

# Christoph Sebastian Deterding

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## PROFILE

- Internationally renown translational designer-researcher in experience design, HCI, games, focused on processes, formalisations, and computational tools for wellbeing-driven experience design
- Rigorous scholar with track record in grant acquisition (DKK 150 million+), high-impact research (70+ publications in e.g. ACM CHI, International Journal of Human-Computer Studies, Human-Computer Interaction, Computers in Human Behavior, 10,200+ citations, h-index 23), PhD supervision (7 as current primary supervisor, 4 completed, no dropouts)
- Passionate educator with 8 years of teaching and curriculum development experience in user experience design and interactive media, co-developing bachelor and master university degree programmes, training coordinator for 60+ PhD student Centre for Doctoral Training with 95+% student retention, developing bespoke trainings for over 500 industry professionals in e.g. agile design, interaction design, onboarding, persuasive design
- Seasoned user experience and game designer with 10+ years of experience creating engaging experiences for clients like ABB, BBC, BMW, Deutsche Telekom, KLM, Novartis, Supercell, numerous startups, growing a rich industry network
- Industry and university-experienced manager eager to nurture and lead globally recognised groups, e.g. interim director of Centre for Doctoral Training spanning 18 staff at 4 universities, manager of 20+ industry projects with up to 12 direct reports
- Globally networked in digital design and research: numerous international projects and collaborations (CMU, Northeastern U, QUT, RIT, U o Toronto, U o Sydney, U o Cambridge;); invited lectures, workshops, keynotes at e.g. interaction, UX London, Lift, Web Directions, Design and Emotion, MIT, Stanford, Microsoft Research, Google, IDEO, Nokia Bell Labs, Ubisoft; chairing and workshop lead roles at 20 conferences like ACM CHI, CHI PLAY, DIS

## EDUCATION

- 03.2010–08.2013      **Dr. phil.** in media studies, Hamburg University, Germany
- Magna cum laude
  - Funded by Hamburg Federal Initiative of Research Excellence
  - Topic: »Modes of Play: A Frame Analytic Account of Video Gaming«
- 10.1998–02.2004      **Magister Artium (Master)** *with honors* in comparative literature, communication research, psychology, Westphalian Wilhelms University Münster, Germany
- 03–05.2003            **Visiting scholar**, Brown University, Providence, RI, USA
- DAAD grant for completion of theses abroad

## PROFESSIONAL EXPERIENCE

- since 01.2016          **Reader**, Digital Creativity Labs, Department of Theatre, Film, and Television, University of York, York, UK (equivalent to Associate Professor with tenure)
- since 03.2010          **Founder and principal designer**, coding conduct, Hamburg, Germany
- Heading a boutique game and user experience design agency
- 09.2014–12.2015      **Assistant professor** (tenure-track), Game Design Program, Northeastern University, Boston, MA, USA

01.2014–01.2016	<b>Associate</b> , Hubbub, Utrecht, NL/Berlin, Germany · Designing engaging and playful digital products as part of an international studio
08.2013–06.2014	<b>Visiting assistant professor</b> , School of Interactive Games and Media, Rochester Institute of Technology, Rochester, NY, USA
03.2010–08.2013	<b>PhD student</b> in Communication Research, Graduate School for Media and Communication, Hamburg University, Germany
10.2009–03.2010	<b>Junior researcher</b> , Hans Bredow Institute for Media Research, Hamburg, Germany
08.2008–03.2010	<b>User experience designer</b> , Gruner+Jahr EMS GmbH, Hamburg, Germany
03.2008–08.2008	<b>Junior researcher</b> , GATE Game Research for Training and Entertainment, Utrecht University, the Netherlands
01.2007–03.2008	<b>Program manager online</b> , Federal Agency for Civic Education, Bonn, Germany
04.2005–12.2006	<b>Traineeship online editor</b> , Federal Agency for Civic Education, Bonn, Germany
09–11.2006	<b>Intern</b> , UNESCO Headquarters, Information Society Division, Paris, France
09.1999–02.2004	<b>Student research assistant</b> , Institute for Comparative Literature, Westphalian Wilhelms University Münster, Germany

## GRANT FUNDING

04.2019 17,750,000 £	<b>EPSRC Centre for Doctoral Training in Intelligent Games and Game Intelligence</b> Co-investigator, UKRI/Engineering and Physical Sciences Research Council (comprising 6,250,000 £ research council funding, 7,600,000 £ external partner funding, and 2,600,000 £ university funding)
10.2018 990,235 £	<b>Improving health and reducing health inequalities for people with severe mental illness: the 'Closing the Gap' Network+.</b> Co-investigator, UKRI/Economic and Social Research Council
11.2017 99,420 £	<b>DIG4IT: Digital Intervention Games for Implementing Therapy with Children &amp; Young People Experiencing Common Emotional and Behavioural Problems</b> Co-investigator, Wellcome Trust/University of York Centre for Future Health KIT Award Fund
10.2017 86,653 DKK	<b>Brains, Bricks, and Ducks: Measures of Creativity and Play Using Legos and AI</b> Co-Principal Investigator LEGO Foundation/Aarhus University PLAYtrack Seed Fund
04.2017 7,150 £	<b>Sustainable Wellbeing and the UN Sustainable Development Goals</b> Co-investigator, Wellcome Trust/University of York Centre for Future Health Partnership Award
02.2017 15,000 £	<b>Participation@Large: Digital Media for Empowering Large-Scale Farmer and Citizen Participation in Agri-Food Research and Policy-Making</b> Principal investigator, N8 Agrifood University of York Pump Priming Grant
10.2016 599,000 US\$	<b>Democratizing Farmer Citizen Science</b> Co-investigator, The McKnight Foundation
09.2015 50,000 US\$	<b>Automatic Levelling of Citizen Science Game Tasks for Engagement</b> Principal investigator, Northeastern University TIER 1 Seed Grant Program
02.2013 23,300 €	<b>Submit: Code as Control in Online Spaces</b> Co-investigator, Google, Inc.

02.2010 **Key Medium Internet? The Internet's Rise in the German Media System**  
 24,000 € Co-investigator, Office of Technology Assessment at the German Parliament

## AWARDS

2019 Honourable mention, CHI 2019 (top 5% of submissions)  
 2017 Honourable mention, Foundations of Digital Games 2017  
 2016 Honourable mention, CHI 2016 (top 4% of submissions)  
 2015 Best paper nomination, Foundations of Digital Games 2015 (top 18% of submissions)  
 2010-2013 PhD grant, Hamburg Federal Initiative of Research Excellence  
 2011 Top 3 paper award, Jahrestagung 2011 der DGPK-Fachgruppe Rezeptions- und Wirkungsforschung  
 2004 German Academic Exchange Service (DAAD) grant for completion of theses abroad

# Publications

## A. EDITORSHIPS

1. Zagal, J. P. & Deterding, S. (eds.) (2018). *Role-Playing Game Studies: Transmedia Foundations*. New York, London: Routledge.
2. Dahlskog, S.; Deterding, S.; Font, J.; Khandaker, M.; Olsson, C. M.; Risi, S.; Salge, C. (eds.) (2018). *Proceedings of the 13th International Conference on the Foundations of Digital Games*. New York: ACM Press.
3. Deterding, S.; Canossa, A.; Harteveld, C.; Zhu, J.; Sicart, M. (eds.) (2017). *Proceedings of the 12th International Conference on the Foundations of Digital Games*. New York: ACM Press.
4. Deterding, S.; Hook, J.; Fiebrink, R.; Gillies, M.; Gow, J.; Smith, G.; Compton, K.; Akten, M. (eds.) (2017). *MICI 2017: Mixed-Initiative Creative Interfaces. Proceedings of the CHI'17 Workshop on Mixed-Initiative Creative Interfaces*. <http://ceur-ws.org/Vol-1907/>
5. Nacke, L. E. & Deterding, S. (eds.) (2017). Special Section »Gamification: Gameful Design, Research, and Applications«, *Computers in Human Behavior* 71, 450–595.
6. Walz, S. P. & Deterding, S. (eds.) (2015). *The Gameful World: Approaches, Issues, Applications*. Cambridge, MA: MIT Press.

