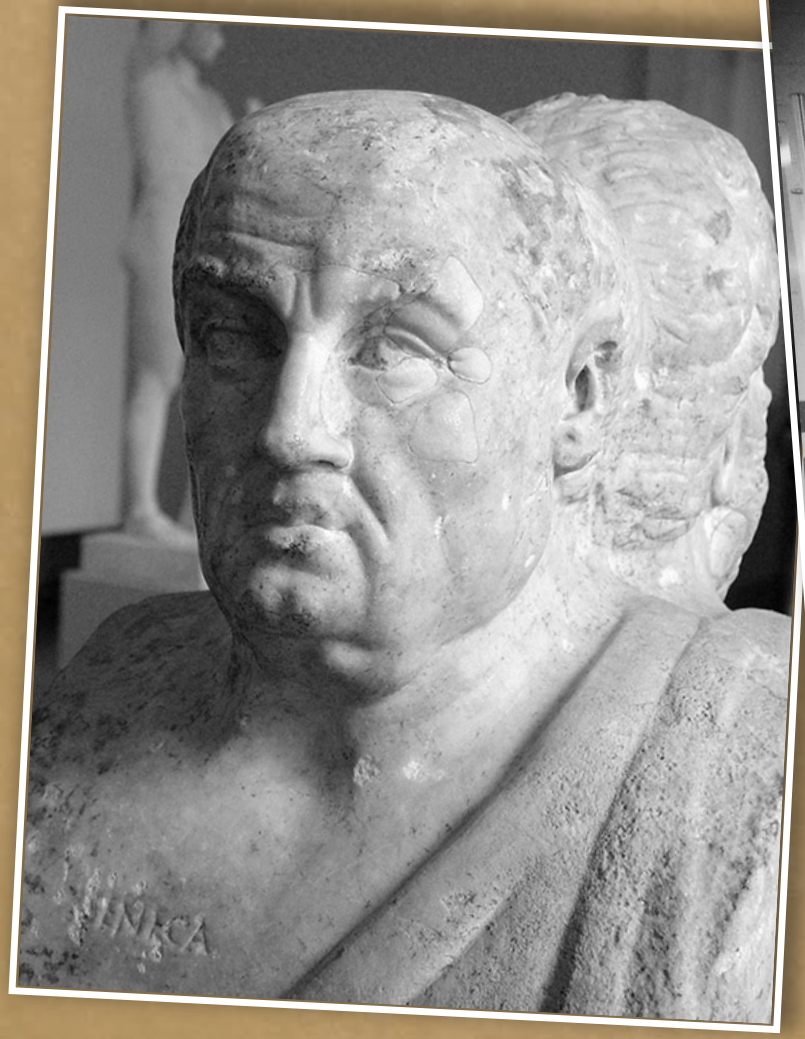
BUT ON THE GAME DESIGNERS THEMSELVES!

What happens to the designers, when they are engaged in the processes of designing a game that is transformative for the players?

Game design is explored as a 'technology of the self', as a self-transformative practice.

