

Serious Games

Creative Way to Motivate and Innovate in Learning

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Serious Games

Applications developed using
computer games technologies

that serve **serious purposes** other than
solely entertainment,
which has been used to support **e-learning,**
team work training, military simulation
and medical training.

Agenda

Current Trends and motivations

What we do

GALA Network

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Current trends

% of gamers in the world on the rise!

“Approximately 20 % of Global Fortune 500 companies will have adopted gaming for learning purposes by 2012”

The emergence of “Digital Natives/NetGen”

“Digital Immigrants”

“ Internet users - United Kingdom - 2010 – 76% of the population

“30,026,400 Internet users – Italy- 2010-, 51.7% of the population”

Efficacy of serious games for training (sg-ets, Hope Lab’s re:mission, etc.)

Social Software – Facebook, Wikipedia, Crowd Sourcing

APPS

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Digital
natives &
immigrants

Increase in
number of
gamers

Positive
“addiction”

MOTIVATION?

Converging
technologies

Off-the-
shelf
games

Network of
excellence

Common **emergent themes** to improve deployment of serious games

- **Need for additional research** demonstrating the effectiveness of serious games to the market.
- **Raising awareness** to overcome the negative perceptions of games.
- **Increased uptake of serious games in the public sector.**
- **Incentives for students to go into the games industry.**

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- Europe's first institute of its kind.
- Currently has more than 20 projects, 8 of which are European Union and European Regional Development funded.
- Over 125 partners on our funded projects and a network of over 30 serious game and virtual world companies
- Coordinator for the **Games and Learning Alliance (GALA)** – 31 partners including NATO
- Asian Connection: Malaysia, Singapore