## B. JOURNAL ARTICLES

7. van Roy, R.; Deterding, S.; Zaman, B. (2019). Collecting Pokémon or Receiving Rewards? How People Functionalise Badges in Gamified Online Learning Environments in the Wild. *International Journal of Human-Computer Studies* 127, 62-80.
8. Deterding, S. (2019). Gamification in Management: Between Choice Architecture and Humanistic Design. *Journal of Management Inquiry* 28(2), 131-136.
9. Gundry, D. & Deterding, S. (2018). Validity Threats in Quantitative Data Collection with Games: A Narrative Survey. *Simulation and Gaming*, online first. <https://doi.org/10.1177/1046878118805515>
10. Deterding, S. (2018). Alibis of Adult Play: A Goffmanian Account of Escaping Embarrassment in Adult Play. *Games and Culture* 13(3), 260-279.

11. Nacke, L. E. & Deterding, S. (2017). Editorial: The maturing of gamification research. *Computers in Human Behavior* 71, 450-454.
12. Deterding, S. (2017). The Pyrrhic Victory of Game Studies: Assessing the Past, Present, and Future of Interdisciplinary Game Research. *Games and Culture* 12(6), 521-543.
13. Johnson, D., Deterding, S., Kuhn, K., Staneva, A., Stoyanova S. & Hides, L. (2016). Gamification for Health and Wellbeing: A Systematic Review of the Literature. *Internet Interventions* 6, 89-106.
14. Deterding, S. (2015). The Lens of Intrinsic Skill Atoms: A Method for Gameful Design. *Human-Computer Interaction* 30(3-4), 294-335.
15. Deterding, S. (2012). Gamification: designing for motivation. *interactions* 19(4), 14-17.
16. Deterding, S. (2002). Lightleid. Fight Club, Magnolia und die tränenreiche Sehnsucht nach der Eindeutigkeit. *nach dem film* 4, n.p. At: nachdemfilm.de/content/lightleid-o. (*Suffering lite: Fight Club, Magnolia, and the tearful yearning for certainty.*)

### C. PEER-REVIEWED AND JURIED CONFERENCE PROCEEDINGS

17. Canossa, A.; Azadvar, A.; Hartevelde, C.; Drachen, A.; Deterding, S. (2019). Influencers in Multiplayer Online Shooters - Evidence of Social Contagion in Playtime and Social Play. *CHI'19 Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems*, New York: ACM Press, paper no. 259. **(Honourable mention, top 5% of submissions)**
18. Gundry, D., & Deterding, S. (2018). Intrinsic Elicitation: A Method and Approach for Data Elicitation Games. *FDG'18 Proceedings of Foundations of Digital Games 2018*, New York: ACM Press, Art. 38 (10pp.).
19. Kumari, S., Kuhn, G. & Deterding, S. (2018). Why Game Designers Should Study Magic. *FDG'18 Proceedings of Foundations of Digital Games 2018*, New York: ACM Press, Art. 30 (6pp).
20. Nelson, M. J., Gaudl, S. E., Colton, S., & Deterding, S. (2018). Curious Users of Casual Creators. *FDG'18 Proceedings of Foundations of Digital Games 2018*, New York: ACM Press, Art. 61 (6pp.).
21. van Roy, R., Deterding, S. & Zaman, B. (2018). Uses and Gratifications of Initiating Use of Gamified Learning Platforms. *CHI EA'18 Extended Abstracts of the 2018 CHI Conference on Human Factors in Computing Systems*, New York: ACM Press, Paper No. LBW565.
22. Horn, B., Cooper, S. & Deterding, S. (2017). Adapting Cognitive Task Analysis to Elicit the Skill Chain of a Game. *CHI PLAY '17 Proceedings of the Annual Symposium on Computer-Human Interaction in Play*, New York: ACM Press, 277-289.
23. O'Donnell, N., Kappen, D.L., Fitz-Walter, Z., Deterding, S., Nacke, L.E., & Johnson, D. (2017). How Multidisciplinary is Gamification Research? Results from a Scoping Review. *CHI PLAY '17 Extended Abstracts*, New York: ACM Press, 445-452.
24. Deterding, S. (2017). How to Do Gameful Design. *CHI PLAY '17 Extended Abstracts*, New York: ACM Press, 581-583.
25. Sarkar, A., Williams, M., Deterding, S., & Cooper, S. (2017). Engagement Effects of Player Rating System-Based Matchmaking for Level Ordering in Human Computation Games. *Proceedings of FDG'17*, New York: ACM Press. **(Honourable mention)**
26. Deterding, S., Hook, J., Fiebrink, R., Gillies, M., Gow, J., Atken, M., Smith, G., Liapis, A., & Compton, K. (2017). Mixed-Initiative Creative Interfaces. *CHI 2017 Extended Abstracts*, New York: ACM Press, 628-635.
27. Cooper, S., Deterding, S., & Tsapakos, T. (2016). Player Rating Systems for Balancing Human Computation Games: Testing the Effect of Bipartiteness. *Proceedings of 1st International Joint Conference of DiGRA and FDG*, Dundee, Scotland: DiGRA.