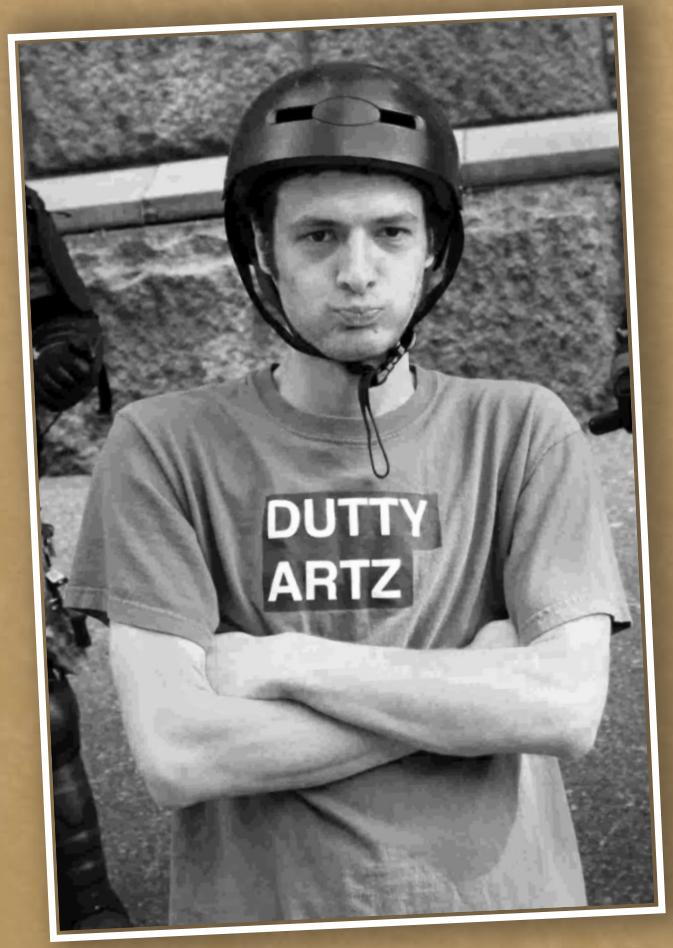


CONCEPTUAL BASIS: during the process of structuring transformative experiences for somebody, we inherently develop and refine our own sensitivity and knowledge.



SELF-TRANSFORMATIVE VIDEO GAMES

MY HYPOTHESIS: in the process of designing a (video)game with transformational goals for its audience – the designers inevitably self-fashion themselves in ways and in directions that are analogous to those that they intended to elicit in the recipients of their work.



"There is a greater liberation potential in designing games rather than playing games."

Squinky @TheSquink · 8 lug

In classrooms, boring game design exercises will one day be as omnipresent as boring writing, drawing, painting, and crafting exercises.

MY HYPOTHESIS: in the process of designing a (video)game with transformational goals for its audience – the designers inevitably self-fashion themselves in ways and in directions that are analogous to those that they intended to elicit in the recipients of their work.

WE TRACKED THE DESIGNERS' OWN IMPLICIT ATTITUDES TOWARDS FOOD DURING THE DESIGN PROCESS!

Game Design?

BRIEF / RELATIONSHIP WITH THE CLIENT

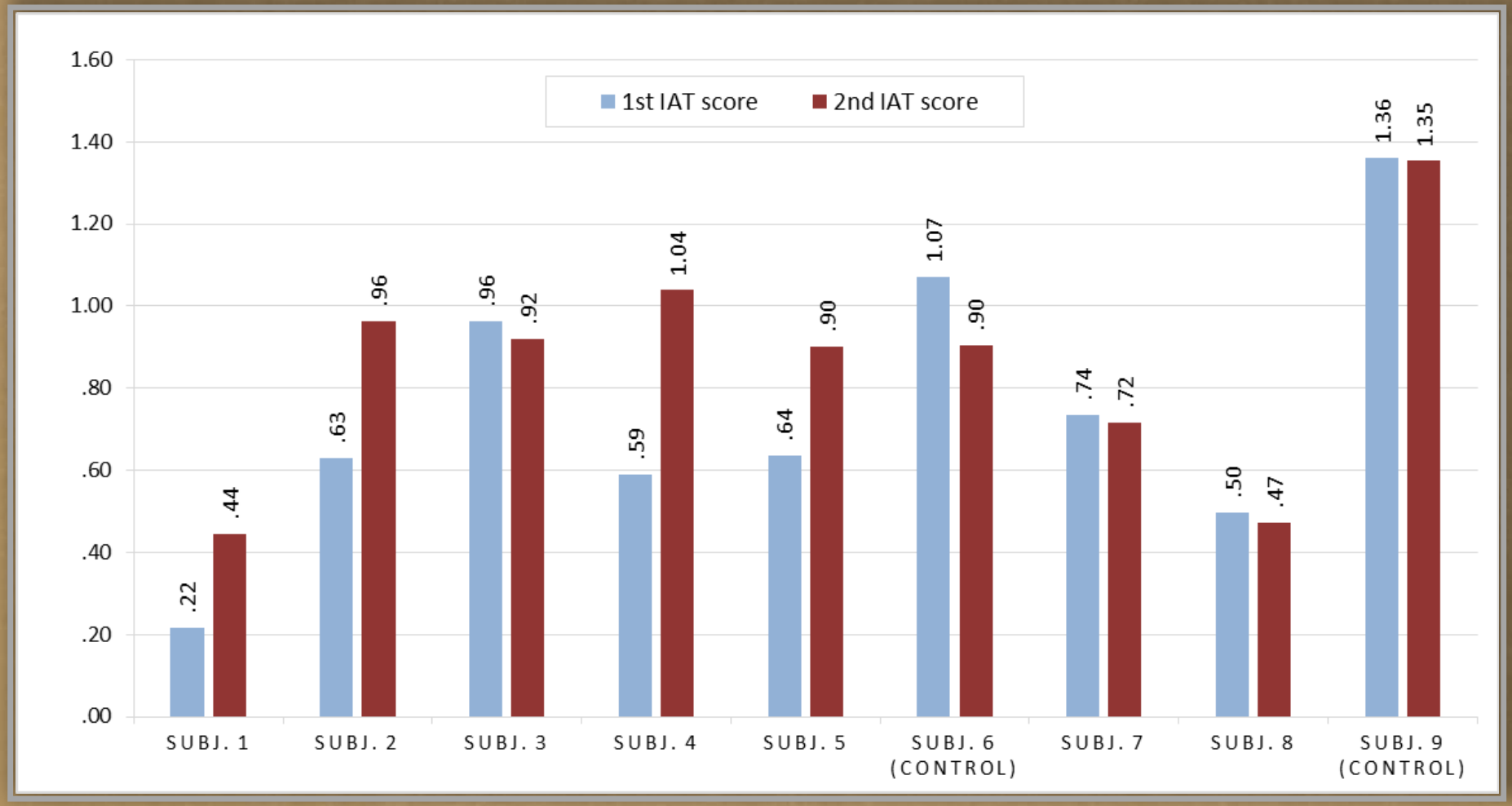
RESEARCH (bibliographic, experimental...)

