

## Game Research Call for Seed Money Proposal

### Exploring the possibilities of intergenerational digital game design



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Aim of our explorative study:

- To shed light on intergenerational digital game design patterns

Question to be answered:

- How can intergenerational gaming between older and younger individuals be designed and used to promote their mental, physical and social wellbeing?

Output:

- **literature review**
- **research protocol**

## **An interdisciplinary research activity**

Teresa de la Hera – **Humanities**, Media and Performance Studies, Center for the Study of Digital Games and Play

→ persuasive gaming in context

Monique Simons – **Geosciences**, Research program Healthy Urban Living

→ serious games for healthy living and social wellbeing

Eugène Loos – **Utrecht University School of Governance (USG)**,

Research programs: Managing Social Issues and Sport Matters

Focus Area: Sport & Society

→ Digital games to co-create public value

## Homo Ludens in the 16<sup>th</sup> century ...



Children's Games by Pieter Bruegel the Elder 1560  
Kunsthistorisches Museum, Vienna

## Homo Ludens in the 21st century ...





... but also more and more a favorite activity of older people

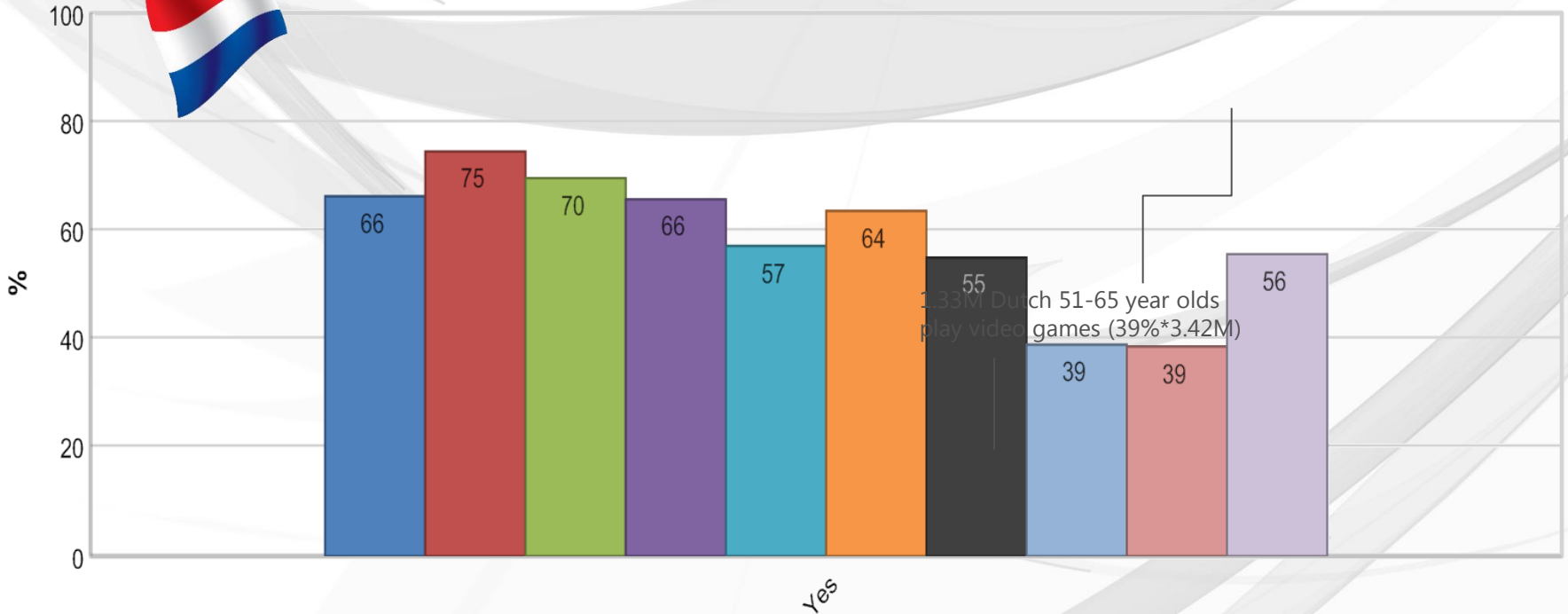


# Do you play (video) games on a computer, console or mobile device?

Netherlands

■ - 10-15 (n=1 442 554)  
 ■ - 21-25 (n=1 238 546)  
 ■ - 31-35 (n=1 253 786)  
 ■ - 41-45 (n=1 518 834)  
 ■ - 51-65 (n=3 420 578)

■ - 16-20 (n=1 239 395)  
 ■ - 26-30 (n=1 225 138)  
 ■ - 36-40 (n=1 554 608)  
 ■ - 46-50 (n=1 412 366)  
 ■ - Total (n=14 305 804)



- More and more studies provide insight into the ways in which the mental, physical and social wellbeing of the *separate groups* of younger and older people can benefit from digital games
- Less is known about the possibility and ways in which members of different generations could benefit from *playing* a digital game *together*
- Therefore: important to focus on intergenerational digital games that can be played together by older and younger persons, such as grandparents and their grandchildren, to enhance their mental, physical and social well-being



Research on intergenerational digital gaming is an important issue, for five reasons:

(1) intergenerational play could be an instrument to enhance intergenerational interactions that appeal to both younger and older people

(2) a rising number of not only younger, but also older people make use of digital *devices*, which have become part of their everyday life

(3) the frequent use of digital games (ESA, 2014) illustrates the growing role of digital games for our everyday life

(4) older Dutch people also play digital *games* (56% of the 51-65 years old, New Zoo, April, 2013)

(5) intergenerational digital games are a neglected area of study in digital game research

Our project will deliver:

- A literature review, to gain insight into:
  - (a) age-related factors to be taken into account in digital games played by members of different generations to improve the mental and physical health and social wellbeing
  - (b) the features of games suitable to be played by both older adults and by children
- A research protocol for setting up and conducting the co-design of an intergenerational game

The results will be used for:

- the submission of two papers in scientific journals (for example in *Games for Health Journal* and/or *Journal of Medical Internet Research*)
- a basis for a joint research proposal to generate external funding (e.g. STW/ZonMW/NWO) for the co-design of an intergenerational game
- a grant opportunity that looks promising is the Create Health program, cross-over of the Top Sectors Creative Industry and Life Science & Health

## **Time schedule**

Start: January 2016: research setup

February-April 2016: conducting the studies

May-July 2016: first draft

August, 2016: final draft

**Thank you for you attention!**