28. Deterding, S. (2016). Contextual Autonomy Support in Video Game Play: A Grounded Theory. *CHI 2016*, New York: ACM Press, 3931–3943. **(Honourable mention, top 4% of submissions)**
29. Minear, M., Deterding, S., & Devlin, S. (2016). Gamification design for motivating and measuring modal shift. *11th ITS European Congress*, Glasgow, Scotland.
30. Deterding, S. (2015). The Joys of Absence: Emotion, Emotion Display, and Interaction Tension in Video Game Play. *Proceedings of Foundations of Digital Games 2015*. **(Best paper nomination, top 18.9% of submissions)**
31. Deterding, S., Lucero, A., Holopainen, J., Min, C., Cheok, A., Walz, S. & Waern, A. (2015). Embarrassing Interactions. *CHI 2015 Extended Abstracts*, New York: ACM Press, 2365-2368.
32. Deterding, S., Cooper, S., Canossa, A., Nacke, L. E., Hartevelde, C. & Whitson, J. (2015). Gamifying Research: Strategies, Opportunities, Challenges, Ethics. *CHI 2015 Extended Abstracts*, New York: ACM Press, 2421-2424.
33. Fishman, B., & Deterding, S. (2013). Beyond Badges & Points: Gameful Assessment Systems for Engagement in Formal Education. *Proc. Games Learning Society 9.0*. Pittsburgh, PA: ETC Press, 364–370.
34. Deterding, S., Björk, S. L., Nacke, L. E., Dixon, D., & Lawley, E. (2013). Designing gamification: Creating playful and gameful experiences. *CHI 2013 Extended Abstracts*, New York: ACM Press, 3263-3266.
35. Kumar, J., Herger, M., Deterding, S., Schnaars, S., Landes, M., & Webb, E. (2013). Gamification@work. *CHI 2013 Extended Abstracts*, New York: ACM Press, 2427-2432.
36. Deterding, S., Dixon, D., Khaled, R. & Nacke, L. E. (2011). From Game Design Elements to Gamefulness: Defining »Gamification«. *Proceedings Mindtrek'11*, New York: ACM Press, 9-15.
37. Deterding, S., Dixon, D. Nacke, L. E., O'Hara, K., & Sicart, M. (2011). Gamification: Using Game Design Elements in Non-Gaming Contexts. *CHI 2011 Extended Abstracts*, New York: ACM Press, 2425-2428.
38. Kirman, B., Deterding, S., Paavilainen, J., Björk, S. & Rao, V. (2011). Social Game Studies at CHI 2011. *CHI 2011 Extended Abstracts*, New York: ACM Press, 17-20.
39. Deterding, S. (2009). The Game Frame. Systemizing a Goffmanian Approach to Video Game Theory. *DiGRA 2009*, Brunel: DiGRA. At: [digra.org/dl/db/09287.43112.pdf](http://digra.org/dl/db/09287.43112.pdf).
40. Deterding, S. (2009). Fiction as Play. Reassessing the Relation of Games, Play, and Fiction. *Proceedings of the Fourth Philosophy of Computer Games Conference*, Oslo: Oslo University. At: [proceedings2009.gamephilosophy.org/](http://proceedings2009.gamephilosophy.org/).

#### D. PEER-REVIEWED BOOK CHAPTERS

41. Deterding, S. (2019). Cookie Clicker, in Huntemann, N. & Payne, M. (eds.), *How to Play Video Games*. New York: New York University Press, 202-207.
42. Deterding, S. & Zagal, Jose P. (2018). The Many Faces of Role-Playing Game Studies, in Zagal, J.P. & Deterding, S. (eds.), *Role-Playing Game Studies: Transmedia Foundations*. New York, London: Routledge, 1–16.
43. Zagal, Jose P. & Deterding, S. (2018). Definitions of »Role-Playing Games«, in Zagal, J.P. & Deterding, S. (eds.), *Role-Playing Game Studies: Transmedia Foundations*. New York, London: Routledge, 19–51.
44. Hoover, S., Simkins, D., Deterding, S., Melman, D. & Brown, A. (2018). Performance Studies and Role-Playing Games, in Zagal, J.P. & Deterding, S. (eds.), *Role-Playing Game Studies: Transmedia Foundations*. New York, London: Routledge, 213–226.

45. Williams, P., Kirschner, D., Mizer, N., & Deterding, S. (2018). Sociology and Role-Playing Games, in Zagal, J.P. & Deterding, S. (eds.), *Role-Playing Game Studies: Transmedia Foundations*. New York, London: Routledge, 227–244.
46. Deterding, S. (2016). Make-Believe in Gameful and Playful Design. In: Turner, P. & Harviainen, J.T. (eds.), *Digital Make-Believe*. Dordrecht: Springer, 101–124.
47. Deterding, S. (2015). Konvergenzkultur, in Hepp, A., Krotz, F., Lingenberg, S. & Wimmer, J. (eds.), *Handbuch Cultural Studies und Medienanalyse*. Wiesbaden: Springer VS, 375–385.
48. Deterding, S. (2015). The Ambiguity of Games: Histories and Rhetorics of the Gameful World, in Walz, S. P. & Deterding, S. (eds.), *The Gameful World: Approaches, Issues, Applications*. Cambridge, MA, London: MIT Press, 23–64.
49. Walz, S. P. & Deterding, S. (2015). An Introduction to the Gameful World, in Walz, S. P. & Deterding, S. (eds.), *The Gameful World: Approaches, Issues, Applications*. Cambridge, MA, London: MIT Press, 1–14.
50. Deterding, S. (2014). Eudaimonic Design, or: Six Invitations to Rethink Gamification, in Fuchs, M., Fizek, S., Ruffino, P. & Schrape, N. (eds.), *Rethinking Gamification*. Lüneburg: meson press, 305–331.
51. Deterding, S. (2013). Mediennutzungssituationen als Rahmungen: Ein Theorieangebot, in Jandura, O. & Fahr, A. (eds.), *Theorieanpassungen in der digitalen Medienwelt*. Baden-Baden: Nomos, 47–70.
52. Deterding, S. (2009). Living Room Wars. Remediation, Tabletop and the Early History of Video Wargaming, in Huntman, N. & Payne, M. (eds.), *Joystick Soldiers. The Politics of Play in Military Video Games*. London: Routledge, 21–38.
53. Deterding, S. (2009). Henry Jenkins: Textuelles Wildern und Konvergenzkultur. In Hepp, A., Krotz, F. & T. Thomas (eds.), *Schlüsselwerke der Cultural Studies*. Wiesbaden: VS, 245–256.
54. Deterding, S. (2008). Introspektion. Begriffe, Verfahren und Einwände in Psychologie und Kognitionswissenschaft, in Raab, J. et al. (eds.), *Phänomenologie und Soziologie. Theoretische Positionen, aktuelle Problemfelder und empirische Umsetzungen*. Wiesbaden: VS, 327–338.

## E. INVITED BOOK CHAPTERS

55. Deterding, S. (2012). Persuasive Design, in Wiedemann, C. & Zehle, S. (eds.), *Depletion Design. A Glossary of Network Ecologies*. Amsterdam: Institute of Network Cultures, 113–116.
56. Deterding, S. (2012). Playful Technologies, in Wiedemann, C. & Zehle, S. (eds.), *Depletion Design. A Glossary of Network Ecologies*. Amsterdam: Institute of Network Cultures, 117–123.
57. Deterding, S. (2011). »Was geht hier eigentlich vor sich?« Medienrealität, Mediensozialisation und Medienkompetenz aus rahmenanalytischer Perspektive, in Fromme, J., Iske, S. & Marotzki, W. (eds.), *Medialität und Realität. Zur konstitutiven Kraft der Medien*. Wiesbaden: VS, 103–126. (»What is it that's going on here?« *Media reality, media socialisation and media literacy from a frame analytic perspective*)
58. Deterding, S. (2009). Henry Jenkins: Textuelles Wildern und Konvergenzkultur. In Hepp, A., Krotz, F. & T. Thomas (eds.), *Schlüsselwerke der Cultural Studies*. Wiesbaden: VS, 245–256. (*Henry Jenkins: textual poaching and convergence culture*).
59. Deterding, S. (2008). Virtual Communities. In Hitzler, R. Honer, A. & Pfadenhauer, M. (eds.), *Posttraditionale Gemeinschaften. Theoretische und ethnografische Erkundungen*. Wiesbaden: VS, 115–131.
60. Deterding, S. (2008). Wohnzimmerkriege. Vom Brettspiel zum Computerspiel, in Nohr, R. & Wiemer, S. (eds.), *Strategie Spielen. Medialität, Geschichte und Politik des Strategiespiels*. Münster, Hamburg, Berlin, London: Lit 2008, 87–113. (*Living room wars: from board games to computer games*)
61. Deterding, S. & Hölter, A. (2006). Papier simuliert visuelle Medien. Zu Mark Z. Danielewskis Roman *House of Leaves*, in Scheffel, M. (ed.), *Ästhetische Transgressionen*. Trier: Wissenschaftlicher Verlag Trier, 213–233. (*Paper mimicks visual media. On Mark Z. Danielewski's novel House of Leaves*)

