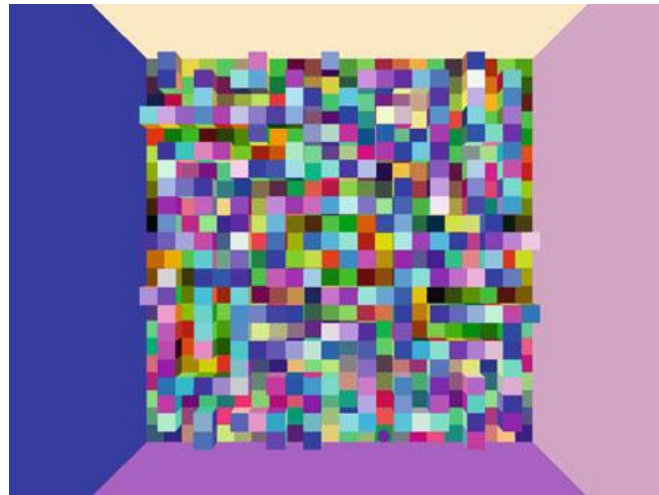


# BIG DATA is in the detail



Professor Sara Eriksén  
Blekinge Institute of Technology  
Department of Creative Technologies  
Sweden

Summer interactive symposium RESEARCH 2.0  
June 10<sup>th</sup> 2015, Concordia University, Montreal, Canada

# Outline of the presentation

Where are we coming from?

Game development + technical artist educations

Game studies

Game and gambling addiction studies

Serious games for health promotion

Involving the user/player in the design of the game

From human factors to human actors – and beyond?



# Blekinge Institute of Technology

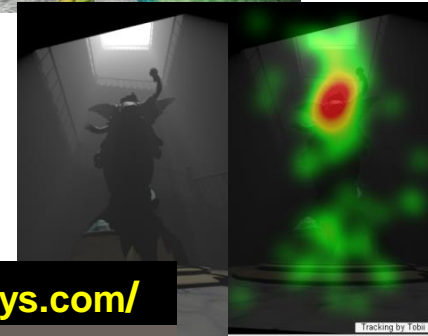
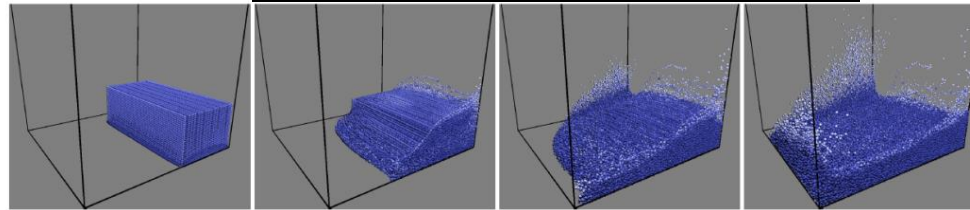
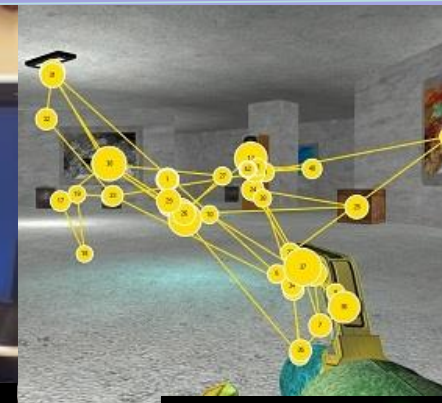
- with a profile in applied IT and innovation for sustainable growth