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Education

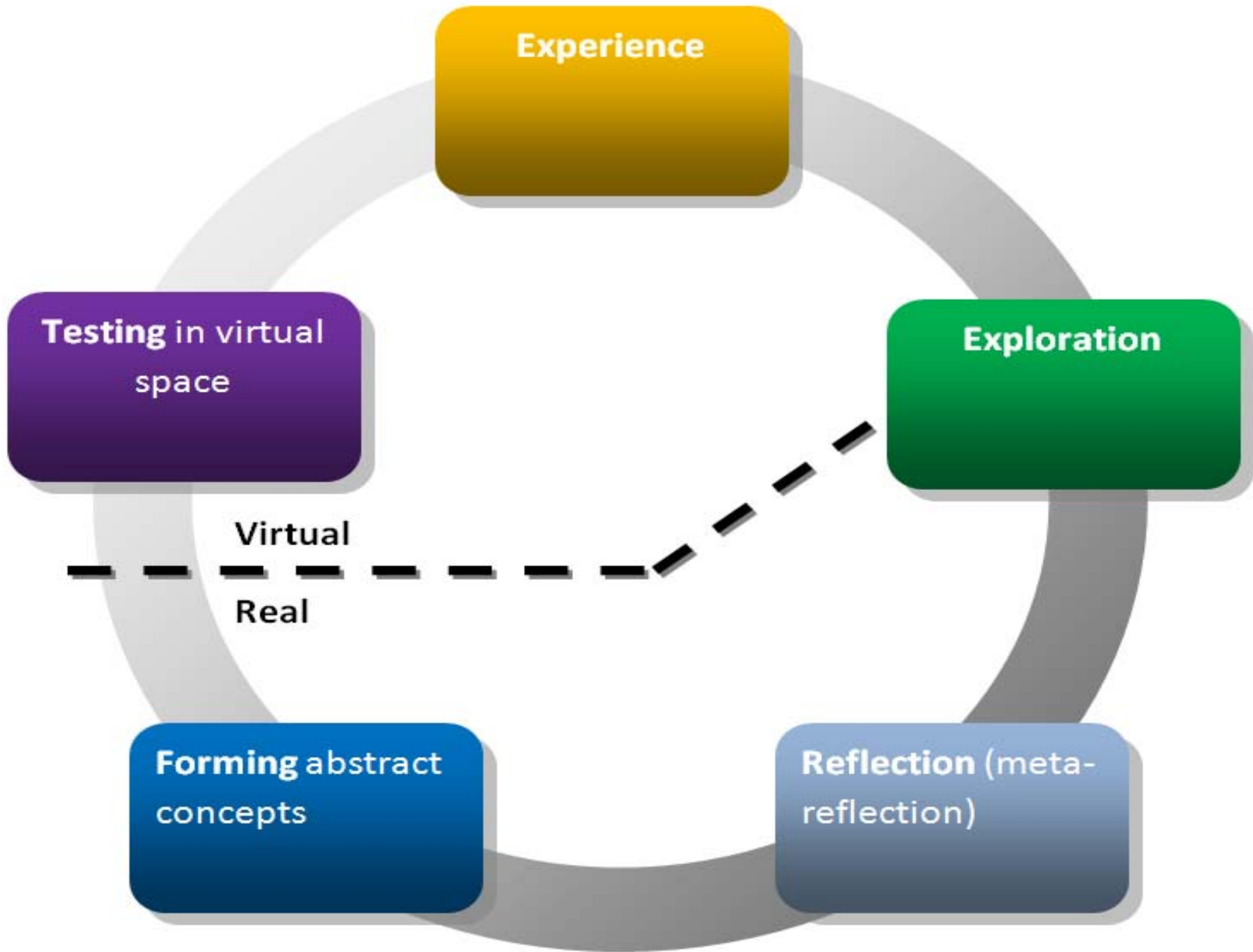
Health

Environment