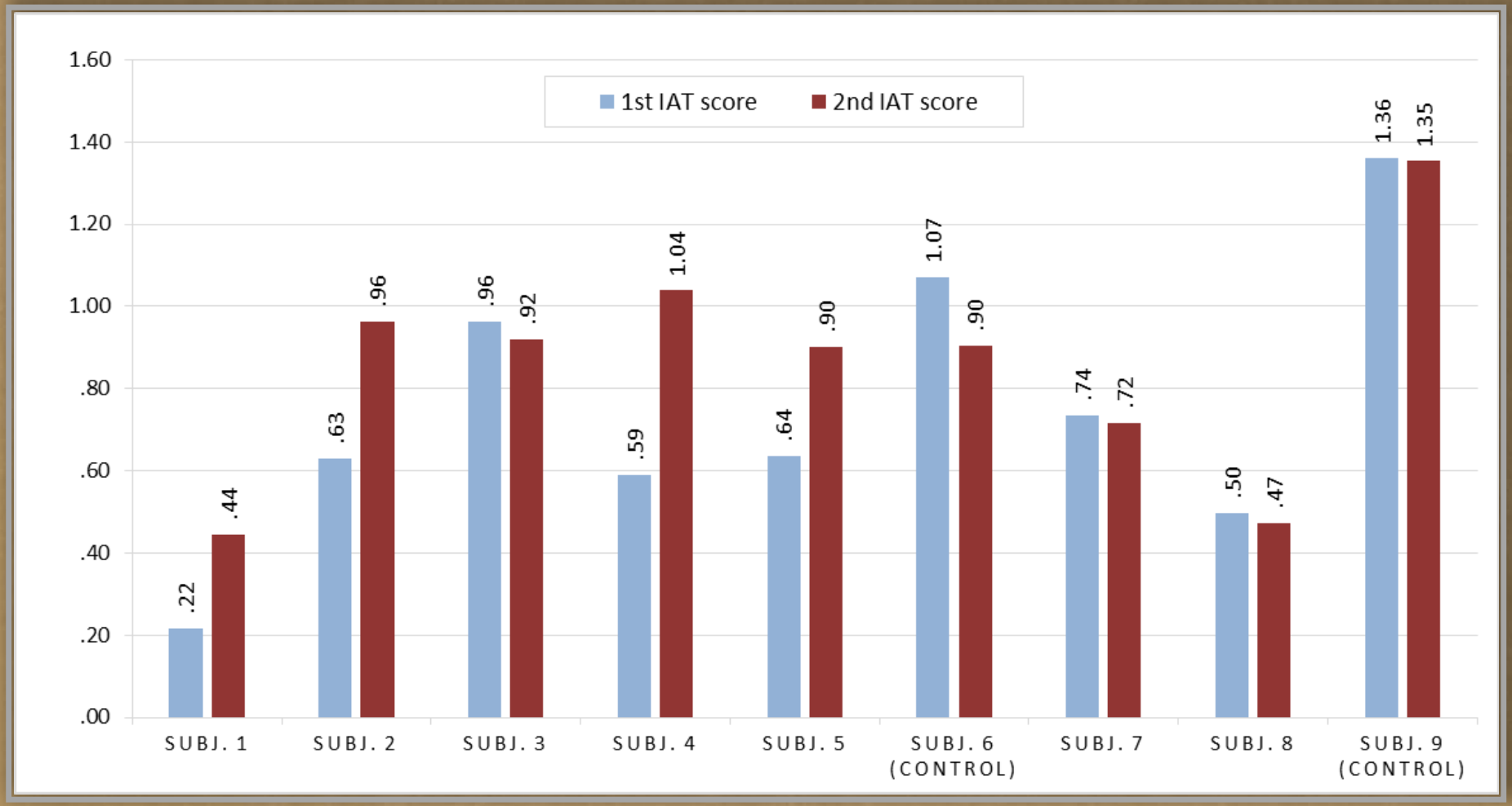
CONCEPTUALIZATION (and feedback)

