

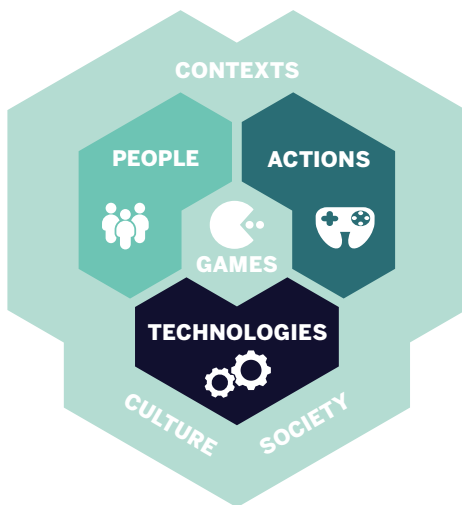


## Utrecht Center for Game Research

How can people be motivated to act sustainably? How can you give young people more control over their behavior? How are citizens involved in making decisions about their city? Such societal issues are far-reaching and urgent, but activating people and keeping them engaged is a challenge. Games have the potential to contribute to these and other major societal issues. Games are designed experiences, players learn by doing, taking decisions, and experiencing consequences in a safe and stimulating environment.

**“Tell me and I forget, show me and I may remember, involve me and I learn.”**

Attributed to Confucius



### MISSION

It is our mission to employ games to help solve major societal challenges. Games are eminently suited to informing, motivating, appealing to emotion, and influencing attitudes and behavior. Games do that better than other types of media. The Utrecht Center for Game Research provides the interdisciplinary expertise that is necessary for groundbreaking research into developing and studying games, with a focus on game mechanics, technologies, player-game interaction, as well as their societal and cultural context.

### INTERDISCIPLINARY RESEARCH

We achieve high-quality research results through our interdisciplinary collaboration. We combine knowledge about games, technology, persuasion as a means of changing attitudes and behavior, learning processes, and design. The necessary expertise is provided by our research groups from sociology, psychology, media studies, computer science, education, medicine, etc. All faculties at Utrecht University are involved.

### FACTS AND FIGURES

- 100 researchers
- 7 faculties
- 7 educational programs
- 20 projects
- €2.6 million funding
- 50 collaborating companies

## APPLICATION DOMAINS

The Utrecht Center for Game Research studies games and develops new game technologies. In particular, we perform research on the application of games in the following three domains:

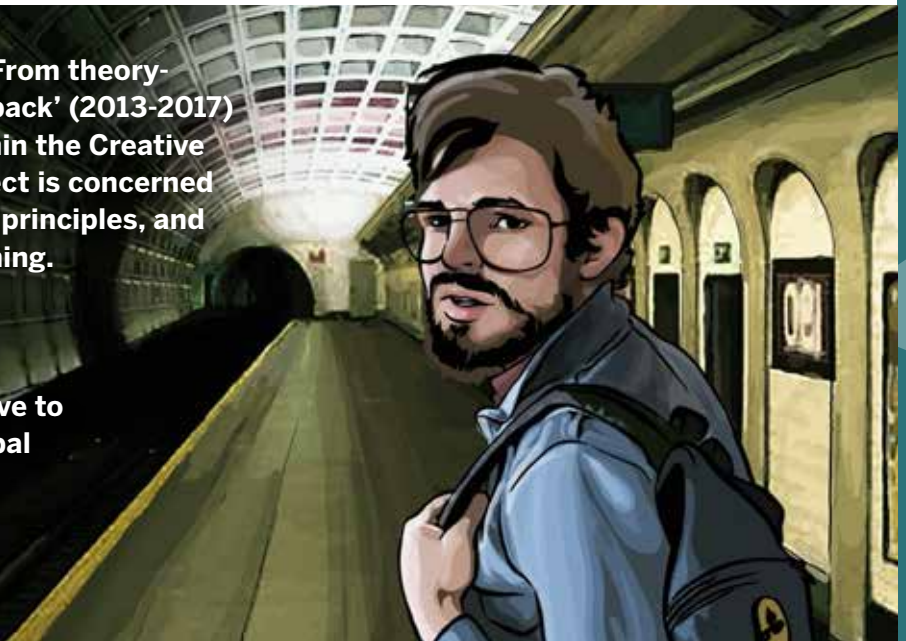
- **Games for Education:** including games for children, higher education, and professional skills. Examples of research projects are the use of games to develop number sense with children, and training pharmacists in communication skills.
- **Games for Health:** e.g. healthy living, well-being, rehabilitation. Our research includes game-based enhancement of behavior control, and training stroke patients in a virtual reality environment.
- **Games for Change:** e.g. for sustainability, social inclusion, smart cities, conflict, and security. We perform research, for example, on playful cities, and how games can be used for energy saving.

**'Persuasive gaming in context. From theory-based design to validation and back' (2013-2017)** is a project funded by NWO within the Creative Industries Top Sector. The project is concerned with the characteristics, design principles, and effectiveness of persuasive gaming.

[www.persuasivegaming.nl](http://www.persuasivegaming.nl)

**As a player of Collapsus, you have to reflect on the causes of the global energy crisis and find solutions.**

[www.collapsus.com](http://www.collapsus.com)



## COLLABORATION

We work together with partners from education, health and welfare, sustainability, security, social engagement, game companies, governments and research institutes. If you would like to increase knowledge or change attitudes or behavior through games, or to develop and evaluate (serious) games, then please contact us.

## CONTACT

[www.gameresearch.nl](http://www.gameresearch.nl)  
[gameresearch@uu.nl](mailto:gameresearch@uu.nl)



Universiteit Utrecht

Bright minds, better future