



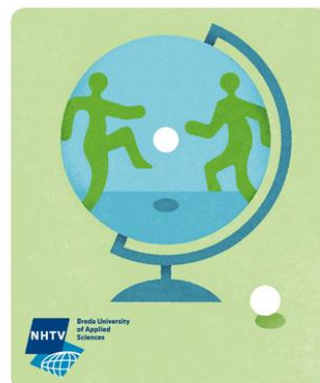
# Framing Serious Games (for Logistics)

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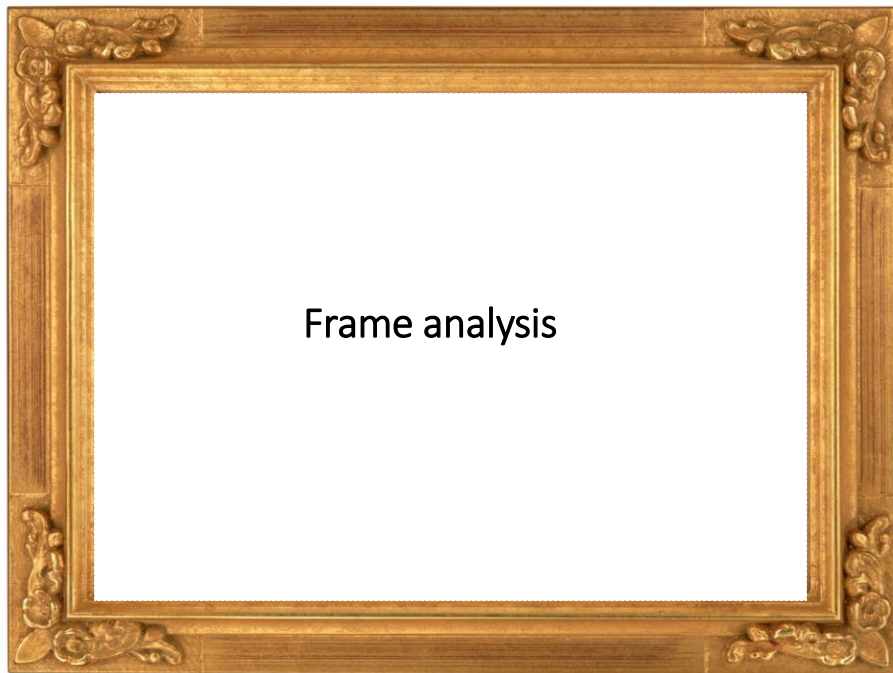
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Engaging playful experiences in  
 'Digitally Enhanced Realities (DER)  
 for entertainment and for impact  
 (learning, business, society)

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Original Article

**A frame-reflective discourse analysis of serious games<sup>1</sup>**

Igor Mayer, Harald Warmelink, Qiqi Zhou

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<sup>1</sup>This paper is an abridged and condensed version of a book chapter published as Mayer, Warmelink and Zhou, 2015.

**Abstract**

The authors explore how framing theory and the method of frame-reflective discourse analysis provide foundations for the emerging discipline of serious games (SGs) research. Starting with Wittgenstein's language game and Berger and Luckmann's social constructivist view on science, the authors demonstrate why a definitional or taxonomic approach to SGs is problematic and unfruitful. Using Goffman's frame analysis as an alternative, they construct four frames, with sample illustrations, demonstrating the different ways in which the utility of games for society, business and politics is considered. These are SGs as: (1) tool (therapy, drug), (2) innovation (economic utility), (3) persuasion (idea, belief) and (4) self-organization (complexity). The frames are based upon different values and