ITERATION (testing, redesign, feedback)

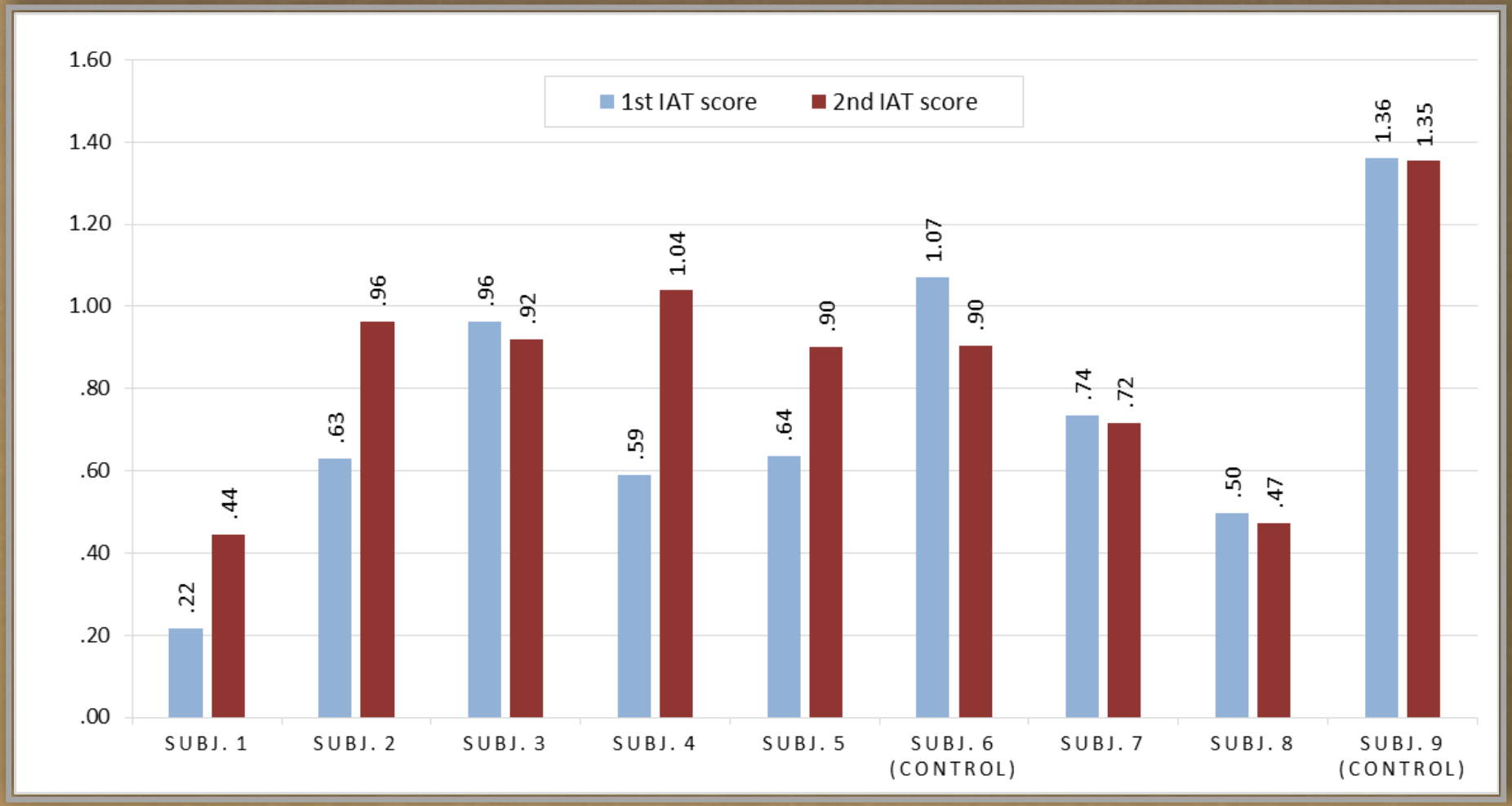
QUALITY ASSURANCE / TUNING

NINE STUDENTS (7 DESIGNING, 2 CONTROL)

