Serious Games

Games & Game Technologies for Purposes Beyond Entertainment

Kurt Squire, **University of Wisconsin**

Richard Marks, **Sony Computer Entertainment**

Zoran Popovic, **University of Washington**

Phaedra Boinodiris, **IBM**

Ben Sawyer: bsawyer@dmill.com

A Taxonomy of Serious Games

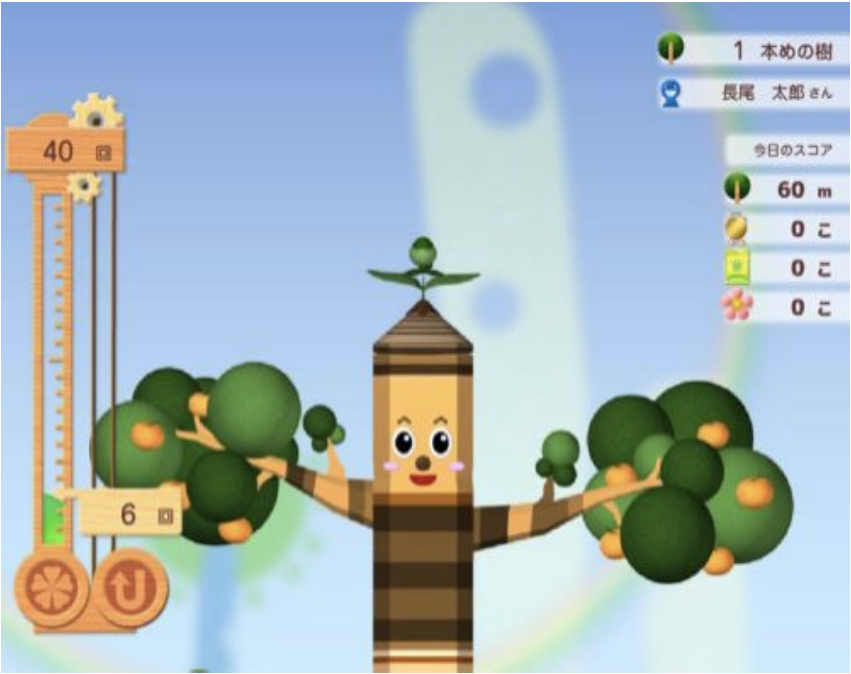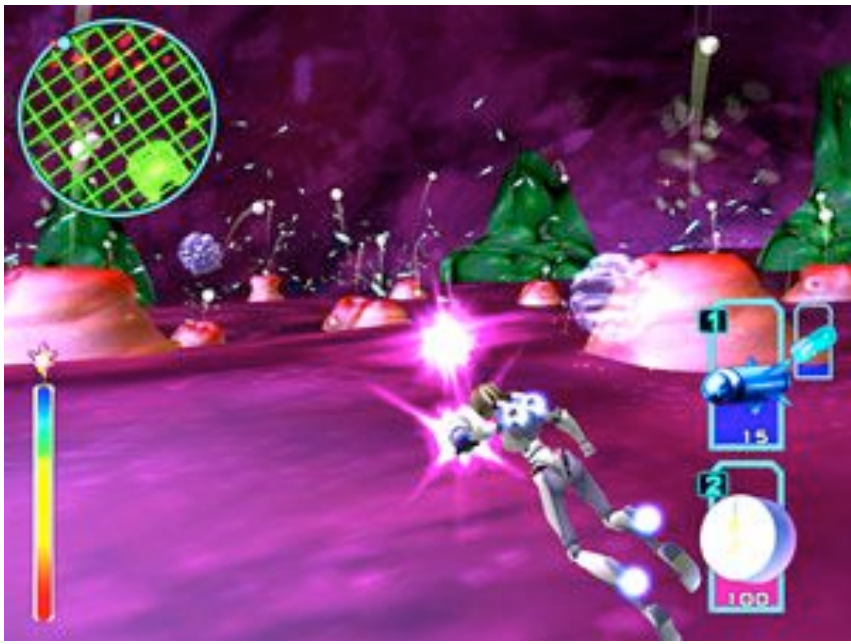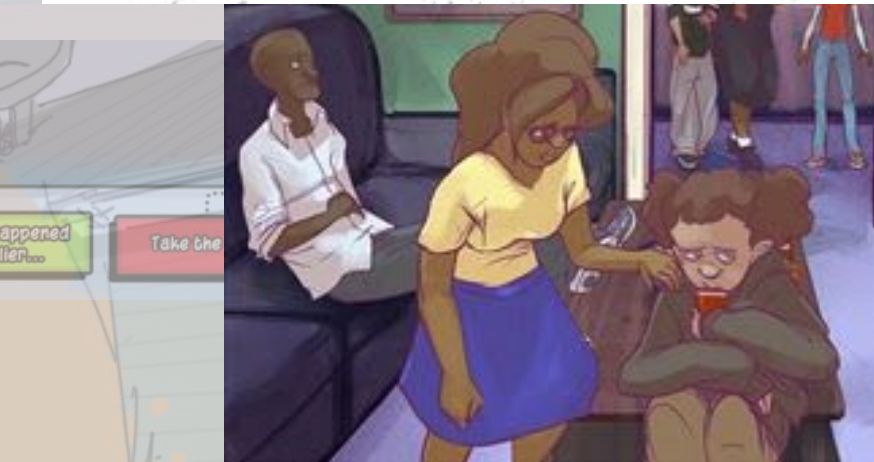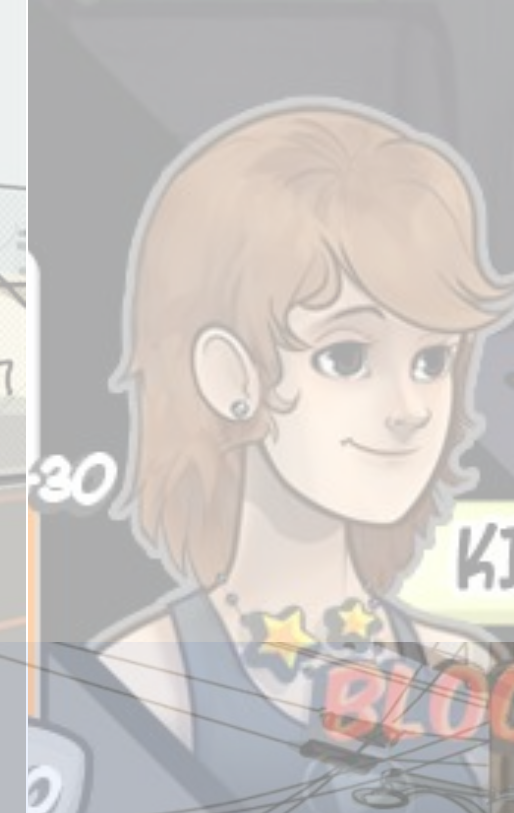|	Games for Health	Advergames	Games for Training	Games for Education	Games for Science and Research	Production	Games as Work
Government & NGO	Public Health Education & Mass Casualty Response	Political Games	Employee Training	Inform Public	Data Collection / Planning / Visualization	Strategic & Policy Planning	Public Diplomacy, Opinion Research
Defense	Combat Medicine, Rehabilitation & Wellness	Recruitment & Messaging	Soldier/Support Training	School House Education	Wargames / planning	War planning & weapons research	Command & Control
Healthcare	Cybertherapy / Exergaming	Public Health Policy & Social Awareness Campaigns	Training Games for Health Professionals	Games for Patient Education and Disease Management	Visualization & Epidemiology	Biotech manufacturing & design (Folding@Home)	Public Health Response Planning & Logistics