## F. REVIEWS

62. Deterding, S. (2015). A Manifesto, With Footnotes: A review of Miguel Sicart's »Play Matters«. *Game Studies* 15(1). At: [http://gamestudies.org/1501/articles/deterding\\_s](http://gamestudies.org/1501/articles/deterding_s)
63. Deterding, S. (2011). Hitting the Straw Man, Missing the Parade. Review of »Fear of Knowledge: Against Relativism and Constructivism« by Paul Boghossian. In *Constructivist Foundations* 6(2), 278-281.
64. Deterding, S. (2010). Review of Thimm, C. (ed.), *Das Spiel. Muster und Metapher der Mediengesellschaft*. Wiesbaden: VS 2010. In *Medien & Kommunikationswissenschaft* 58(4), 598-599.
65. Deterding, S. (2010). Review of Hemminger, E., *The Mergence of Spaces. Experiences of Reality in Digital Role-Playing Games*. Berlin: edition sigma 2009. In *rezensionen:kommunikation:medien*, September 28, 2010. At: <http://www.rkm-journal.de/archives/3878>.
66. Deterding, S. (2006). Review of WRR/Scientific Council for Government Policy, *Media Policy for the Digital Age*. Amsterdam: Amsterdam University Press 2005. In *Science and Public Policy* 33,10 (December 2006), 771-773.
67. Deterding, S. (2002). Review of Lindner, R., *Die Stunde der Cultural Studies*. Wien: WUV 2000. In *Journal der Jugendkulturen* 7 (November 2002), 121-122.

## G. OTHER ACADEMIC PUBLICATIONS

68. Deterding, S. (2019). Motivated Agents: Toward the Computational Modeling of Motivational Affordances. Workshop paper, CHI 2019 Workshop »Computational Modeling in HCI«, May 5, 2019, Glasgow, UK.
69. Deterding, S. (2016). *How to Embarrass Yourself in Public Unashamedly*. Workshop paper, CHI 2016 Workshop »Pervasive Play«, May 7, 2016, San Jose, CA.
70. Deterding, S. (2016). *Gameplay: Map or Frame?* Workshop paper, CHI 2016 Workshop »Games as HCI Method«, May 8, 2016, San Jose, CA.
71. Deterding, S. (2013). *Skill Atoms as Design Lenses for User-Centered Gameful Design*. Workshop paper, CHI 2013 Workshop »Designing Gamification: Creating Playful and Gameful Experiences«. At: [gamification-research.org/ch2013/papers](http://gamification-research.org/ch2013/papers).
72. Deterding, S. (2012). *Moving Outside the Box: From Game-Centered Interventions to Playful Contexts*. White Paper, National Conversation on Games, White House Office of Science and Technology Policy. At: [gamesandimpact.org/national-conversation-on-games](http://gamesandimpact.org/national-conversation-on-games).
73. Deterding, S. (2011). *Situated motivational affordances of game elements: a conceptual model*. Workshop Paper, CHI 2011 Workshop »Gamification: Using Game Design Elements in Non-Game Contexts«. At: [gamification-research.org/ch2011/papers](http://gamification-research.org/ch2011/papers).
74. Deterding, S. (2010). *Social Game Studies: A Workshop Report*. With contributions by S. Björk, S. Dreyer, A. Järvinen, B. Kirman, J. Kücklich, J. Paavilainen, V. Rao & J. Schmidt. Hamburg: Hans Bredow Institute for Media Research. At: [socialgamestudies.org/report](http://socialgamestudies.org/report).
75. Hasebrink, U., Schulz, W., Schmidt, J.H., Schröder, H.D., Deterding, S. & Sprenger, R. (2010). *Leitmedium Internet? Gutachten für den Deutschen Bundestag*, presented to the office of Technikfolgenabschätzung at the German Bundestag in April 2010 (unpublished, 144pp.). (*Key medium Internet? Possible consequences of the Internet as a key medium of the German media system.*)

# Presentations

## A. INVITED KEYNOTES

1. Deterding, S. (2018). *Designing for Motivation: Bridging the Gap Between Psychology and Design Practice*. 16th International Conference on Motivation 2018, August 16, 2018, Aarhus, Denmark.
2. Deterding, S. (2017). *Outside the Box: Toward an Ecology of Gaming Enjoyment*. Lincoln Games Research Symposium 2017, November 10, 2017, Lincoln, UK.
3. Deterding, S. (2017). *Fun on First Click: Convert Users into Passionate Customers with Onboarding*. Bizplay 2017, September 28, 2017, Karlsruhe, Germany.
4. Deterding, S. (2017). *City Games: Up and Down and Sideways on the Ladder of Abstraction*. ISAGA 2017, July 10, 2017, Delft, The Netherlands.
5. Deterding, S. (2017). *Desperately Seeking Theory: Gamification, Theory, and the Promise of a New Science of Interaction Design*. ICA 2017 Preconference "My So-Called Gamified Life", May 25, 2017, San Diego, CA, USA.
6. Deterding, S. (2017). *Desperately Seeking Theory: Gamification, Theory, and the Promise of a New Science of Interaction Design*. GamiFIN 2017, May 9, 2017, Pori, Finland.
7. Deterding, S. (2017). *Memento ~~product~~ mori: On ethics in digital product design*. Mind the Product Engage 2017, April 28, 2017, Hamburg, Germany.
8. Deterding, S. (2017). *Gamification: Missverständnisse und Lösungen*. Gamify Conference 2017, March 8, 2017, Munich, Germany.
9. Deterding, S. (2016). *I wonder ...? Designing for Curiosity*. Museums+Tech 2016: Sharing our Stories. October 19, 2016, London, UK.
10. Deterding, S. & Evers, V. (2016). *Technology for a Better Society*. 10th International Conference on Design and Emotion, September 29, 2016, Amsterdam, The Netherlands.
11. Deterding, S. (2016). *Desperately Seeking Theory: Gamification, Theory, and the Promise of a Data/AI-Driven New Science of Design*. ACM SIGIR 2016 Workshop GamifIR'16, July 21, 2016, Pisa, Italy.
12. Deterding, S. (2014). *This Stupidly Simple Trick Helped These Sites Multiply Their Clickrates*. \* Invited keynote, UXI Studio, December 15, 2014, Tel Aviv, Israel. \* Designing for Curiosity
13. Deterding, S. (2014). *Spielräume: Zur Freiheit programmiert?* Invited keynote, ORGATEC Trend Forum, October 23, 2014, Cologne, Germany. (*Playgrounds: Can Freedom Be Programmed?*)
14. Deterding, S. (2014). *Eudaimonic Design: Rethinking Persuasive Technology*. Persuasive 2014, May 23, 2014, Padua, Italy.
15. Deterding, S. (2014). *Designing the Good Life: The Ethics of User Experience Design*. UX Live 2014, January 19, 2014, Tel Aviv, Israel.
16. Deterding, S. (2013). *Outside the Box: Toward an Ecology of Game Enjoyment*. Future and Reality of Gaming 2013, September 28, 2013, Vienna, Austria.
17. Deterding, S. (2012). *Paideia as Paidia: From Game-Based Learning to a Life Well-Played*. Games Learning Society 8.0, June 15, 2012, Madison, WI, USA.
18. Deterding, S. (2011). *Gamification: Die Antwort auf das Engagement-Problem?* Community & Marketing 2.0 Summit, June 8, 2011, Hamburg, Germany. (*Gamification: Solving the engagement problem?*)
19. Deterding, S. (2011). *Don't Play Games With Me! Gamification between Hype and Hope*. Web Directions @ Media 2011, May 27, 2011, London, UK.