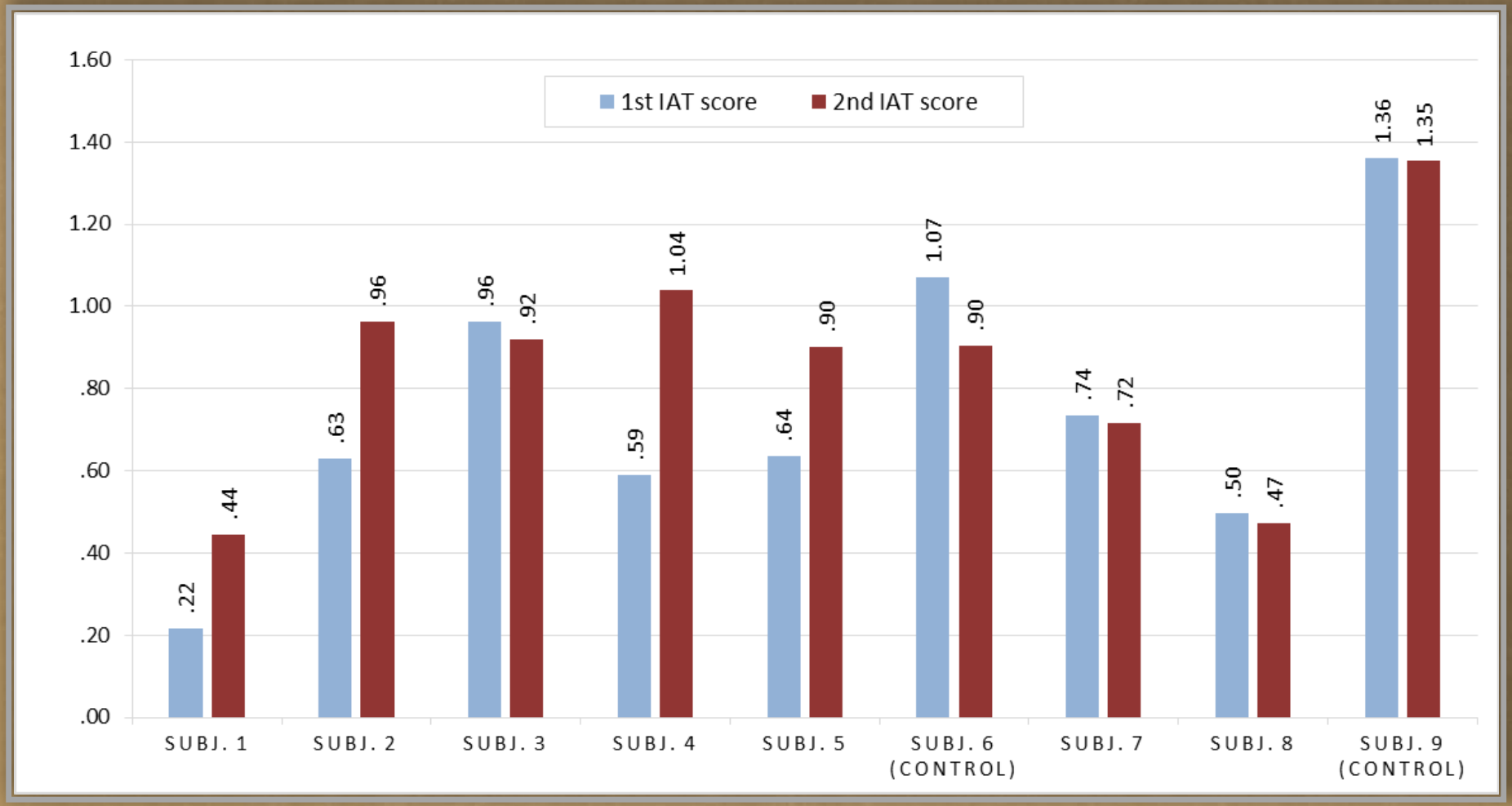

1st IAT score
2nd IAT score
1.60
1.40
1.20
1.00
.80
.60
.40
.20
.00
.22
.44
.63
.96
.96
.92
.59
1.04
.64
.90
1.07
.90
.74
.72
.50
.47
1.36
1.35
SUBJ. 1
SUBJ. 2
SUBJ. 3
SUBJ. 4
SUBJ. 5
SUBJ. 6 (CONTROL)
SUBJ. 7
SUBJ. 8
SUBJ. 9 (CONTROL)



