

# GALA Dissemination Report 2, Deliverable 9.6

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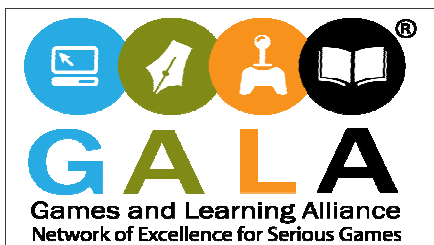
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# GaLA

[Games and Learning Alliance](#)

*The European Network of Excellence on Serious Games*

## Deliverable D09.06

# GALA Dissemination Report 2

<b>WORK PACKAGE NUMBER</b>	WP 09
<b>TASK NUMBER</b>	T 09.1
<b>DELIVERABLE NUMBER</b>	D09.06
<b>DELIVERY DATE</b>	22-10-12
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<b>Date</b>	22/ 10 / 2012
<b>Version</b>	1.0
<b>ABSTRACT</b>	This report summarises the activities and outcomes of WP09 during the second year of the GALA project.
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## 1 DOCUMENT REVISION LOG

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## 5 EXECUTIVE SUMMARY

GALA Work Package 9 is well on its way. It has extended its quantitative targets and demonstrates various successes. In year 2 website traffic went up from 4505 unique visitors to 8364 unique visitors. All partners are involved in blogging contributions to the GALA website (32 blogs). Serious games links and descriptions are available on the newly added SIG's sections. Social media involvement (Facebook and Twitter) shows growing figures. A leaflet became available. We met our target of 4 joint conference contributions, were successful at arranging special journal issues on serious gaming and prepared the first GALA conference in October 2012 (VS-Games, Genoa). Some weaknesses require our attention in year 3. Some minor activities were not completed: video clip, event calendar, slides, press kit. The latter two items will be made available in year 3. We need to improve the communication interfaces with WP-4-WP7 for enhancing dissemination performance and defining and controlling explicit dissemination targets. So far it seems that WP4-WP7 are underperforming (WP4: 7 gaming industries involved; WP5: no information about involvement of PhD students; WP6: papers reported, but unclear targets, WP7, clear contributions, but unclear targets. Finally it seems that not all GALA dissemination output is reported by the partners. From the collected data it appears that quite some partners report only few, if not zero contributions. Our aim is to involve all partners in dissemination.

## 6 INTRODUCTION

This document describes the activities and achievements of the GALA WP09 work package on dissemination during year 2 of the project, which is the period from October 2011 till October 2012.

GALA aims to address fundamental fragmentation in the serious games (SG) landscape for education and training. It aims to disseminate knowledge, best practices, and tools as a reference point at an international level. The main dissemination objective as stated in the GALA description of work reads:

*...to position GALA as the SG research flagship initiative by establishing a coherent viable and sustainable means for dissemination and spreading EU excellence on SGs at world level.*

The main goal of year 2 was to consolidate and enhance the core identity of the GALA Network of Excellence based on the shared policy and basic infrastructure for the dissemination resulting from year 1. From year 2 also tasks 9.4 (Organization of a yearly European Conference on SG) and 9.5 (Organization of journal special issues on SG) took a start. A main goal was also to prepare the branding of the anticipated Serious Games Society . WP9 also aimed to address the feedback received for the project review of December 2011. Below we will summarise the tasks and activities carried out in year 2 and the results of these. The document is concluded with a short reflection on the anticipated work in year 3.



## 7 TASK AND DELIVERABLES FOR YEAR 2

The tasks of WP9 relevant in year 2 are:

- T9.1 Joint dissemination policy (OUNL) (month 1-month 48)
- T9.2 Dissemination channels (UNIGE) (month 1-month 48)
- T9.3 Conferences, workshops and networking (OUNL) (month 1-month 48)
- T9.4 Organization of a yearly European Conference on SG (UNIGE) (month 13-month 48)
- T9.5 Organization of journal special issues on SG (UNIGE) (month 12-month 48)

While all tasks are running and producing dissemination contributions, the Description of Work doesn't specify formal deliverables for year 2 (except this year 2 report).