## B. ACADEMIC CONFERENCE PRESENTATIONS

20. Deterding, S. (2018). Joys of Absence: A Defence of Solitary Play. Invited presentation, *Stories of Solitude*, October 3, 2018, York, UK.
21. Deterding, S.; Medler, B.; Flick, C.; Drachen, A.; v. Roessel, L. & Zagal, J. (2018). The Coming Sh\*t Storm? Game Research and Design Ethics after Facebook. Peer-reviewed panel, *13th International Conference on the Foundations of Digital Games (FDG'18)*, August 8, 2018, Malmö, Sweden.
22. Kumari, S., Kuhn, G. & Deterding, S. (2018). Why Game Designers Should Study Magic. *13th International Conference on the Foundations of Digital Games (FDG'18)*, August 8, 2018, Malmö, Sweden.
23. Gundry, D., & Deterding, S. (2018). Intrinsic Elicitation: A Method and Approach for Data Elicitation Games. Peer-reviewed presentation, *13th International Conference on the Foundations of Digital Games (FDG'18)*, August 10, 2018, Malmö, Sweden.
24. Deterding, S. (2018). Gamification for Health Behaviour Change. Peer-reviewed presentation, *CBC Conference 2018 - Behaviour Change for Health: Digital and Beyond*, February 22, 2018, London, UK.
25. Deterding, S. (2017). Mechanics, Messages, Meta-Media: How Persuasive Games Persuade, and What They Persuade Us of. Invited presentation, *Persuasive Gaming in Context Conference*, September 15, 2017, Amsterdam, The Netherlands.
26. Horn, B., Cooper, S. & Deterding, S. (2017). Adapting Cognitive Task Analysis to Elicit the Skill Chain of a Game. Peer-reviewed presentation, *CHI PLAY '17*, October 17, 2017, Amsterdam, The Netherlands.
27. Sarkar, A., Williams, M., Deterding, S., & Cooper, S. (2017). Engagement Effects of Player Rating System-Based Matchmaking for Level Ordering in Human Computation Games. Peer-reviewed presentation, *Foundations of Digital Games 2017*, August 14-17, 2017, Cape Cod, MA, USA.
28. Cooper, S., Deterding, S., & Tsapakos, T. (2016). Player Rating Systems for Balancing Human Computation Games: Testing the Effect of Bipartiteness. Peer-reviewed presentation, *1st International Joint Conference of DiGRA and FDG*, August 6, 2016, Dundee, Scotland.
29. Deterding, S. (2016). The Mechanic is not the (whole) message: Procedural rhetoric meets framing in *Train* and *Playing History 2*. Peer-reviewed presentation, *1st International Joint Conference of DiGRA and FDG*, August 3, 2016, Dundee, Scotland.
30. Deterding, S. (2016). Progress Wars: Idle Games and the Demarcation of “Real Games”. Peer-reviewed presentation, *1st International Joint Conference of DiGRA and FDG*, August 3, 2016, Dundee, Scotland.
31. Deterding, S. (2016). The Great Escape from the Prison House of Language. Peer-reviewed panel presentation, panel “Why Production Studies? Why Now?”, *1st International Joint Conference of DiGRA and FDG*, August 3, 2016, Dundee, Scotland.
32. Zagal, J., & Deterding, S. (2016). What Larp can Learn from RPG Studies. Peer-reviewed presentation, *Living Games Conference 2016*, May 20, 2016, Austin, TX.
33. Deterding, S. (2016). Contextual Autonomy Support in Video Game Play: A Grounded Theory. Presentation, *CHI 2016*, May 11, 2016, San Jose, CA.
34. Deterding, S. (2016). The Lens of Intrinsic Skill Atoms: A Method for Gameful Design. Presentation, *CHI 2016*, May 10, 2016, San Jose, CA.
35. Deterding, S. (2016). Toward Economic Platform Studies. Peer-reviewed presentation, *Tampere Game Studies Spring Seminar “Money and Games”*, April 18-19, 2016, Tampere, Finland.
36. O'Donnell, C., Deterding, S., Sicart, M. & Smith, G. (2015). *What Unity Wants/Making Things: Critical Approaches to Game Design Tools*. Presentation, *FDG 2015*, June 22-25, 2015, Pacific Grove, CA, USA.
37. Deterding, S. (2015). *The Joys of Absence: Emotion, Emotion Display, and Interaction Tension in Video Game Play*. Presentation, *FDG 2015*, June 22-25, 2015, Pacific Grove, CA, USA.