Subject with the most improved score



Subject with the most decreased score



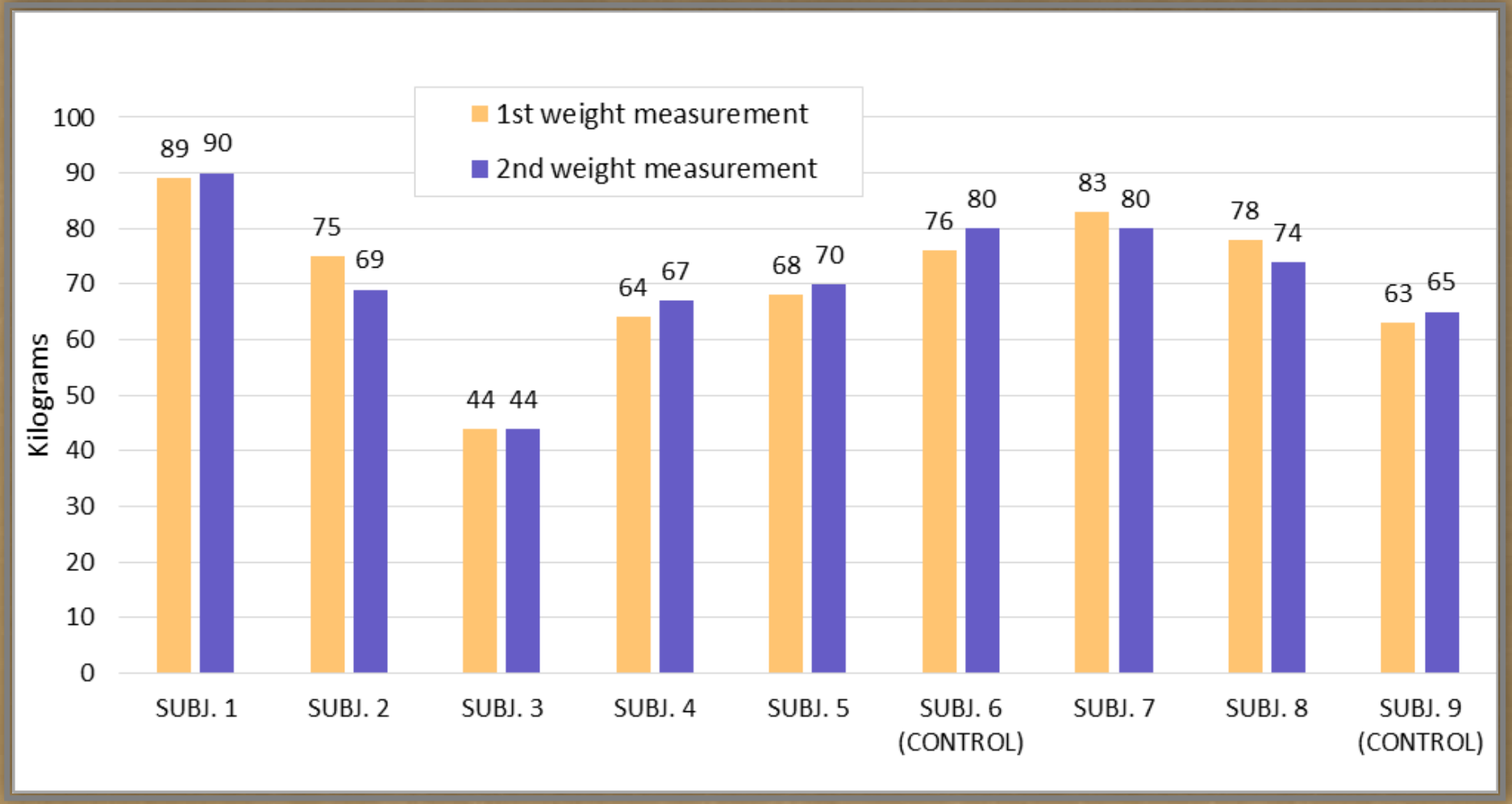
The group that designed food-related transformative games improved its IAT results during the design process. The other two subjects both decreased it.