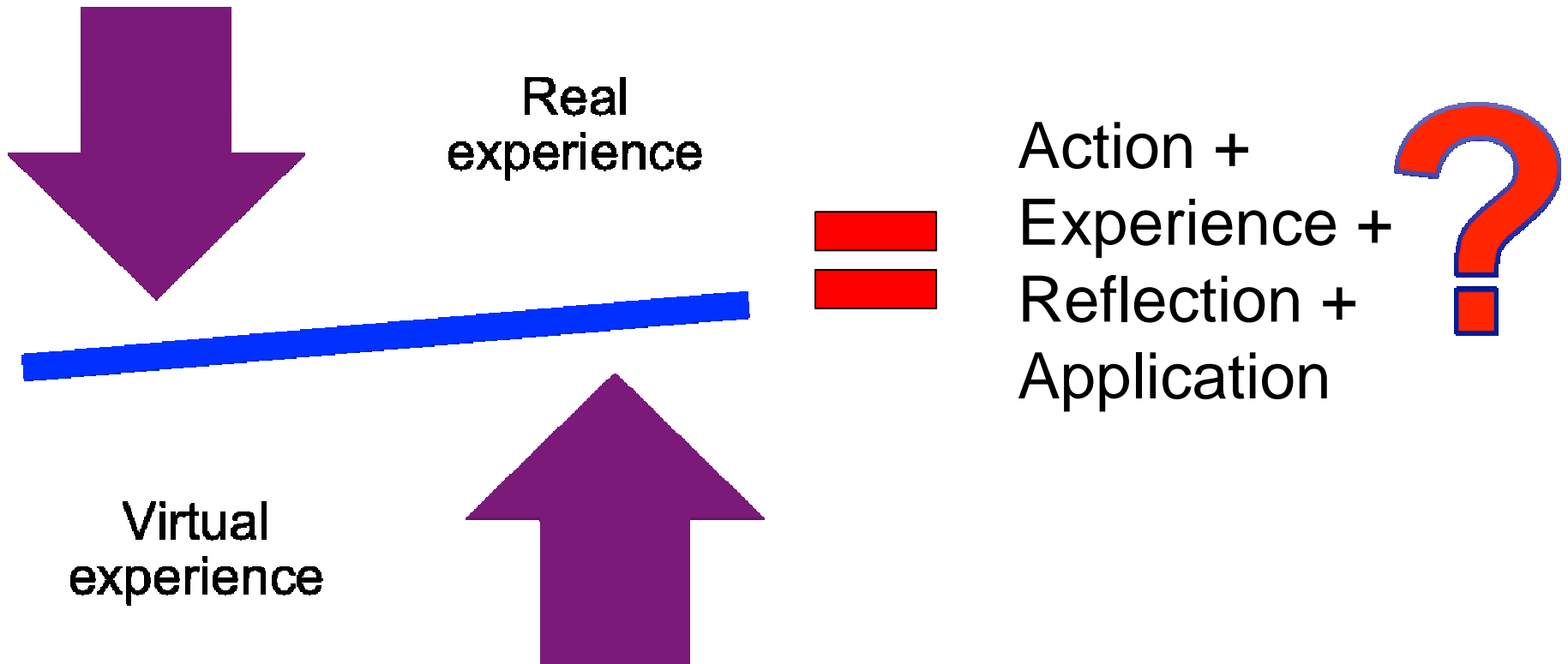
Technology

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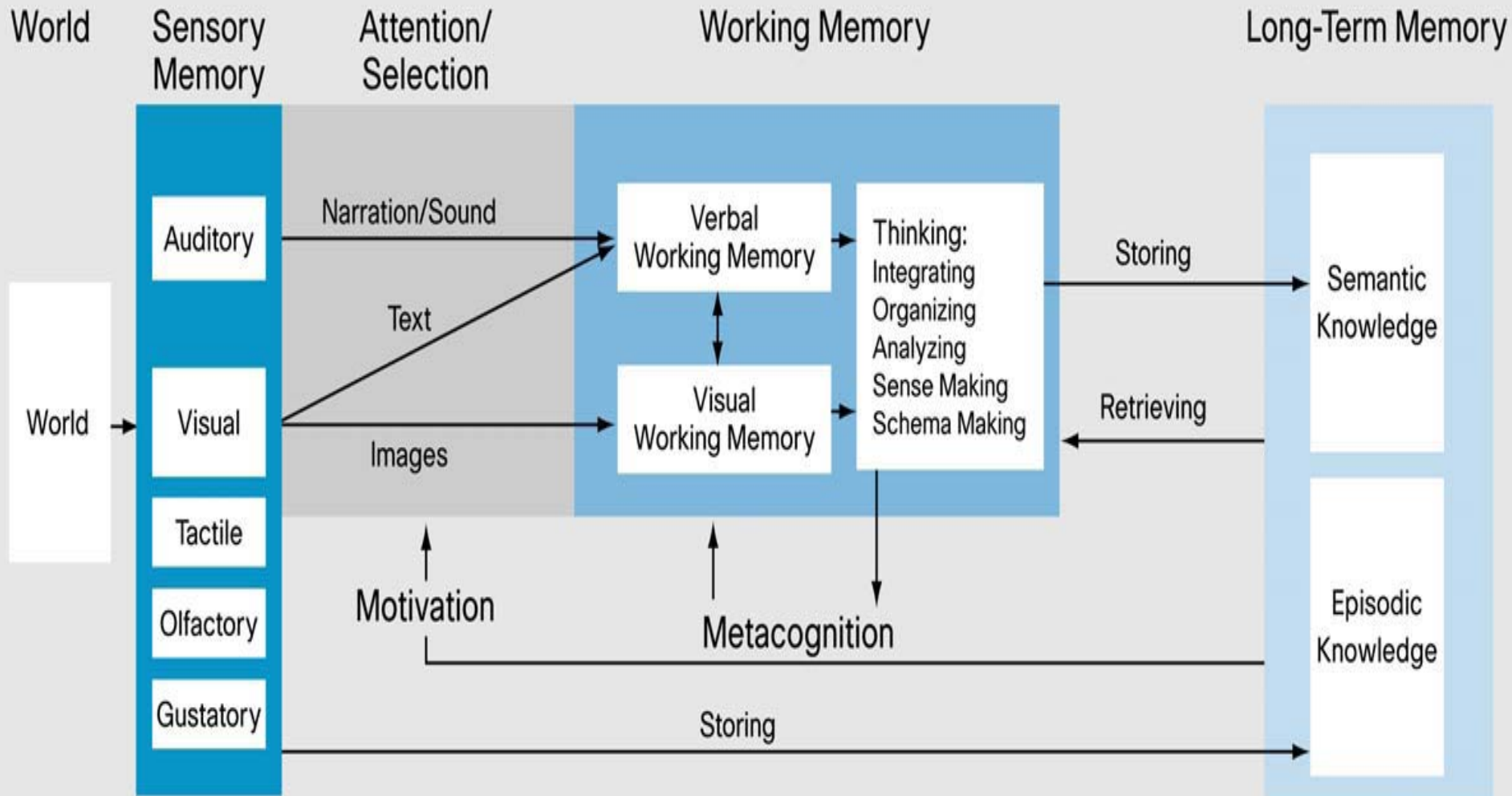