## 8 RESPONSES TO FIRST YEAR REVIEW

The review of the GALA project on December 6<sup>th</sup> and 7<sup>th</sup> in Genoa included some comments and suggestions for the dissemination approach. These will be summarized below.

### 8.1 CONCRETE TARGETS

The review committee suggested to define some more quantitative targets. We did. They are listed below.

#### 8.1.1 WEBSITE

We aimed to intensify traffic to the GALA website by adding more content, news etc. From June 2012 we raised the number of posted blog entries to the GALA website to a minimum of one per week and arranged the process to obtain contributions from all GALA partners. We use a schedule for this, which is controlled by WP9 (UCM). Our target was to raise the number of unique visitors to 8000 in year 2 (was 4.584 in year 1).

#### 8.1.2 CONFERENCES

Our target is to maintain the volume of 3-4 joint GALA contributions per year and be successful at a first tier conference by the end of year 3.

#### 8.1.3 SPECIAL ISSUES

We aim to maintain the volume of special issues arrangements at 2 per year.

#### 8.1.4 SCIENTIFIC IMPACT (WP2/WP3)

Work Packages 2 and 3 represent the core of GALA's research effort. In this regard, their dissemination outputs are expected to take the form of scientific publications and dissemination events (invited talks, lectures, presentations in conferences/workshops). The scientific outputs of the GALA consortium are aggregated and reported yearly, an effort that is being performed globally in WP09 through the dissemination collection form as reported in year 1. No output indicators of WP2/WP3 are known.

In order to enhance dissemination, WP9 has made the list of key publications publicly available (so far, it has been available in the private part of the website only). From year 3 the list of publications will be displayed publicly on the website.

#### 8.1.5 INDUSTRIAL STAKEHOLDERS (WP4)

Clearly the "stakeholder" strategy in WP4 is intimately related to WP9 in that one of the basic goals is reaching out to the serious gaming industry. This can best be achieved through a well designed dissemination strategy. In WP4 a social media approach is being used to involve gaming companies. The aim is to have over 20 companies involved by the end of year 2 and 40 companies by the end of year 3. Involvement means multiple participations/responses via social media networks such as Facebook, LinkedIn and the Young Academy, the social network of GaLA.

#### 8.1.6 INVOLVING PHD STUDENTS (WP5)

Work Package 5 (Education) aims to involve 10 PhD students in its activities by the end of year 2, 20 by the end of year 3. This refers to growth of the number PhD students and their involvement in the SG community by exchanging and discussing advancements of their PhD work.

### **8.1.7 EDUCATION AND CORPORATE TRAINING (WP6, WP7)**

No external targets known.

## **8.2 SEARCH ENGINE OPTIMISATION**

Metadata profiles have been adapted. Also GaLA partners were asked to link as much as possible to [www.galanoe.eu](http://www.galanoe.eu) from any online content (institutional websites, PDFs, blogs, social networks, presentations).

## **8.3 TRYING OUT GAMES ON THE WEBSITE**

The topic was extensively discussed in WP9. Generally we will not be able to replicate and embed game runtime environments on the website. Instead we will provide a searchable catalog of games that are described and evaluated by the SIGs, based on the GALA classification scheme. These data, including screenshots, documentation and links to the game will be made available on the web site. Occasionally we will look into options for including online games or games demonstrators connected to the VRE: some games may become accessible via the virtual Living Lab (WP8).

## **8.4 CENTRALISED DATABASE OF CONTACTS**

Although we are collecting and using addresses of stakeholder contacts (e.g. gaming industries) we don't think it is feasible to setup a CRM database. First, such approach seems to conflict with our dissemination emphasis on social networking. Second, distribution largely uses local institutional contacts that are easily shared among partners (actually there is no demand for a central database from GaLA partners). Third maintenance of a European wide contacts database would unacceptably increase overhead with limited added value.

## **8.5 CONFERENCES**

The review committee has suggested to reconsider the idea of setting up our own GALA-conference, because it will be quite difficult to realise a high standard conference ourselves. We will continue to prepare joint proposals for existing conferences, and aim to include first tier conferences (e.g. ACM, CHI), while also addressing the TEL and game-based learning communities. But we don't want yet to abandon the option for our own conference, which is assumed to fill a gap exactly in serious gaming and which constitutes an important asset of the anticipated serious gaming society. Hence, so far we will continue our two-way strategy of linking to existing conferences and trying to prepare a dedicated serious gaming one. See also below in section 10.3 (task 9.3) and section 10.4 (task 9.4).