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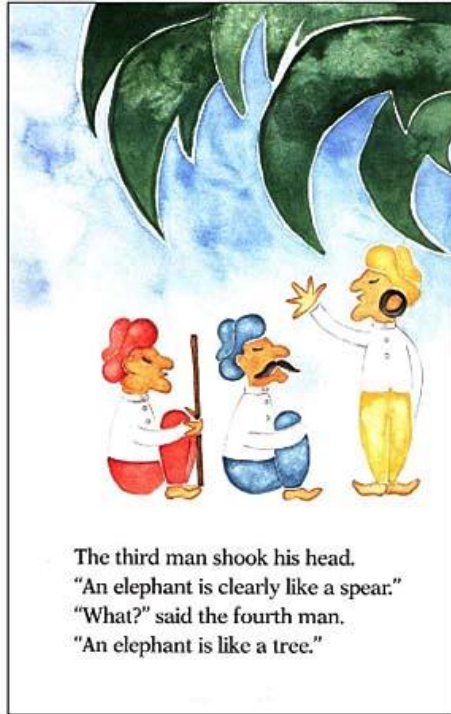
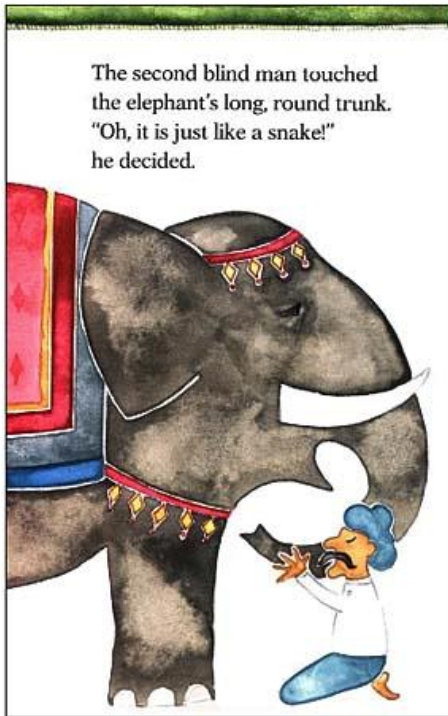
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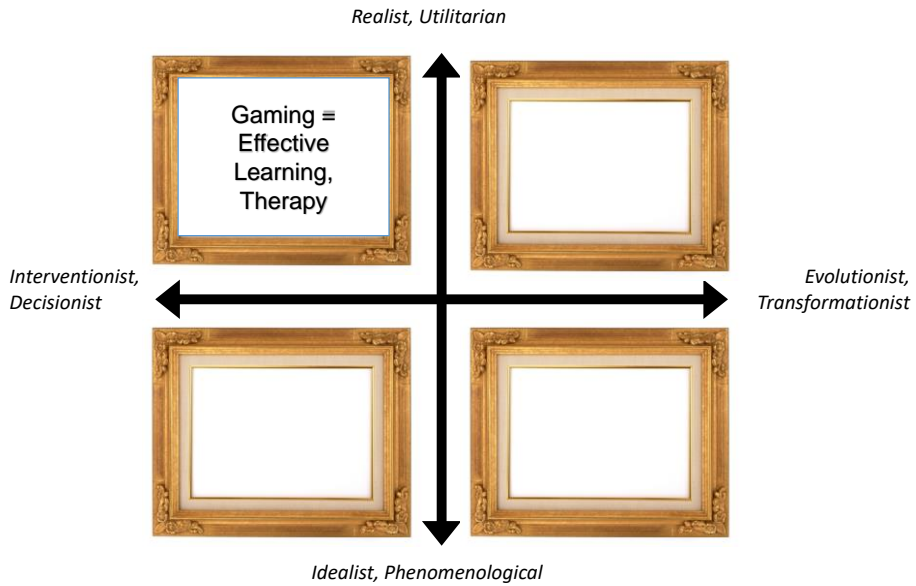
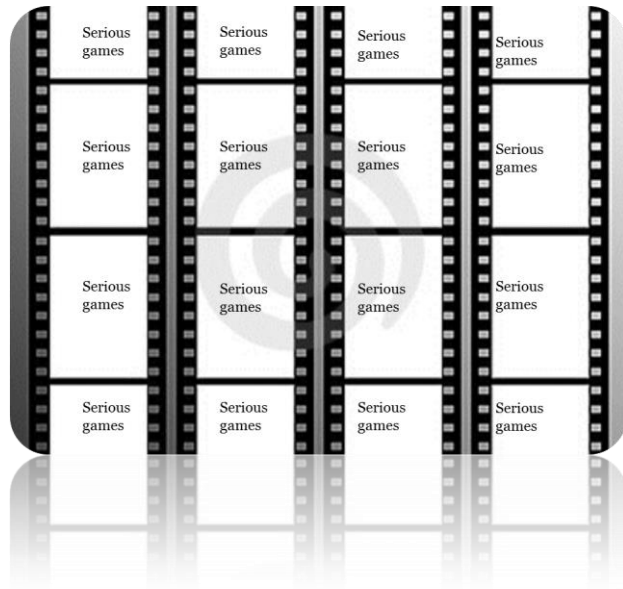