38. Deterding, S. (2015). *Forced to Be Free, Partially: Participation Norms in Video Gaming Encounters*. Presentation, DiGRA 2015, May 14-17, 2015, Lüneburg, Germany.
39. Mäyrä, F., Deterding, S., Consalvo, M., Raessens, J., Lammes, S., Giddings, S., Mortensen, T.E. & Jørgensen, K. (2015). *From Game Studies to Studies of Play in Society*. Presentation, DiGRA 2015, May 14-17, 2015, Lüneburg, Germany.
40. Björk, S., Deterding, S., Dormans, J., Rogerson, M., Zagal, J. (2015). *Tabletop Game Studies Panel*. Presentation, DiGRA 2015, May 14-17, 2015, Lüneburg, Germany.
41. Zagal, J. Deterding, S., Dormans J. & Björk, S. (2015). *On Board Games Played On Tablets, Smartphones, and other Computing Devices*. Presentation, DiGRA 2015, May 14-17, 2015, Lüneburg, Germany.
42. Deterding, S. (2015). *Alibis of Adult Play. A Goffmanian Take on When and Why Adult Play Is (Not) Embarrassing*. Tampere Game Studies Spring Seminar May 11-12, 2015, Tampere, Finland.
43. Deterding, S. (2013). *Back to Play: A Reply to Malaby*. DiGRA 2013, August 28, 2013, Atlanta, GA, USA.
44. Deterding, S. (2013). *Claus Pias: A Media Archaeology of Computer Games*. DiGRA 2013, August 28, 2013, Atlanta, GA, USA.
45. Deterding, S. (2013). *Disambiguating Play: An Exploratory Analysis of Gaming Modes*. DiGRA 2013, August 26, 2013, Atlanta, GA, USA.
46. Deterding, S., Zagal, J. P. (2013). *Roleplaying Game Studies: A Handbook*. DiGRA 2013, August 26, 2013, Atlanta, GA, USA.
47. Deterding, S. (2013). *Situational Autonomy Support in Video Game Play: An Exploratory Study*. ICA 2013 Preconference »The Power of Play«, June 17, 2013, London, UK.
48. Deterding, S. (2013). *How to Do Things With Rules: Game Designing Governance*. Games Learning Society 9.0, June 13, 2013, Madison, WI, USA.
49. Deterding, S. (2013). *Mapping the Design Space of Assessment in Gameful Classrooms*. Games Learning Society 9.0, June 12, 2013, Madison, WI, USA.
50. Deterding, S. (2013). *Rules of Order: Policy-Making as Game Design?* CPDP'13 6th International Conference on Computers, Privacy, and Data Protection, January 24, 2013, Brussels, Belgium.
51. Deterding, S. (2012). *Ruling the World: When Life Gets Gamed*. Clash of Realities 2012, May 24, 2012, Cologne, Germany.
52. Deterding, S. (2012). *Research for Behavior Change: The MAO Model*. Interaction'12, February 3, 2012, Dublin, Ireland.
53. Deterding, S., Dixon, D., Khaled, R. & Nacke, L.E. (2011). *From Game Design Elements to Gamefulness: Defining »Gamification«*. Mindtrek 2011, September 29, 2011, Tampere, Finland.
54. Khaled, R., Deterding, S. & Dixon, D. (2011). *Gamification: HCI and Game Studies in Dialogue*. DiGRA 2011, September 16, 2011, Hilversum, The Netherlands.
55. Deterding, S. (2011). *Mediennutzungs-Situationen als Rahmungen: Ein Theorie-Angebot*. Jahrestagung 2011 der DGPK-Fachgruppe Rezeptions- und Wirkungsforschung, January 28, 2011, Munich, Germany.
56. Deterding, S. (2010). *(Re)framing Web 2.0 as a Public Service for the Right to Communicate*. Internet Research 11.0: Sustainability, Participation, Action, October 23, 2010, Gothenburg, Sweden.
57. Deterding, S. (2010). *A Storm in Dream Park: The Virtualization of the Fantasy Role-Playing Fandom*. Internet Research 11.0: Sustainability, Participation, Action, October 23, 2010, Gothenburg, Sweden.
58. Deterding, S. (2009). *The Game Frame. Systemizing a Goffmanian Approach to Video Game Theory*. DiGRA 2009, September 1, 2009, Brunel, UK.

59. Deterding, S. (2009). *Fiction as Play. Reassessing the Relation of Games, Play, and Fiction*. Fourth Philosophy of Computer Games Conference, August 14, 2009, Oslo, Norway.
60. Deterding, S. (2008). *Video Games and Civic Education: Mapping the Field*. Future and Realities of Gaming 2008, October 18, 2008, Vienna, Austria.
61. Raessens, J., Copier, M., Deterding, S. & Dubbelman, T. (2008). *Serious Games in the Learning Sciences – Making International Connections: GATE Game Research for Training and Entertainment*. ICLS 2008, June 25, 2008, Utrecht, The Netherlands.
62. Deterding, S. (2007). *Frame Games. Frame Analysis and the Distinction of Real and Mediated Experience*. Jahreskonferenz der Deutschen Gesellschaft für Volkskunde, October 3, 2007, Halle/Saale, Germany.
63. Deterding, S. (2007). *Framing Video Games. Applying Frame Analysis to Video Games*. First Postgraduate Conference »Digital Games Theory & Design«, September 14, 2007, Brunel University, London, Great Britain.
64. Deterding, S. (2007). *Manga Meltdown. Japan, Comics, and the Bomb*. Conference »Comics and the City. Urban space in print, picture and sequence«, June 7-9, 2007, Berlin, Germany.

### C. INDUSTRY PRESENTATIONS (SELECTED)

65. Deterding, S. (2017). *Design and the Good Life*. NEXT 2017, September 21, 2017, Hamburg, Germany.
66. Deterding, S. (2017). *Experience Design in the Museum*. Moving on Up 2017, February 28, 2017, Edinburgh, UK.
67. Deterding, S. (2016). *Un-boring Meetings*. Alibis for Interaction 2016, November 11, 2016, Malmö, Sweden.
68. Deterding, S., O'Donnell, C. (2016). *Game Engines in Game Education: Thinking Inside the Tool Box?* Peer-reviewed presentation, GDC 2016, March 14, 2016, San Francisco, CA.
69. Deterding, S. (2014). *Fun on First Click: Convert Visitors into Enthusiastic (and Paying) Customers with Onboarding*. Workshop, UXI Studio, December 16, 2014, Tel Aviv, Israel.
70. Deterding, S. (2014). *Hacking Shyness: Designing for Social Interaction*. Invited presentation, Alibis for Interaction 2014, October 3, 2014, Landskrona, Sweden.
71. *Outside the Box: Toward and Ecology of Gaming Motivation*. Invited presentation, Ubisoft Montreal, August 22, 2014, Montreal, Canada.
72. *Magic Pixie Wonder Dust 3000 (Enterprise Edition): Designing Motivational Experiences*. Workshop, UX London, May 30, 2014, Laban, London, UK.
73. Deterding, S. (2014). *Designing the Good Life: The Ethics of User Experience Design*. Presentation, UX London 2014, May 29, London, UK.
74. Deterding, S. (2012). *9.5 Theses on the Power and Efficacy of Gamification*. Presentation, Microsoft Research, October 16, Redmond, WA, USA.
75. Deterding, S. (2012). *Greetings, Troubleshooter: Surviving in a Gameful World*. Juried presentation, GDC Online, October 11, Austin, TX, USA.
76. Deterding, S. (2012). *Ruling the World: When Life Gets Gamed*. Presentation, Lift'12, February 23, Geneva, Switzerland.
77. Deterding, S. (2011). *Meaningful Play. Getting »Gamification« Right*. Presentation, Google Tech Talk, January 24, 2011, Mountain View, USA.
78. Deterding, S. (2010). *Pawned. Gamification and Its Discontents*. Presentation, Playful 2010, September 24, 2010, Conway Hall, London, UK.

# Teaching

## LEADERSHIP AND CURRICULUM DEVELOPMENT

- 01.2017–present      **PhD in Intelligent Games and Game Intelligence (IGGI) Centre for Doctoral Training**, University of York, Queen Mary University of London, Goldsmiths University, University of Essex. As training coordinator (01.2017–08.2018), managing overall training delivery, pastoral care, and supervision quality for currently 60+ PhD students across four universities, leading the redesign of an integrated 4-year PhD training programme, including curriculum development for a design methods module. As interim director (09.2018–present), managing overall strategy, personnel, budget, and stakeholder relations, with a strategic push for equality, diversity, and inclusion, resulting in 50%+ female applicants and offers in the current intake year.
- 10.2018–present      **MSc in Data Science for Design and Business**, University of York, UK. Co-leading the development of a new MSc across two departments, including a data-driven experience design module.
- 09–10.2014          **BFA in Games**, Northeastern University, Boston, MA, USA. Co-developing a new BFA, including personally developing three modules on humanistic design critique, playful design, and motivational design.