Engineering, game development, media technology, design + nursing education



# CREATIVE TECHNOLOGIES

COMPUTER GRAPHICS • VISUALIZATION • SIMULATION • GAME STUDIES • INTERACTION DESIGN



<http://www.migrantjourneys.com/>

Day 1, 9 AM



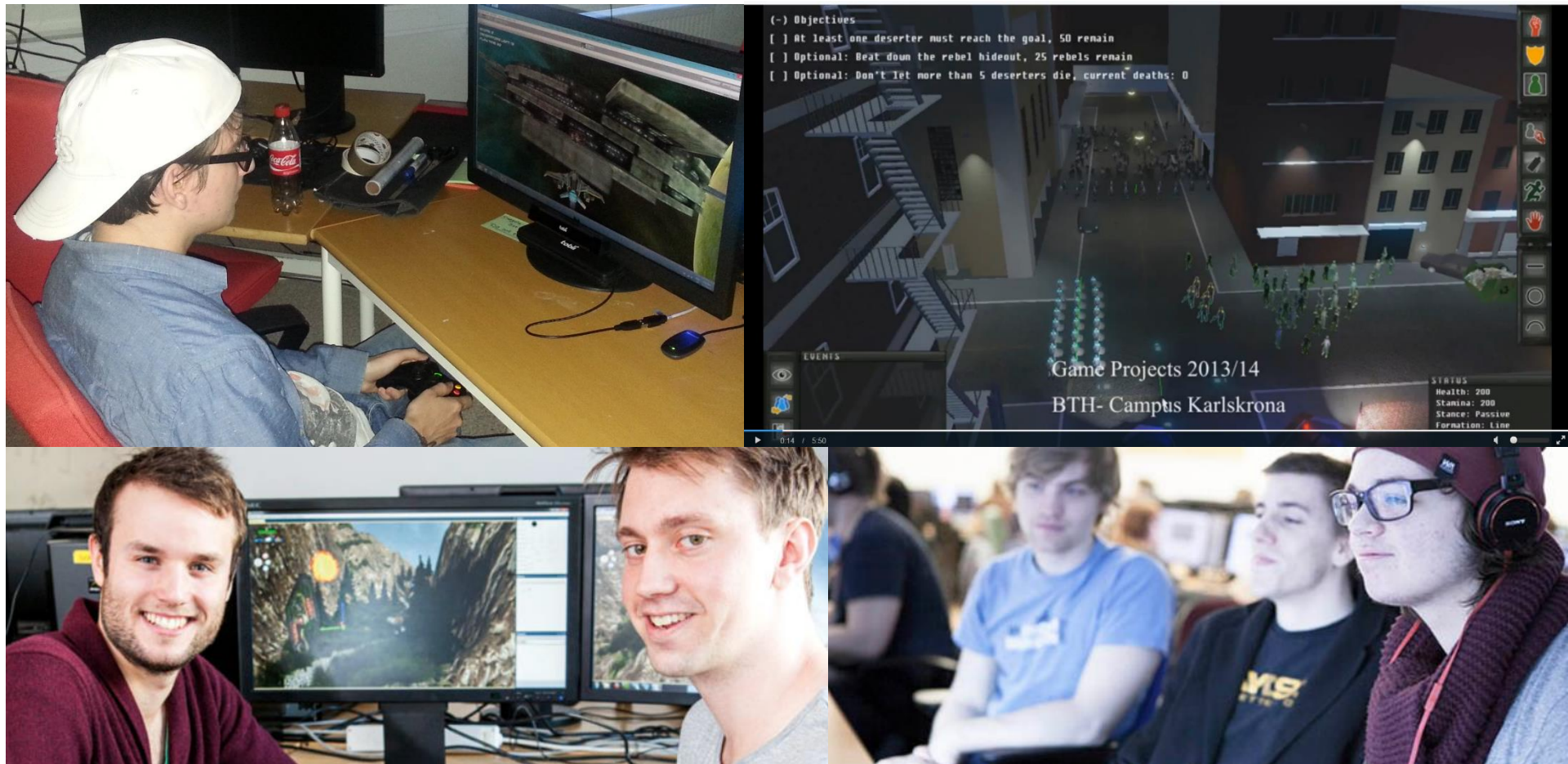
**Indo-Swedish R&D collaboration**



HEALTH • GAME