

THE PERSUASIVE ROLES OF DIGITAL GAMES: A THEORETICAL MODEL

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THE PURPOSES

- The model was designed to explain the different ways in which digital games can be used to influence the attitude of players.
- This model has been designed from a broad understanding of the concept of persuasive games, based on a Persuasive Technology approach. Therefore, I try to take into consideration not only the role of games as media for persuasion, but also as tools and social actors for persuasion.
- This model tries to pay special attention to the role of players and the context in which games are played in the process of persuasion. For this reason, I try to relate Player and Context characteristics to specific Game solutions.

ASSUMPTIONS

I reflected on how Player/Context/Game variables may affect the type of game that needs to be designed.

Level of Involvement

Related to Personal Relevance, Need for Cognition and Motivation:

High Involvement: players with a higher level of involvement with the topic of the game might be more open to go through and reflect on arguments.

Low Involvement: players with a lower level of involvement might require from a more engaging and motivating game experience.

(Armstrong, 2010; De la Hera, 2014)

Aim of the Game

We should consider three different types of persuasive goals depending on the prior knowledge of the player on the topic of the game, his/her need for cognition and his/her resistance to the message that the game tries to convey.

Games that aim to Shape an Attitude:

No prior knowledge, no resistance.

Games that aim to Reinforce an Attitude:

Prior knowledge, no resistance

Games that aim to Change an Attitude:

Prior knowledge, resistance

(De la Hera, 2014; Stiff and Mongeau, 2003)

Persuasive Role of the Game

Games as Media for Persuasion: convey messages

- Meaningful Experiences (Explore Cause-Effect)
- Memorable Experiences (Motivate)
- Rehearse a Behavior

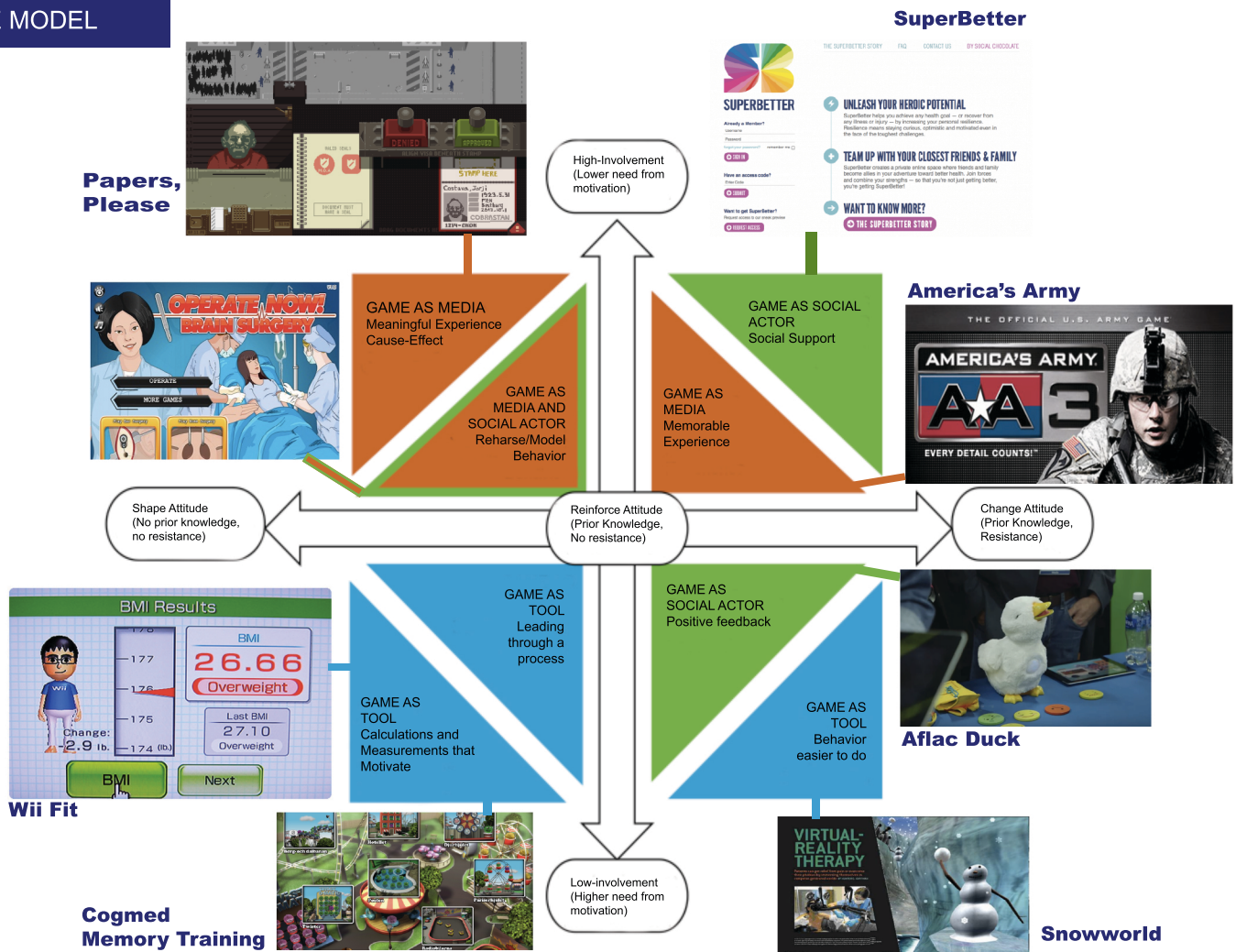
Games as Tools for Persuasion: increases capability

- Target Behavior Easier to Do
- Leading People Through a Process
- Calculations or Measurements that Motivate

Games as Social Actors: creates relationship

- Rewarding People with Positive Feedback
 - Modeling a Target Behavior or Attitude
 - Providing Social Support
- (Fogg, 2003; De la Hera, 2018)

THE MODEL



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