The third man shook his head.  
 "An elephant is clearly like a spear."  
 "What?" said the fourth man.  
 "An elephant is like a tree."

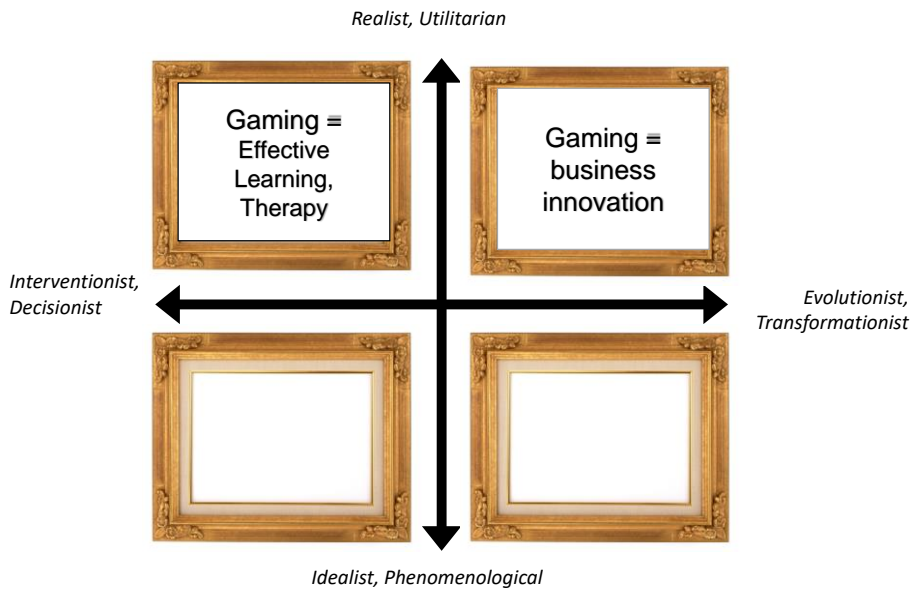


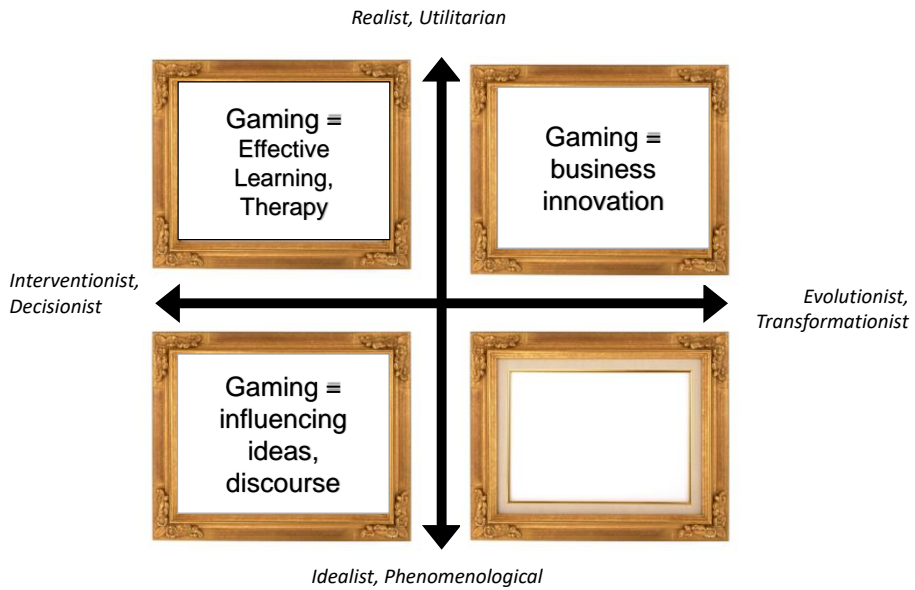
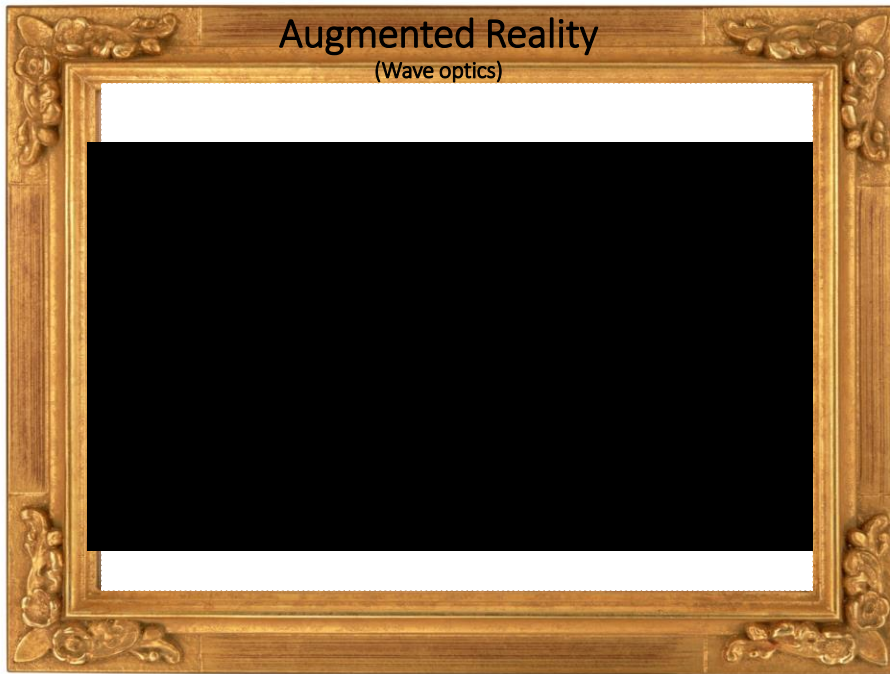
Frame analysis (Erving Goffman 1974 *Frame analysis: An essay on the organization of experience*)

SG and VR can only be viewed through multiple frames at the same time











## Gaming = Political persuasion

### The Game



Making money in a corporation like McDonald's is not simple at all! Behind every sandwich there is a complex process you must learn to manage: from the creation of pastures to the slaughter, from the restaurant management to the branding. You'll discover all the dirty secrets that made us one of the biggest company of the world.

**PLAY**



McDonald's Videogame by **Molleindustria** - Some rights reserved CC 2006

<https://www.youtube.com/watch?v=FMD-qStUGgc>

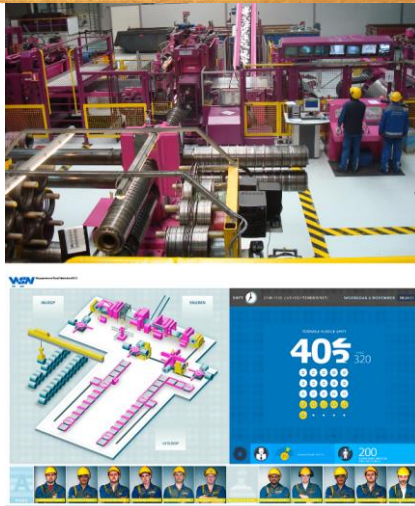
## Customer loyalty, branding

Aviation Empire (© Little Chicken, KLM, the Netherlands)



