

International Academic Conference on

# MEANINGFUL PLAY 2012

October 18-20, 2012, Michigan State University, East Lansing, Michigan, USA



## DESIGNING AND STUDYING GAMES THAT MATTER

**Meaningful Play 2012 is a conference about theory, research, and game design innovations, principles and practices.** Meaningful Play brings scholars and industry professionals together to understand and improve upon games to entertain, inform, educate, and persuade in meaningful ways.

The two primary themes of the conference are "exploring meaningful applications of games" and "issues in designing meaningful play". The first theme includes an examination of games (of all types) from primarily an academic research perspective. The second theme focuses on much more practical knowledge from the front-line of actual design, development, and use of games for meaningful purposes.

The conference includes thought-provoking presentations from leaders in academia and industry, peer-reviewed paper presentations, panel sessions, roundtable discussions, a poster session, and exhibitions of games. **Complete details, including the call for papers, are available online.**

### Conference Topics

#### 1) Exploring meaningful applications of games

- Games to change attitudes, beliefs, or behaviors (including social impact games and health games)
- Games to promote civic, social, and humanitarian organization and participation
- Games to build social skills
- Games to advertise and persuade
- Games to exercise specific cognitive functions
- Games to explore personal beliefs and help make decisions
- Games to build knowledge and skills (games for learning)
- Serious games for history and cultural heritage learning

#### 2) Issues in designing meaningful play

- Game design for specific audience segments
- Player types and play styles
- Story and storytelling in games
- Balancing entertainment and serious goals
- Repurposing entertainment games for serious purposes
- Unintended and unexpected effects of games
- Using psychology and neuroscience
- Emerging design research methods
- Measuring game impacts
- Innovative techniques and technologies

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