

Applying MDAO

- ① Mission
- ② Intervention (Audience)
- ③ Outcome [O]
- ④ Aesthetics [A]
- ⑤ Dynamics [D]
- ⑥ Mechanics [M]

MDAO

- At least 1 but usually ≥ 1 out.
- ① Behavior change
 - ② Attitude
 - ③ Information
 - ④ Self-efficacy
 - ⑤ Explicit Skills
 - ⑥ Implicit Skills
 - ⑦ Aesthetics

- Mechanics: Goals, rule set, other components of game
- Dynamics: emergent player behaviors that come out of player's interaction with the game aesthetics
- Aesthetics: emergent emotional responses that arise out of player's experience
- Outcomes: behavioral/intellectual consequence of player's interaction with game

Entertainment games \rightarrow maximize aesthetics for entertainment
 Serious games \rightarrow other types of outcomes to produce clinical results

- Games
- ① Powerful pedagogical tools for training skills
 - ② Changing attitudes
 - ③ Conditioning behavior.

- ✓ Clear objectives = increasing self-efficacy
- ✓ Adjustable difficulty = eliminate boredom & frustration
- ✓ Immediate feedback = advance their practice by instantly applying knowledge gained
- ✓ Over-learning = "mastery" to automaticity

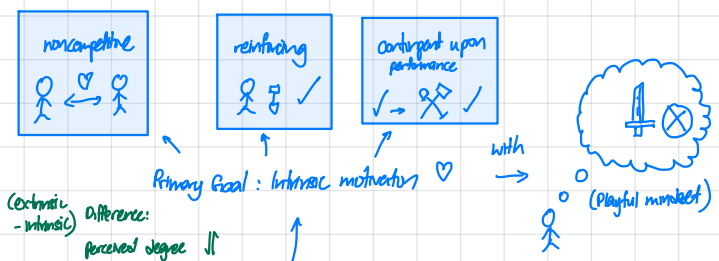
Having variety of contexts increases learner's ability to apply them in "new", and unfamiliar context

- Ⓐ \nearrow = \nearrow Abstract understanding of skill
- Ⓑ $\circ \rightarrow$ memory trigger

→ Controls in mechanics
 → don't control
 → dynamics
 → aesthetics
 → outcome

Designer Goals

- plan out games in player's perspective starting with aesthetics, then moving to mechanics.
- ① desired outcome of game \rightarrow create mechanics easily
- * Aesthetics are an essential element of every game regardless of other outcome
- ③ Dynamics planned out supporting aesthetic and outcome of game



Guidelines for designing effective games MDAO framework

But what are games?

- ① free
 - ② Separate
 - ③ Uncertain
 - ④ Unproductive
 - ⑤ Governed by rules
 - ⑥ Make-believe
- Need ALL elements to promote luxury mindset

Game Based Interventions

\hookrightarrow misunderstanding of motivational nature of games
 \downarrow
 Lead to Gamification



Behavior Change

- ① Attitude
- ② Subjective norm
- ③ Perceived behavior control

need all these elements
 A lot of serious games raise awareness, but they are not enough
 \downarrow
 might lack self-efficacy

raising awareness only affects ① & ②

+ ve views of all information
 x conflicting information/answers with behavioral changes
 x fear related messages
 G reduces likelihood of stopping harmful behavior.