Marketing & Communications	Advertising Treatment	Advertising, marketing with games, product placement	Product Use	Product Information	Opinion Research	Machinima	Opinion Research
Education	Inform about diseases/risks	Social Issue Games	Train teachers / Train workforce skills	Learning	Computer Science & Recruitment	P2P Learning Constructivism Documentary?	Teaching Distance Learning
Corporate	Health information &	Customer Education & Awareness	Employee Training	Continuing Education & Certification	Advertising / visualization	Strategic Planning	Command & Control
Industry	Occupational Safety	Sales & Recruitment	Employee Training	Workforce Education	Process Optimization Simulation	Nano/Bio-tech Design	Command & Control

STRA·TE·GIC/STRəˈTĒJIK

ADJECTIVE

1. RELATING TO THE IDENTIFICATION OF **LONG-TERM** OR OVERALL AIMS AND **INTERESTS** AND THE **MEANS OF ACHIEVING** THEM

2. **CAREFULLY DESIGNED** OR PLANNED TO SERVE A PARTICULAR PURPOSE OR **ADVANTAGE**

VIDEO GAMES
WHY WASTE GOOD TECHNOLOGY ON SCIENCE AND MEDICINE?

PLAYFORWARD
Elm City Stories

ASPIRATIONAL AVATAR

MY PRIORITIES

LEAST IMPORTANT
LEARNING & KNOWLEDGE
BUILDING MY OWN FAMILY
HAVING GREAT FRIENDS

QUITE IMPORTANT
PLAYING, GAMES & HAVING FUN
HAVING LOTS OF MONEY
STAYING SUPER HEALTHY

MOST IMPORTANT
STAYING TRUE TO MY BELIEFS
SEEING THE WORLD

Who I am | Priorities | Career | Home | People | Health | Stuff | Hobbies | Dreams