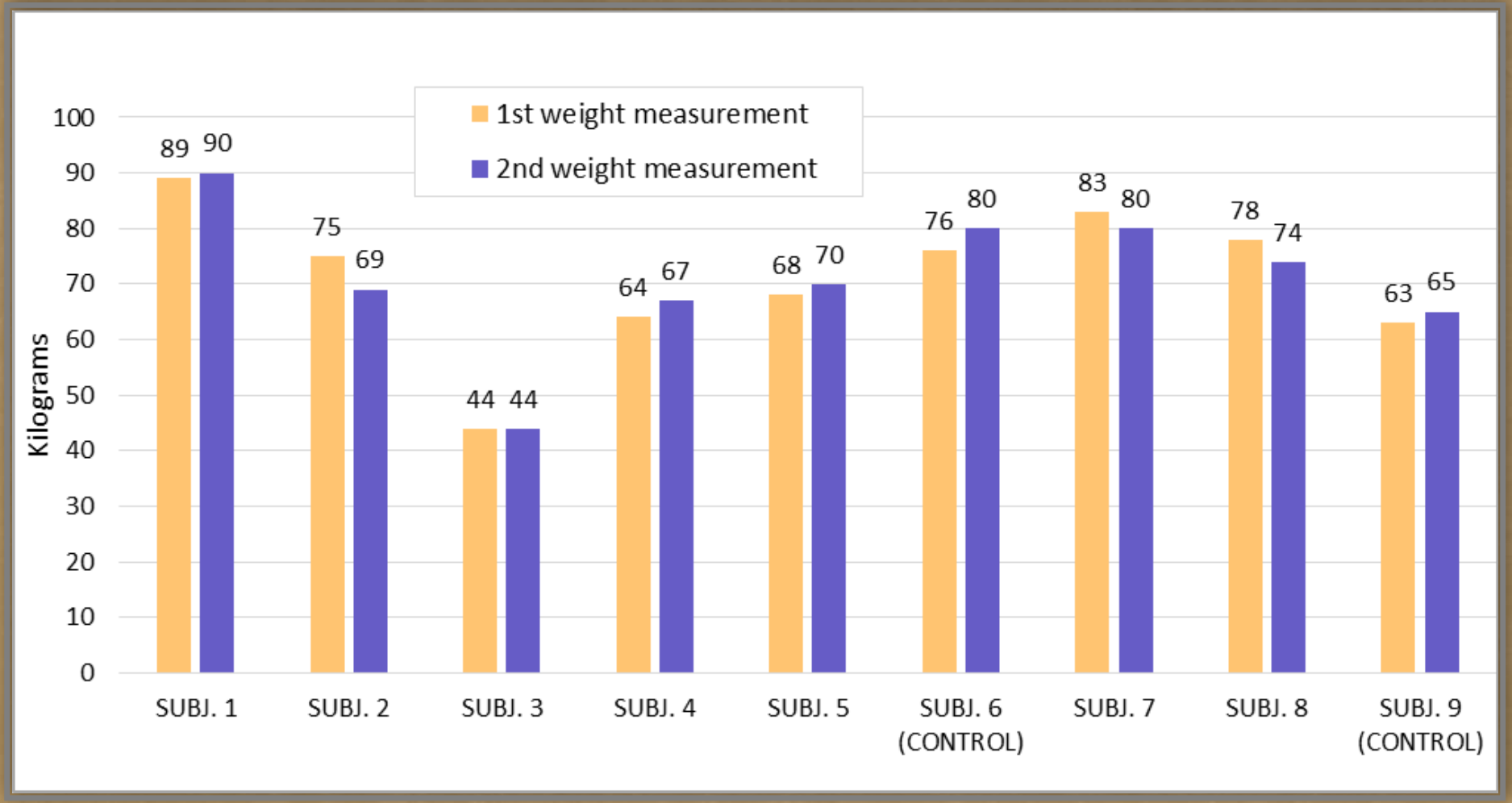
Q1: Did the students' implicit attitudes towards food change during the process of designing a transformative video game?

A1: Our answer is a tentative 'yes', which encourages more research.