BEHAVIOUR • MEDICINE • SOCIETY • INDUSTRY • ENTERTAINMENT

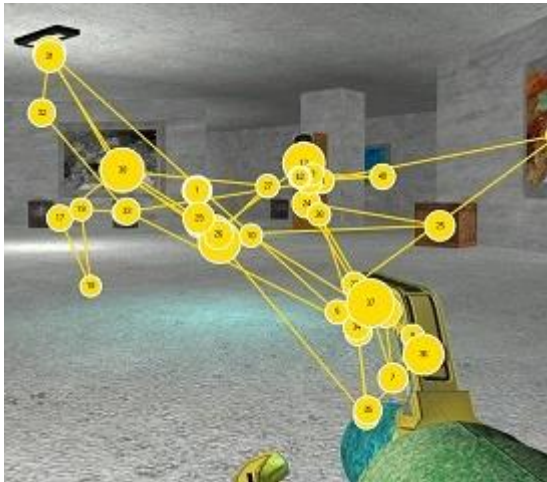


# Game-related educations are attracting more and more students every year



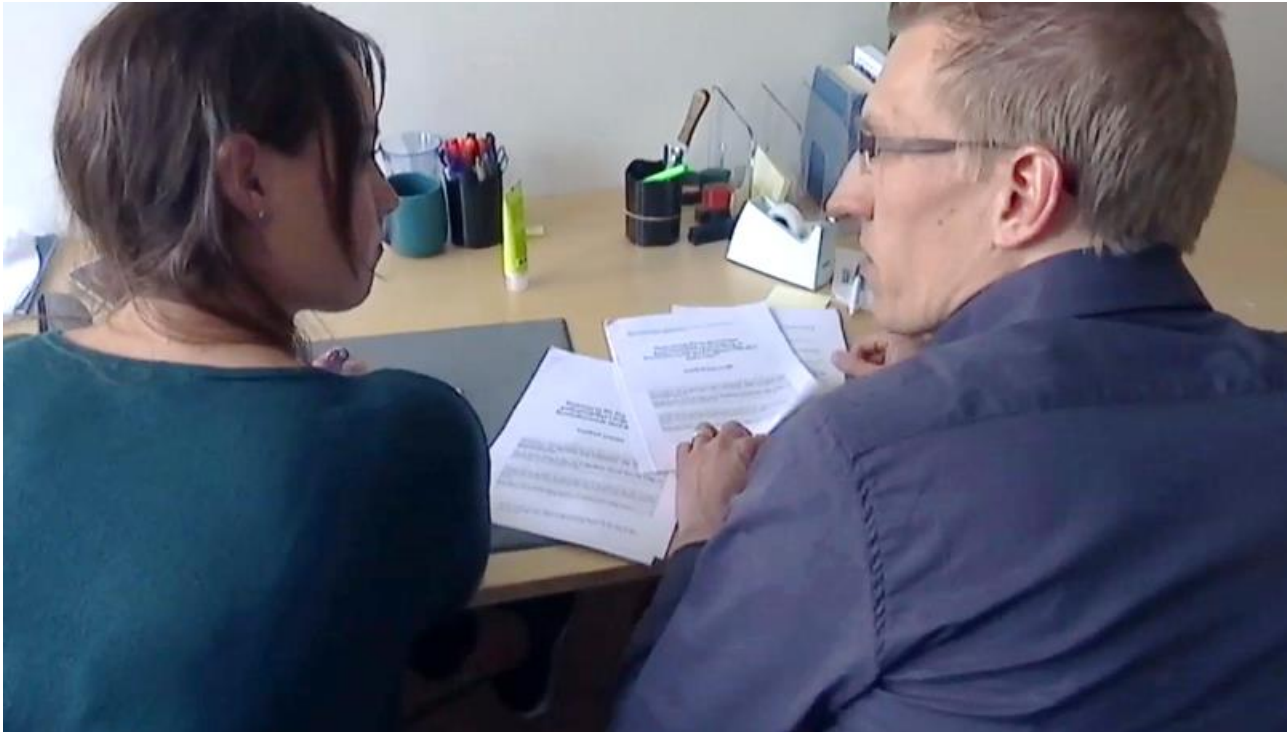
Summer interactive symposium RESEARCH 2.0  
June 10<sup>th</sup> 2015, Concordia University, Montreal, Canada