## COURSE DEVELOPMENT AND DELIVERY

- 09–12.2015          **Game Concept Development and Production**, BS Computer Science and Game Development/BFA Games, Northeastern University, Boston, MA, USA. I taught 28 BFA and BS students.
- 01–04.2015          **Rapid Game Prototyping**, BS Computer Science and Game Development/BFA Games, Northeastern University, Boston, MA, USA. I revised the course and taught it to 23 BFA and BS students.
- 01–04.2015          **Game Concept Development and Production**, BS Computer Science and Game Development, Northeastern University, Boston, MA, USA. I redeveloped the course and taught it to 9 BS students.
- 12.2014              **Onboarding Design**. I developed a one-day workshop for mobile app and web onboarding and delivered it to 80+ product managers and UX designers at UXI Studio, December 15, 2014, Ramat Gan, Israel.
- 01–05.2014          **Motivational Design**, MS Game Design & Development, RIT, Rochester, NY, USA. I developed the course from scratch and delivered it to 12 MS students.
- 08–12.2013          **Introduction to Interactive Media**, BS Game Design & Development, RIT, Rochester, NY, USA. I developed the UXD, IA, IxD, and usability components of the course and delivered it to 38 first year students.
- 2011–2018          **Gameful Design**. I developed and taught a workshop on gameful design for industry professionals, with 20+ iterations and 300+ participants world-wide.
- 2011–2013          **Persuasive Design**. I developed and taught a one-day training on persuasive design for 30 UX designers at XING GmbH, Hamburg, Germany in 2011, repeated at UX LIVE in Tel Aviv, Israel for 40+ UX designers in 2013.
- 2011–2013          **User experience basics training**, GOOD School, Hamburg, Germany. Developing and teaching one-day trainings in user experience design for creative professionals. I taught 5 iterations with 30–50 attendees.

- 2010–2013 **Interaction design intensive course**, Akademie für Publizistik, Hamburg, Germany. Developing and teaching three-day courses in interaction design at the Akademie für Publizistik, a well-renown professional development institute for German media workers. I taught 4 iterations with 12-20 attendees each.
- 10–12.2010 **Game usability training**, Travian Games GmbH, Munich, Germany. I developed and taught one-day trainings on game usability for 2 x 20 attendees.
- 05.2010 **Agile design training**, Mindmatters GmbH, Hamburg, Germany. I developed and taught a one-day training on how to integrate experience design workflows into agile software development processes for 15 software developers.

#### PHD SUPERVISION

- 2018–2022 **Matthew Whitby**, »Perspective-Challenging Experiences in Games«, IGGI PhD, University of York (primary supervisor).
- 2017–2021 **Joseph Hesketh**, »Adaptive Tutorials for E-Sports«, IGGI PhD, University of York (primary supervisor).
- 2016–2020 **Sam Simpson**, »User requirements for supporting mindfulness in dialectical behaviour therapy«, Computer Science EngD, University of York (primary supervisor).
- 2016–2020 **Shringi Kumari**, »Using Magic Techniques to Stoke Uncertainty«, IGGI PhD, University of York (primary supervisor).
- 2016–2020 **Carlos González Díaz**, »Player Experience Effects of Motion Control Customisation using Interactive Machine Learning«, IGGI PhD, University of York (primary supervisor).
- 2016–2019 **Jeske van de Gevel**, »Democratizing Farmer Research Participation«, Theatre, Film, Television, and Interactive Media, University of York (primary supervisor).
- 2014–2019 **David Gundry**, »Game-based Interaction with Children for Linguistic Experiments«, IGGI PhD, University of York (primary supervisor).
- 2018 **Rob van Roy**, »Nuancing the Gamification Debate«, KU Leuven, MINT Lab (external assessor). Successfully defended.
- 2013–2016 **Dominique Wakefield**, »The Impact of Gameful design on Sedentary Adults' Motivation for Physical Activity and Physical Activity Levels: A Pilot Study«, University of Bath, Department for Health (third supervisor). Successfully defended.
- 2014–2016 **Kam Star**, »Methodologies for improving social creativity and learning through gamification«, Coventry University, Department of Computer Science (third supervisor). Successfully defended.
- 2015 **Matthias Laschke**, »Pleasurable Troublemakers«, Folkwang University of Arts, Experience design, Essen, Germany (external reviewer). Successfully defended.

#### MASTER AND BACHELOR SUPERVISION

- 2016 **Norah Bin Arfaj**, »Cultural Difference in Gamification: The Case of Saudia Arabia«, MSc Human-Centred Interactive Technologies, University of York, Computer Science Department (co-supervisor).
- 2016 **Anthony Zhenyang Li**, »Cultural Difference in Gamification: The Case of China«, MSc Human-Centred Interactive Technologies, University of York, Computer Science Department (co-supervisor).

2011 **Silja Lorenzen**, »Achievement Systems«, BA Media and Communication, Hamburg University (co-supervisor).

## Service

### UNIVERSITY SERVICE

01.2019–present **Interim director**, IGGI EPSRC Centre for Doctoral Training in Intelligent Games and Game Intelligence

07-09.2018

07.2017–present **Training coordinator**, IGGI EPSRC Centre for Doctoral Training in Intelligent Games and Game Intelligence

2016–present **Local management team**, Digital Creativity Labs, University of York

2016–present **Research committee member**, Department of Theatre, Film, and Television, University of York

2014–2015 **Undergraduate curriculum committee member**, Game Design Program, Northeastern University

2014–2015 **PhD committee member**, Game Design Program, Northeastern University

2014–2015 **Communication committee member**, Game Design Program, Northeastern University

2014–2015 **Research committee member**, Game Design Program, Northeastern University

### ACADEMIC COMMUNITY SERVICE

#### LEADERSHIP

2016–2018 **Executive Board Member**, Digital Games Research Association (DiGRA)

2011–present **Founder and Lead Organiser**, Gamification Research Network

### CONFERENCE CHAIRING

2019 **Proceedings chair**, Foundations of Digital Games 2019

2018 **Associate Chair**, Games and Play Subcommittee, ACM CHI 2018

2018 **Associate Chair**, ACM DIS 2018

2018 **Doctoral Consortium Chair**, ACM CHI Play 2018

2018 **Proceedings Chair**, Foundations of Digital Games 2018

2017 **General Chair**, IGGI 2017

2017 **Proceedings Chair**, Foundations of Digital Games 2017

2017 **Doctoral Consortium Chair**, ACM CHI Play 2017

2016 **Associate Chair**, Games and Play Subcommittee, ACM CHI 2016

2016 **Senior Programme Committee Member**, DiGRA/FDG 2016

2015 **Senior Programme Committee Member**, DiGRA 2015

2015 **Doctoral Consortium Chair**, Foundations of Digital Games 2015

2014	<b>Track Chair</b> , ACM CHI Play 2014
2012	<b>Track Leader</b> »Gamification«, Nordic DiGRA 2012