## 9 ORGANISATION OF THE WORK

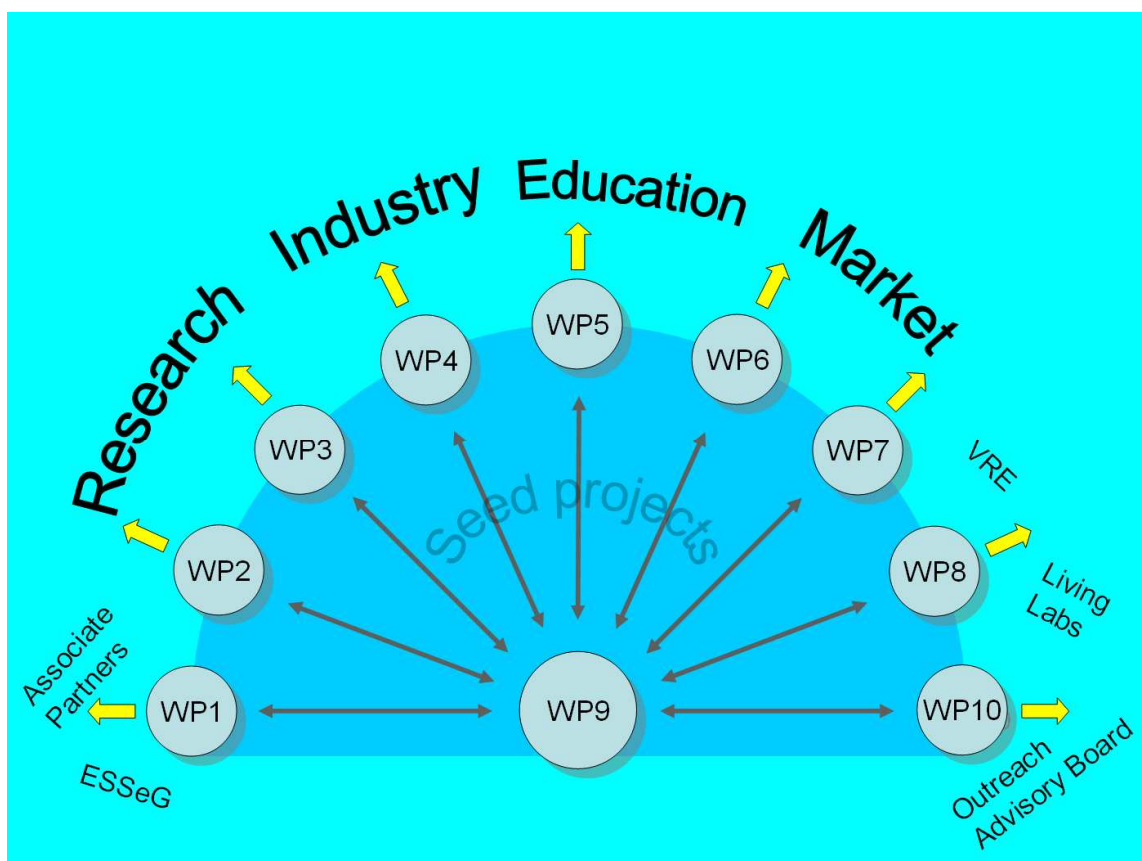
### 9.1 RESPONSIBILITY AT TASK LEVEL

For each task in WP 9 a responsible person was assigned:

- Task 9.1 Joint dissemination policy and workflow (Task leader: Wim Westera (OUNL))
- Task 9.2 Dissemination channels (Task leader: Riccardo Berta (UNIGE))
- Task 9.3 Conferences, workshops and networking (Task leader: Rob Nadolski (OUNL))
- Task 9.4 Organization of a yearly European Conference on SG (Task leader: Francesco Bellotti (UNIGE))
- Task 9.5 Organization of journal special issues on SG (Task leader: Francesco Bellotti (UNIGE))

### 9.2 CONTACTS WITH OTHER WORK PACKAGES

WP9 aims to stimulate, support and align the dissemination across various work packages (cf. figure 1).