# Game behavior studies





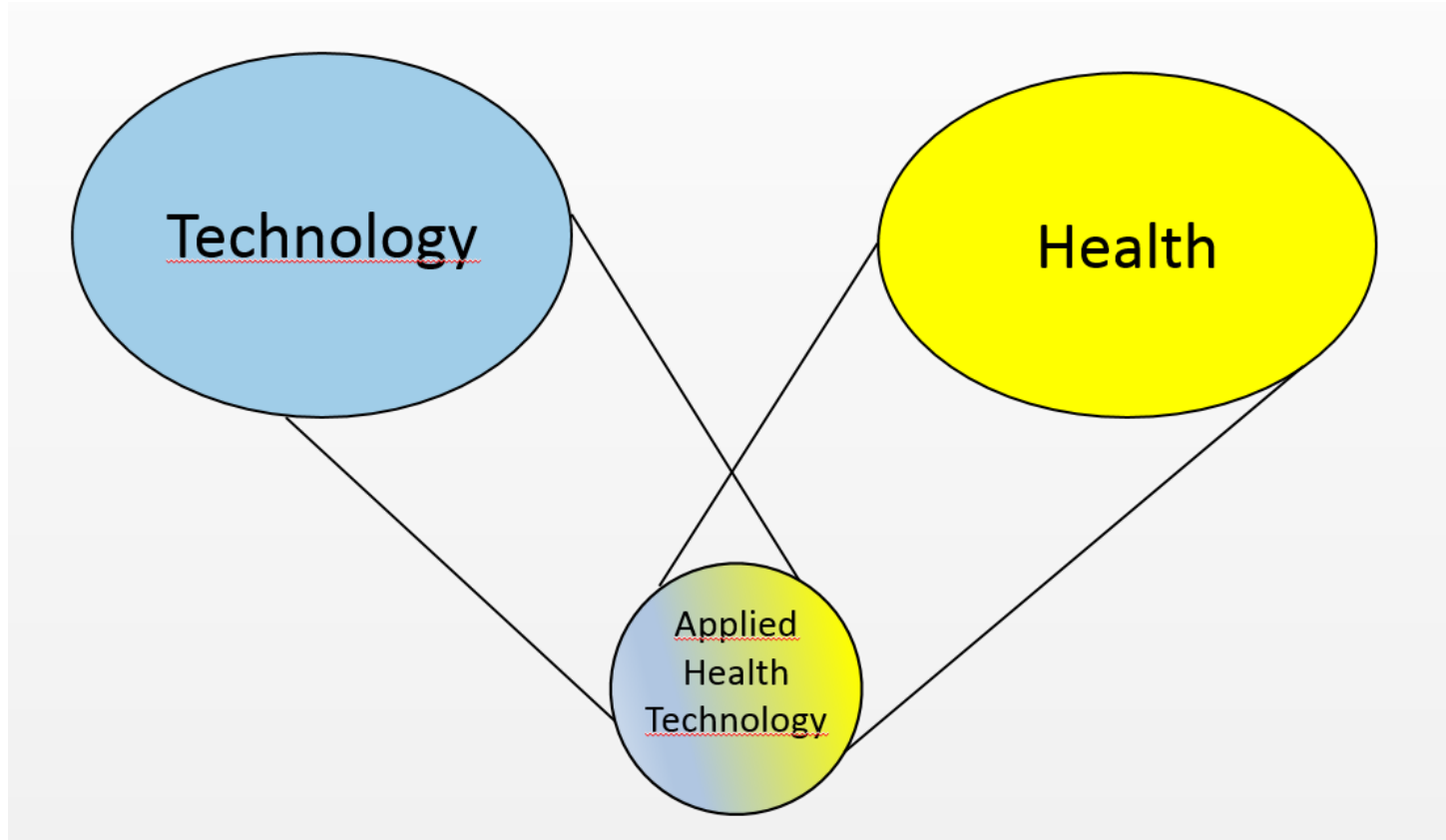
# Game and gambling addiction studies



Associate professor Anders C. Håkansson supervising a Ph.D. student at Lund University

*For more information in English about on-going research projects at the unit for clinical addiction research at the Medical Faculty, Lund University, see [http://www.med.lu.se/klinvetlund/psykiatri/forskning/klinisk\\_beroendeforskning](http://www.med.lu.se/klinvetlund/psykiatri/forskning/klinisk_beroendeforskning)*

# A new inter-disciplinary research area





# Serious games for health promotion



# Balancing acts – getting users on board

## Exploring Practices of User Involvement in design and development of e-health services

UCD

User Centered Design

PD

Participatory Design

UDI

User Driven Design



***From Human Factors...***

***...to Human Actors***



# ...to human players?

How does human  
agency play out in  
game studies?  
In game addiction  
studies?