#### WORKSHOP ORGANISER

2018	<b>Lead Organiser</b> , FDG Workshop »Curiosity and Games«
2017	<b>Lead Organiser</b> , ACM CHI Workshop »Mixed-Initiative Creative Interfaces«
2015	<b>Lead Organiser</b> , ACM CHI Workshops »Gamifying Research«, »Embarrassing Interactions«
2013	<b>Lead Organiser</b> , ACM CHI Workshop »Designing Gamification«
2012	<b>Lead Organiser</b> , Games Learning Society Workshop »The Gameful Classroom«
2011	<b>Lead Organiser</b> , ACM CHI Workshops »Gamification«, »Social Games«

#### GRANT REVIEWING

2016-present	UK Engineering and Physical Sciences Research Council (EPSRC) Associate College
2017	Research Grants Council of Hong Kong
2017	Swiss National Science Foundation

#### CONFERENCE REVIEWING

2012-2018	ACM CHI
2012, 2017-2018	ACM DIS
2014-2017, 2019	ACM CHI Play
2014-2017	Foundations of Digital Games
2011-2016	DiGRA
2014-2015	Persuasive
2010-2011	Internet Research/AoIR
2016	ACM UbiComp, EICS, ISEA, Joint Conference on Serious Games
2015	Creativity & Cognition, ICEC
2014	ICA, Meaningful Play, GamifIR, CGCloud
2013	Gamification
2012	ACM CSCW, Informatik, Nordic DiGRA
2011	MindTrek, Future and Reality of Gaming
2010	HICSS, ECREA

#### JOURNAL REVIEWING

2013-2015, 2018	Computers in Human Behavior
2013-2015	Entertainment Computing
2014, 2015	ACM ToCHI
2014, 2015	New Media & Society

2014, 2015, 2018	Simulation & Gaming
2018	International Journal of Human-Computer Studies
2017	Interacting With Computers, Transactions on Computational Intelligence and AI in Games, Technology, Knowledge and Learning
2016	Ethics and Information Technology, Game Studies
2015	Communications of the ACM, Informatics for Health and Social Care
2014	New Review of Hypermedia and Multimedia, Human-Computer Interaction International Journal of Role-Playing, Loading, Surveillance & Society, Personal and Ubiquitous Computing
OTHER SERVICE	
2014, 2018	Book manuscript reviewer, MIT Press
2014-2015	Juror, Game Developers Choice Awards 2014-2015
2014	Juror, Indiecade
2012	Member of the advisory committee, »Gamification Day«, GDC Online

## Selected Industry Project Portfolio

11.2017-02.2018	<p><b>Helmholtz Centre for Infection Research</b>, Epidemiology App Gamification</p> <p>The Helmholtz Centre for Infection Research is a world-leading institution in the research of infectious diseases. A key challenge for their epidemiological project is motivating people to continually report health data. In response, I co-developed with researchers an analysis and concepts for gamifying several mobile application-based epidemiological studies.</p>
02-04.2017	<p><b>Supercell</b>, Skill Tree-Based Online Learning Platform</p> <p>The global mobile games leader Supercell intended to create a playful online learning platform for its 2,000+ customer service representatives, blending state of the art game and instructional design. As independent consultant, I developed a platform concept spanning learning goals, assessment, content, and delivery, based on the game mechanic of skill trees as a key information architecture.</p>
06-08.2014	<p><b>KLM</b>, Serious Game Concept for Disaster Response Training</p> <p>To digitise its training for disaster response personnel, the Dutch airline KLM contracted an Hubbub team including me to identify project constraints and needs, generate a series of high-level concepts for potential serious games, and document these in a brief and video prototype.</p>
12.2013-03.2014	<p><b>Novartis</b>, Gameful Diabetes II Management</p> <p>The international pharmaceutical company Novartis collaborated with GEElab to research and prototype a medically certified gameful application for Diabetes II self-management. As part of the team, I contributed desk research, research strategy as well as expert review of concepts.</p>
06-07.2013	<p><b>BMW</b>, Gameful Production Training</p> <p>A new production plant of automotive company BMW required operators to master unusually involved car assembly procedures. BMW contracted me to conceive and prototype playful forms of assembly training that facilitates sustained learning</p>



motivation while catering to the specific local work culture, using only existing physical, non-digital training equipment.

- 07–08.2012 **Tui, Cruises Training Game**  
Together with Rock'n'Roll Advertising (Hamburg), I devised and paper-prototyped an online learning game educating travel agents about Tui's offerings in cruise ship trips, and how to use their booking system.
- 02–04.2012 **Deutsche Telekom, Online QA Community Design**  
As independent contractor, I designed a playful and gameful reputation system for the online question-and-answer community »Telekom hilft« of Deutsche Telekom, including heuristic evaluation, interaction design, and business rules.
- 02–04.2012 **BBC, Game of Me**  
I wrote a white paper for the BBC Learning department on design principles and patterns of playful and gameful design, facilitated BBC-internal design workshops, and subsequently ideated, designed, prototyped and tested a game-like layer for the BBC to facilitate playful learning through its online video archives.
- 03.2012 **Datameer, Gameful E-Learning**  
The big data analytics provider Datameer decided to build an online learning platform to satisfy the growing training need among SME customers. As independent contractor, I facilitated an on-site design retreat with the product team and co-designed the concept for a playful, engaging e-learning solution.
- 09–10.2011 **Xing, Persuasive Design**  
The German business social network Xing GmbH contracted me to embed knowledge around persuasive technology in its user experience group. I planned, facilitated and co-designed a design project focusing on new user acquisition.
- 03–04.2010 **Otto Group, White Paper Online Checkout Processes**  
The Otto group, the world's second-largest online retailer, hired me to produce a 180pp. report summarising the existing research as well as systemising and evaluation existing and emerging design patterns for online checkout processes.
- 10.2008–08.2009 **Gruner+Jahr, Redesign stern.de**  
After more than five years of uncontrolled growth, stern.de, one of Germany's five major news sites, needed a complete redesign in a tight budget and time frame. As project lead user experience design, I managed the overall design process and produced the overwhelming majority of all user experience design work, including workflow, documentation, information architecture, and usability testing.
- 03–07.2007 **Federal Agency for Civic Education, Launch du-machst.de**  
As part of a multi-year action plan by the Federal Ministry for Youth, a social networking site for civic youth engagement was developed and launched. As product manager and project lead, my tasks included product strategy, project management, and management of the three project partners plus digital agency, editorial team and community management – including hiring, budgeting, reporting, negotiations and contracting.
- 2006–2008 **Federal Agency for Civic Education, Product management Wahl-O-Mat.de**  
The Wahl-O-Mat is a playful online application that allows users to compare their political views with that of electable parties. As product manager, I ensured the smooth launch of web and mobile applications, managing distributed teams of up to 12 people, 2 agencies and 3 external partners, budgeting, partner acquisition, press relations, liaison with political parties, facilitating participatory design workshops

with teens, redesign, and usability testing, resulting in a total of 570,000 unique users and 17 mio. page views.