



DESIGN
UNITED

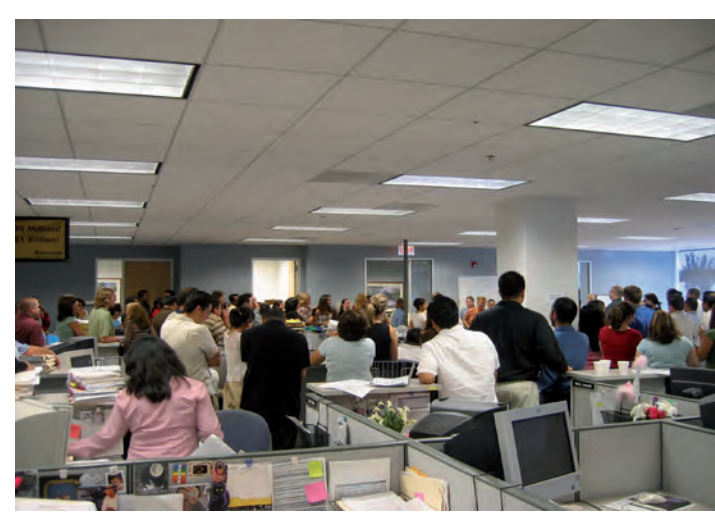
Platform for Dutch Research in Design



nursery homes, photo ulrichkarjoh

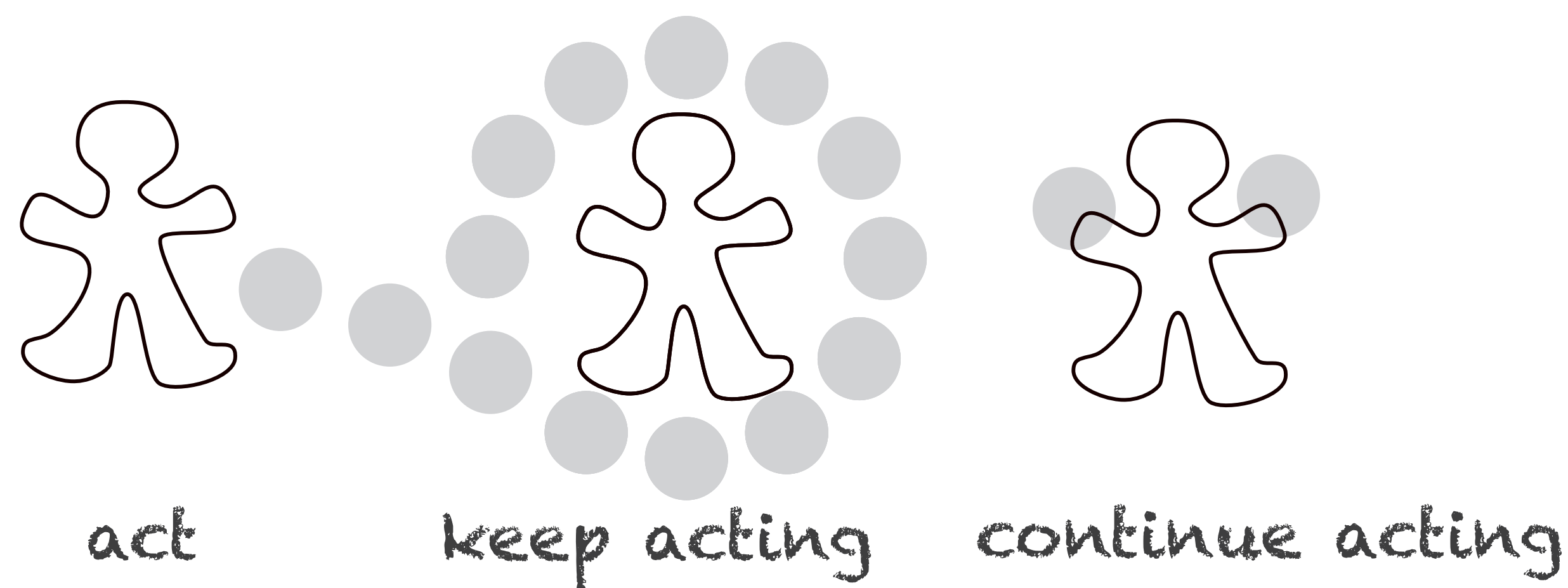


addiction care, photo Linh Dinh



pro-social behavior, photo redteam

How to motivate to....