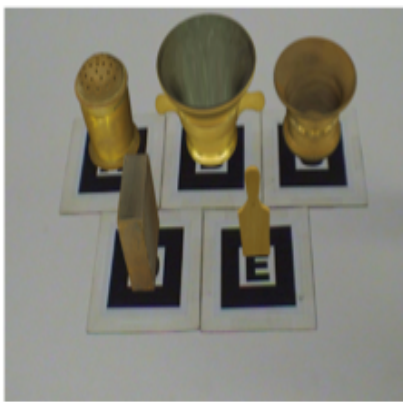
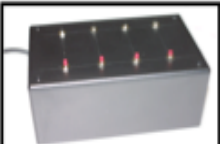
Virtual **versus** Real



Need to narrow the gap!

Thinking: Physiological and Cognitive Functions





Romans

VIRTUAL EXHIBITION 1 [Select a new information resource](#)

IR-16881: BUILDING MATERIAL

DESCRIPTION

It has been estimated that over 40,000 tiles were used on the Roman Palace roof - each one was shaped by hand in a mould to form the potter's finger marks on the tile. Tegula roof tiles were sometimes used in the construction of hypocausts, or under floor heating, as at Fribourg's Roman Palace.

[Back object.o.M](#)

Images (all) Select a new image	Touch/MR (all) Select a description board
VRML objects Select a new VRML object	Quicktime movies Select a new video
3ds max (Downloadable) Select a 3ds max object to download	Other media Select a generic media