**Figure 1** The interconnecting role of WP9.

Attuning across the network is covered by the assignment of a contact person for each work package. Each contact person acts as a linking pin between WP9 and one of the other WPs. Table 1 lists the WP dissemination contact persons.

Table 1 Contact persons for each WP.

Work Package	WP9 Dissemination Contact Person
WP1 Strategic coordination	Wim Westera (OUNL)
WP2 Research and Development Coordination	Pablo Moreno-Ger (UCM)
WP3 SG Application Fields	Francesco Bellotti (UNIGE)
WP4 Industry and Stakeholder Engagement	Thierry Nabeth (Atos), replaced with Paul Moore (Atos) from Januari 2012
WP5 Education	Rob Nadolski (OUNL)
WP6 Integration into Educational Processes	Liz Boyle (UWS)
WP7 Integration in corporate training	Ion Roceanu (MAN), replaced with Daniel Belligan (MAN) from Januari 2012
WP8 Support and Services	Jannicke Baalsrud Hauge (BIBA)
WP10 Management activities	Wim Westera (OUNL)

The WP leaders are supported by the WP contact persons at devising dissemination activities for their WPs.

### 9.3 DECISION MAKING

The core WP9 team consists of joint WP contact persons and task leaders (cf. table 1). One of the members is also available for consultancy on English language issues. Conference meetings for the core team are arranged on a regular basis, linked with the GALA meetings and extended with intermediate virtual meetings. Meeting minutes are prepared for registering decisions and progress. These are published on GALA's internal project wiki.

## 10 RESULTS

### ***10.1 TASK 9.1 JOINT DISSEMINATION POLICY AND WORKFLOW***

This task covers the overall arrangement of the WPs work, the WP sessions, this yearly report and participations at EMB level.

### ***10.2 TASK 9.2 DISSEMINATION CHANNELS***

#### ***10.2.1 GALA WEBSITE***

#### ***GALA Website traffic***

The GALA website traffic in year 1 and year 2 in listed in table 2.

*Table 2 GALA website traffic*

<b>Indicator</b>	<b>Year 1</b>	<b>Year 2</b>
Number of visits to the website	12,170	15,000
Number of pages per visit	5.1	3.1
Average duration of visits	4 minutes 13 seconds	3 minutes 9 seconds
Unique visitors	4,505	8,364
Unique visitors from US	429	1,077

#### ***Blogs and comments***

In year 2 the website configuration has been upgraded and extended. We have enhanced the Blog area, with the possibility for readers to post comments (see figures below) in order to actively involve site visitors.

**Add comment**

Name (required)

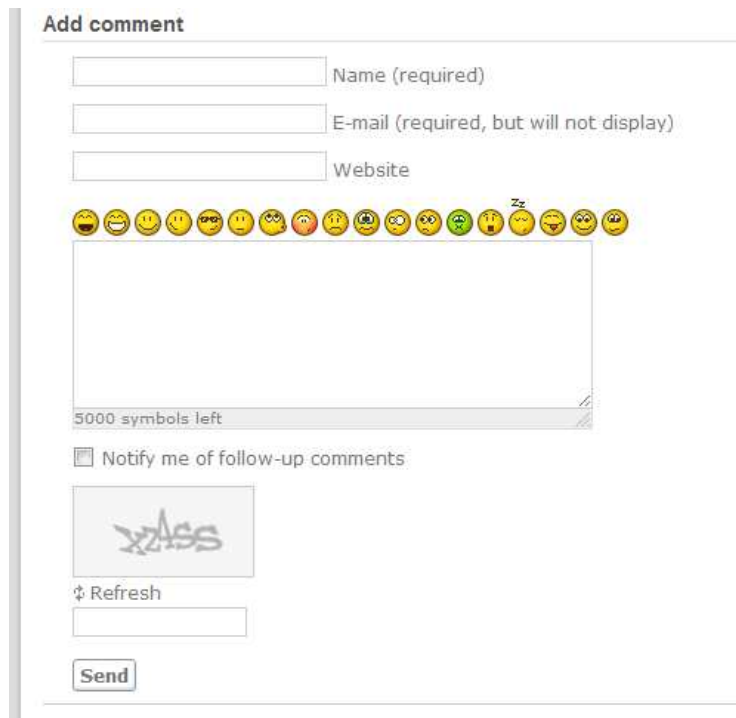
E-mail (required, but will not display)