Enslavement

Empowerment

And how does it  
relate to where  
the researcher  
is coming from?

# The joy of gaming – without addiction

Games are intended to be fun, exciting, challenging, stimulating...

Serious games for health promotion aim to motivate people to develop healthy habits...

Gamification aims to motivate people to get (boring but necessary) things done...

So what's with game addiction - and how does it fit into this picture?



# What about “BIG DATA is in the detail”?

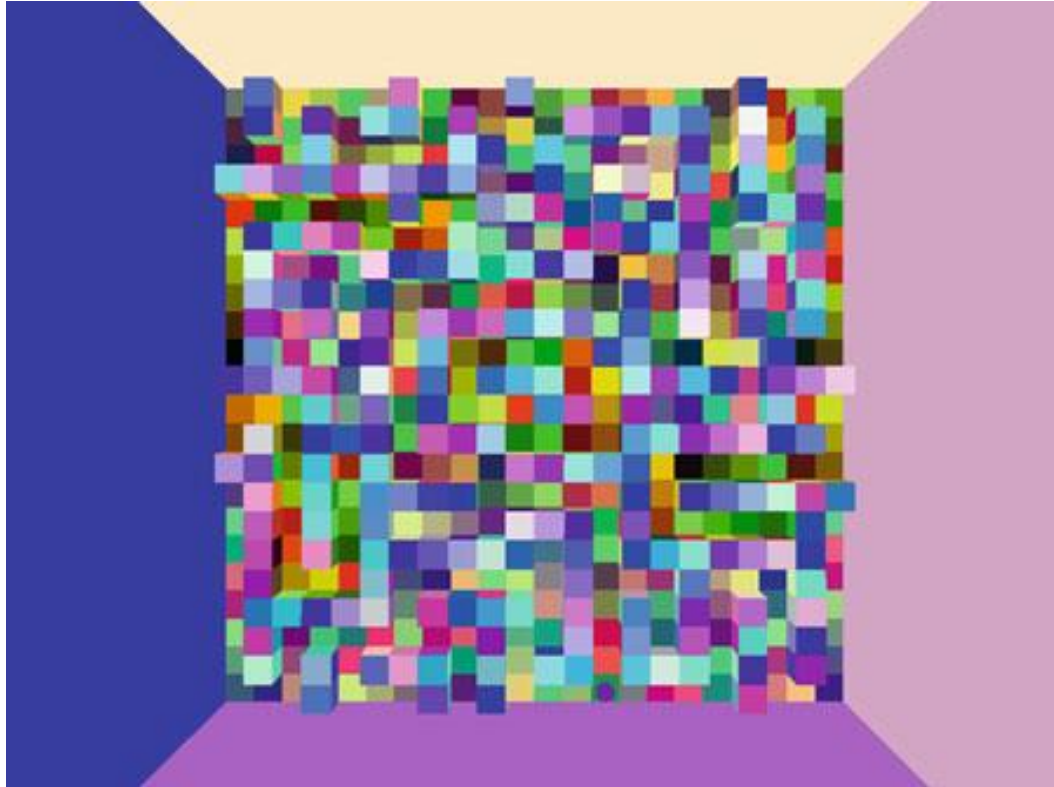
An earlier form, “*Le Bon Dieu est dans le detail*” (*The good God is in the detail*), is said to have originated with the author Gustave Flaubert (1821-1880), a leading proponent of literary realism in France.

The idiom “*God is in the detail*” has also been attributed to several different well-known architects.

Interestingly, the alternative form, “*The devil is in the detail*”, is also common. (Perhaps used in retrospect, in the face of obvious failure?)