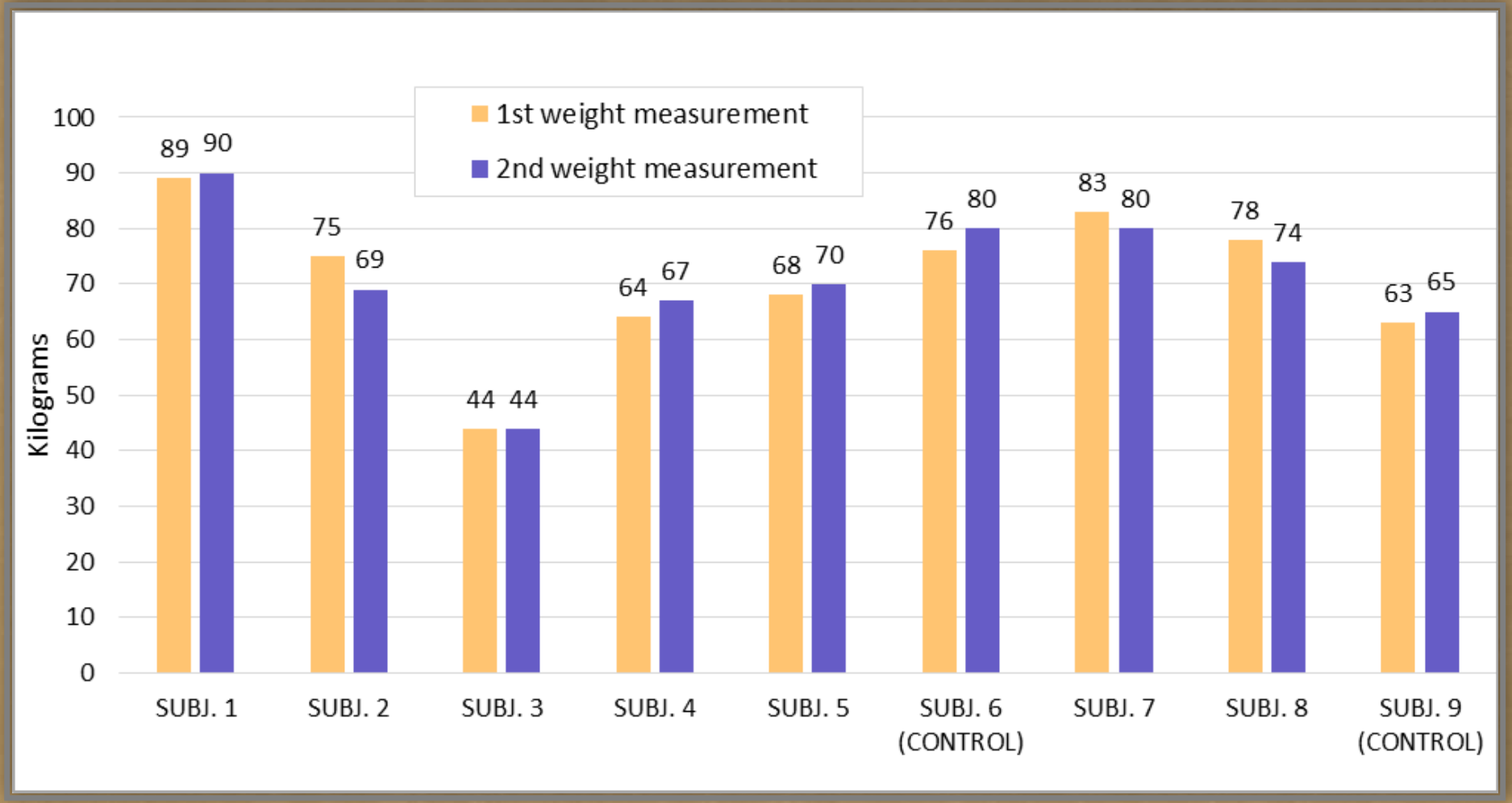
- RESEARCH QUESTIONS -

Q2: Is there a correlation between the students' changes in their implicit attitude towards healthy foods and changes in their weight?


1st weight measurement
2nd weight measurement
Kilograms
100
90
80
70
60
50
40
30
20
10
0
89 90
75 69
44 44
64 67
68 70
76 80
83 80
78 74
63 65
SUBJ. 1
SUBJ. 2
SUBJ. 3
SUBJ. 4
SUBJ. 5
SUBJ. 6 (CONTROL)
SUBJ. 7
SUBJ. 8
SUBJ. 9 (CONTROL)



Subject 2 was the biggest loser (- 6 kg)



Subject 6 was the biggest gainer (+ 4 kg)

The first group lost weight (- 7Kg), while the second gained 6 Kg, suggesting the existence of some correlation between changes in IAT & changes in weight.

Albeit not conclusively, our hypothesis seems to be confirmed (less sure about the weight).

- CONCLUSIONS -

Future research will hopefully clarify for which transformative and ed
design of games and vide
effectively function as a s