<https://www.youtube.com/watch?v=OdLfMqoMOqw>

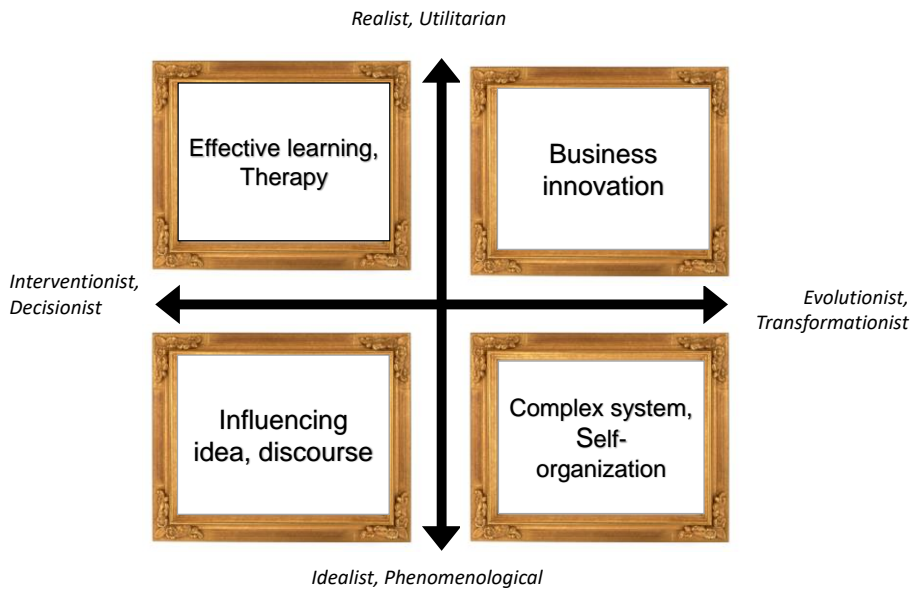
### Changing behaviour and culture



<https://www.youtube.com/watch?v=OdLfMqoMOqw>

### Influencing behavior and culture Scania

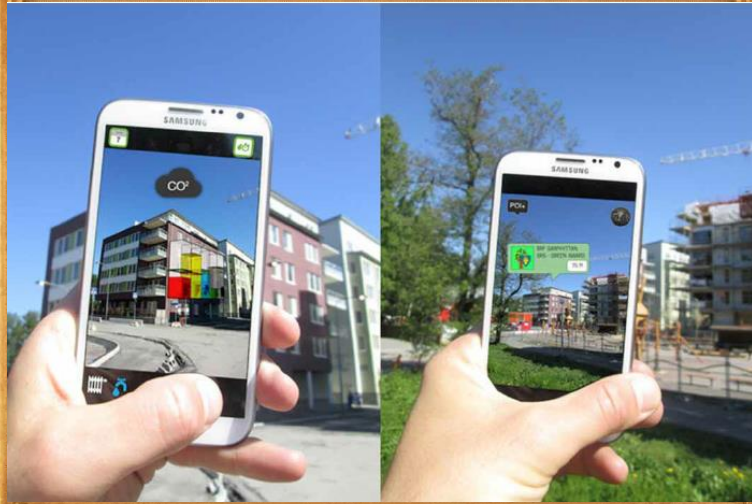




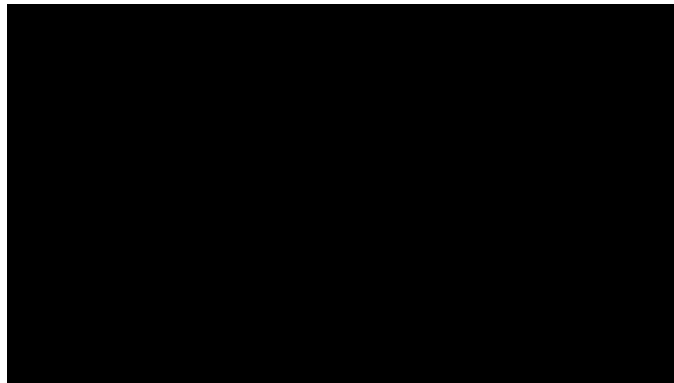
**Gaming = citizen science, wisdom of the crowd**  
 Biomedical research, Foldit, (© Foldit, US)

[http://www.youtube.com/watch?v=JdBcpdH\\_ptA](http://www.youtube.com/watch?v=JdBcpdH_ptA)

**Big data + participation**



**Gaming = managing complex systems**  
Ocean management, MSP Challenge 2050





Evaluation research