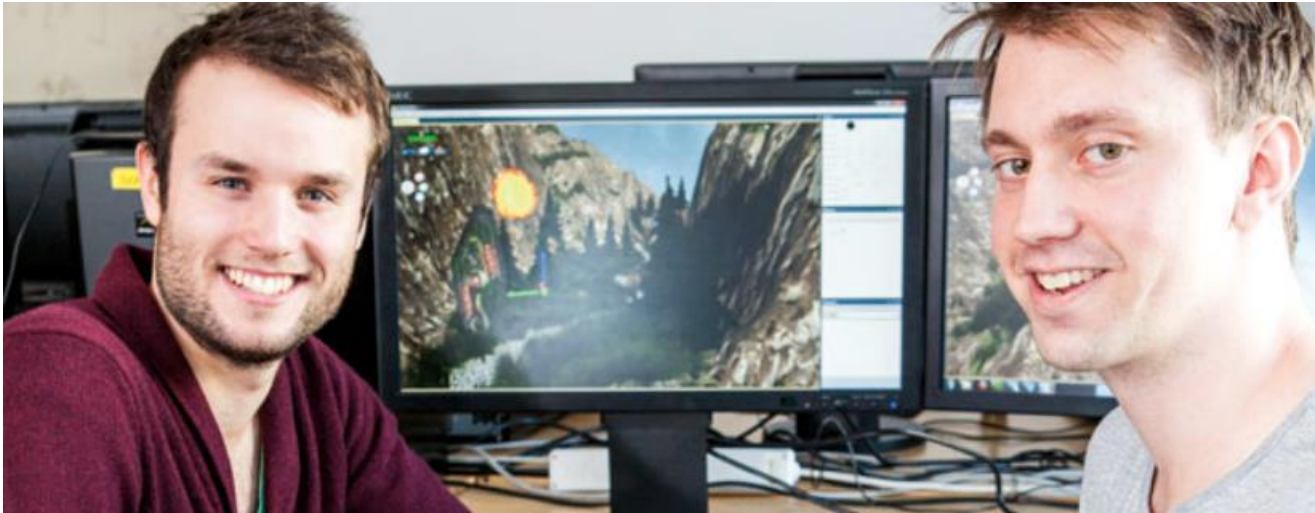
Basically, these are different ways of expressing the same thing; the importance of attending to details – to the specifics and their context – in order to achieve the intended whole.

# References



**Fig. 25.8 Maze Item Buffer:** showing all *color coded* objects which enable us to relate fixation points to objects and object classes  
[Source, see Reading List: Sundstedt *et al*, 2013, p.573]

# References



The game education and game studies photos can be found at [www.bth.se](http://www.bth.se)

# References



Snapshot from regional TV news recording “*Spelbehandling tas in i vården*” (in Swedish) /*Game addiction treatment is included in health care*/ by SVT Nyheter, Region Skåne, which was published on May 19<sup>th</sup> 2015, available at <http://www.svt.se/nyheter/regionalt/skane/behandling-tas-in-i-vanliga-varden>



# References



Photo taken during visit at Indian Institute of Technology Madras (IIT-M) Rural Technology & Business Incubator (RTBI), Chennai, India, where a new mobile service for Antenatal and Maternal Health promotion, developed in the Health in Hand project, was presented.

Summer interactive symposium RESEARCH 2.0  
June 10<sup>th</sup> 2015, Concordia University, Montreal, Canada



**Health in Hand**  
Transforming Healthcare Delivery

# Acknowledgements

Funding from the Research Council for Svenska Spel has made our newly initiated research collaboration with the game addiction researchers at the Addiction Centre Region Skåne in Southern Sweden possible.



*"Our logotype symbolises a celebrating winner waving his/her arms in the air. The symbol stands for responsibility, enjoyment in gaming and a dividend to the Swedish people."*

*[Source: <http://www.svenskaspel.se>]*



# Thank you!

Summer interactive symposium RESEARCH 2.0  
June 10<sup>th</sup> 2015, Concordia University, Montreal, Canada