Website

☺ ☹ 😄 😞 😡 😢 😇 😈 😱 😲 😳 😴 😵 😶 😷 😸 😹 😺 😻 😼 😽 😾 😿 😽 😿 😽

5000 symbols left

Notify me of follow-up comments



↻ Refresh

Figure 2 The commenting feature on the website.

### SIGs' sites and links to serious games

In addition we have created for each SIG a dissemination site, which is accessible via the GaLA homepage. The clickable logos for the SIGs are on a prominent position at the GALA home page for easy navigation (see figure 3).

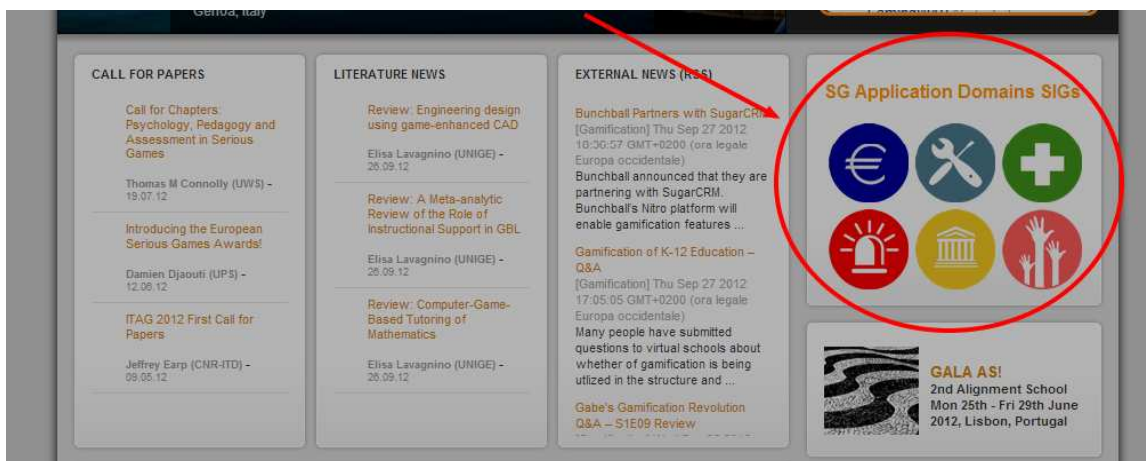
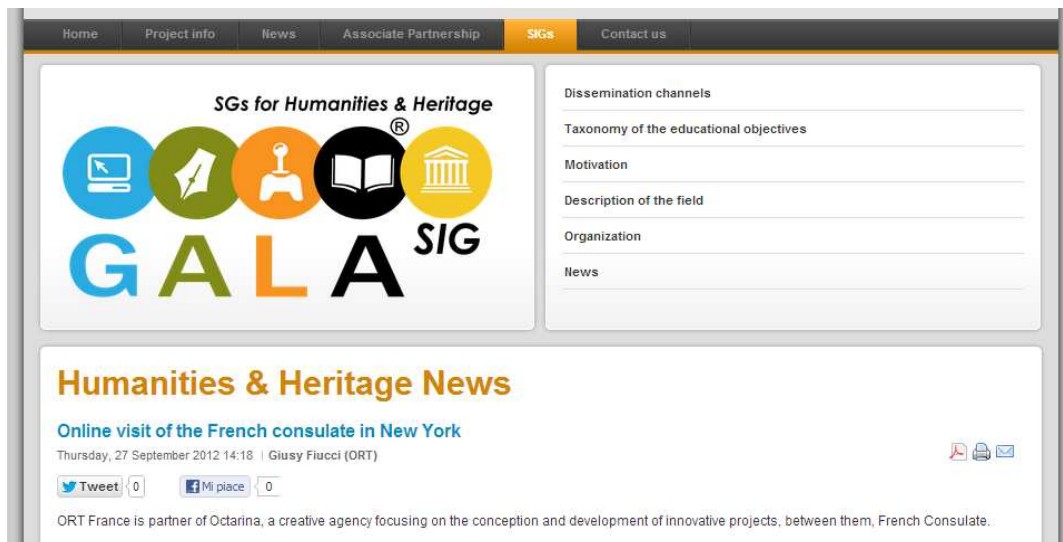


Figure 3 GALA home page with the SIG's logos.