Interaction

Visualisation

Intelligent Conversation



Social Interaction

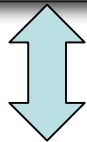


Artificial Life





Middleware Communication Layer



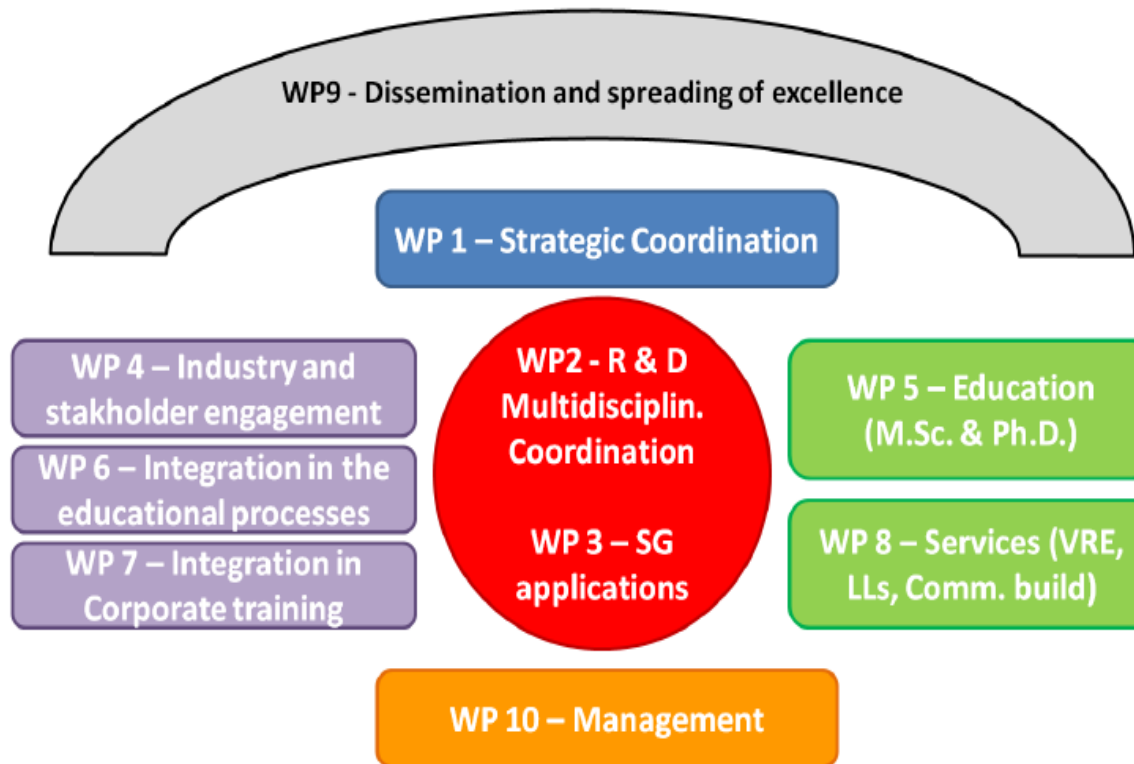
Artificial Intelligence



Semantic Web Services

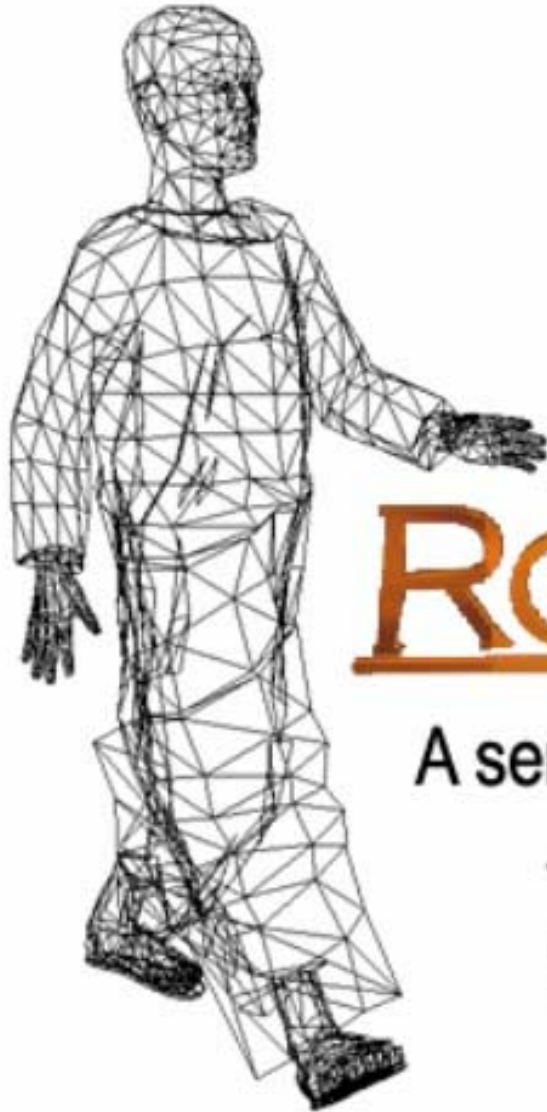


G A L A
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Network of Excellence for Serious Games



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ROMANNOVA

A serious game for cultural heritage

part 2 : social behaviours

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European Regional
Development Fund



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