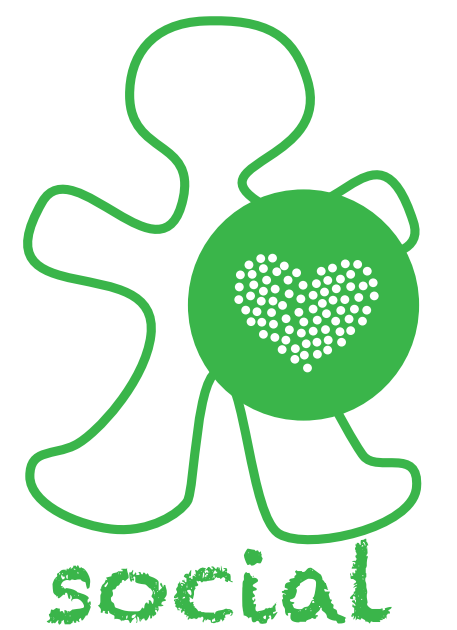
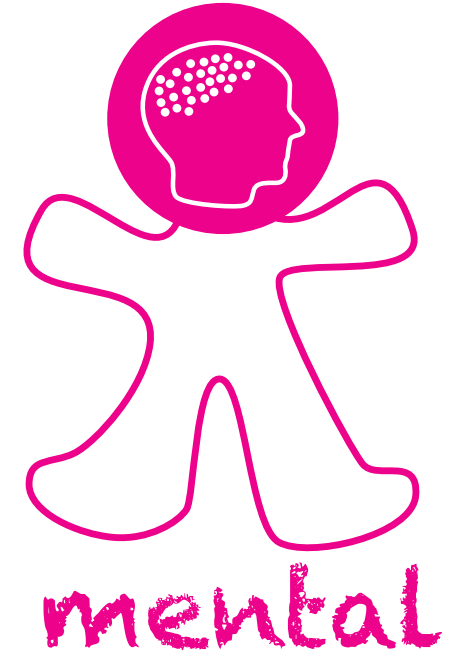


●●● G-motiv

- scientific partners
- creative industry
- application partners

☿ = user

● = ProductServiceSystems
using game-elements to
motivate behavioral change



Designing Motivation

G-MOTIV

G-MOTIV: Designing Motivation - Changing Human Behaviour Using Game-Elements

About

G-Motiv is a multidisciplinary project aiming to develop new approaches to behavioural change on a physical, mental, and social level. The project has partners in science, design and application fields. Besides increasing the scientific knowledge on the motivational effect of game-elements, the project will generate dedicated Product-System-Service prototypes in the fields of addiction therapy, elderly care and human resources. Ultimately, the project aims to stimulate structural behavioural change of the user.

Background

Various areas of society, such as health care and human resources, regularly call for behavioral change. Training, coaching and therapy are much-used tools to bring about such change. In practice, however, they often produce only short-term effects. As a result society and industry may suffer large financial costs.

The serious gaming industry may provide a novel approach to bringing about lasting behavioral change. The game elements of fantasy, challenge and virtuality are known to be powerful tools for motivating game-play. However, scientific research on the motivational aspects of game-elements is lacking, thereby limiting the scope of application.

Questions

Teams from five universities, creative partners, service

providers and application builders are working together to answer the main question: How can game elements affect user motivation for behavioral change?

The project is divided in three PhD projects, each investigating the effect of game-elements on behavioural motivation. The first investigates the user motivation that is needed to *start* the user-PSS-interaction and focuses on physical motivational change. The second looks at the user motivation *during* the user-PSS-interaction and focuses on mental motivational change. Finally, the third project examines the motivational effects *after* the user-PSS-interaction, concentrating on social motivational change.

Results

The projects will produce four types of results.

- 1 **Knowledge:** Case-validated generic knowledge for PSS applications aimed at changing human behaviour.
- 2 **Societal effects:** Increased user motivation for behavioural change. Increased quality of life of the user and reduced societal costs related to problematic behavior.
- 3 **Industrial effects:** Scientific grounding of a new service market for the creative industry such as cure and prevention therapy and organizational motivation.
- 4 **Knowledge transfer & valorization:** Dissemination of knowledge to the product and service partners of the project. Conference attendance within the scientific and industrial areas of game and care. Scientific publication of results.

Facts

Project duration: 2011 to 2015.

Funding: Fonds Economische Structuurversterking (FES), as part of the Creative Industry Scientific Programma (CRISP).



Partners

- Delft University of Technology
- University of Amsterdam
- Erasmus University
- Eindhoven University of Technology
- Design Academy Eindhoven
- Monobanda
- IJsfontein
- RANJ
- Berenschot
- WoonzorgUnie Veluwe
- Humanitas
- ParnassiaBavoGroep
- Novay.

People

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