Either via a SIG icon or via the main menu visitors directly move to the selected SIG website.



*Figure 4 The website of the SIG Humanities and Heritage*

The SIG sites (cf. figure 4) present information about the motivation for the SIG, the description of the field, the organisation, the taxonomy of the educational objectives and the dissemination channels (e.g. relevant conferences, projects etcetera). There is also a news section that SIG members can use to post relevant messages (especially examples of Serious Games). GALA members logged onto the site can post news with a private entry in the SIG menu.

### **SEO optimisation**

We have enhanced the site meta-description with relevant information in order to help search engine crawlers at making the index of the site. Moreover we have added links to the GALA site from several partners' institutional and/or private sites to enlarge its networks of links.

### **Security**

We have experienced several hacker attacks. In order to prevent this issue, we have enhanced the site with tools and component to protect the site from different attacks, such as PHP injections, SQL injections, spam in comments and other forms.

### **Reporting dissemination output**

GaLA partners are frequently reminded to enter their dissemination output (e.g. papers, sessions, presentations) to the GALA website via a form utility. GALA partners can now also view and browse through the entries (see figure 5).



Type	Owner	Time	Reference
Presentation	Michela Ott	26/06/11	Ott M. – The use of mind games with ...
Presentation	Wim Westera	09/02/11	Westera, W. (2011). Introduction to th...
Presentation	Wim Westera	09/02/11	Westera, W. (2011). Introduction to th...
Workshop	Ritta Smeds	07/09/11	"Co-Designing Serious Games" The IFL...
Book or book chapter	Ritta Smeds	07/09/11	Ritta Smeds (ed) 2011: Co-designing ...
Paper	michela ott	october 2011	Francesco Bellotti, Riccardo Berta, Al...
Paper	jeffrey earp	october 2011	Jeffrey Earp, Maria Popescu, Sylveste...
Presentation	michela ott	V-Must.net meeting Seville	Francesca Pozzi, Michela Ott ITD-CNR...
Presentation	Jeffrey Earp	september 2011	Jeffrey Earp Introduction to the GALA...
Presentation	Sylvester Arnab	18/02/11	S Arnab, Serious Games Initiatives, L...
Presentation	Sylvester Arnab	19/02/11	Arnab, S. (2011) Invited Speaker: Ga...
Workshop	Sylvester Arnab	11/07/11	Arnab, S. (2011). Experiential and Exp...
Press	Romero, M.	01/02/11	Romero, M. & Almirall, E. (2011). ESA...
Press	Romero, M.	08/02/11	Romero, M. & Almirall, E. (2011). ESA...
Press	Romero, M.	07/02/11	Romero, M. & Almirall, E. (2011). ESA...
Press	Romero, M.	09/02/11	Romero, M. & Almirall, E. (2011). ESA...
Blog post	Romero, M.	05/05/11	Romero, M. & Almirall, E. (2011). El eq...
Press	Romero, M.	07/02/11	Romero, M. & Almirall, E. (2011). Mejor...
Blog post	Romero, M.	01/02/11	Romero, M. & Almirall, E. (2011). 2nd ...
Presentation	Romero, M.	20/06/11	Romero, M. (2011). Supporting Colab...

Figure 5 List of reported dissemination output (login required).

We will show the visitors the most important dissemination outputs (in particular high-level journal and conference papers) of GALA and will make available a new module on the website. This component will be ready before the second year review meeting.

### 10.2.2 SERIOUS GAMES SOCIETY WEBSITE

We have also designed and published the first version of the Serious Games Society website (<http://seriousgamessociety.org/>) with some descriptive information and the possibility to register and subscribe online (see figure 6). It uses a style that joins the ideas of gaming and learning with a professional association look. The logo has been defined accordingly.

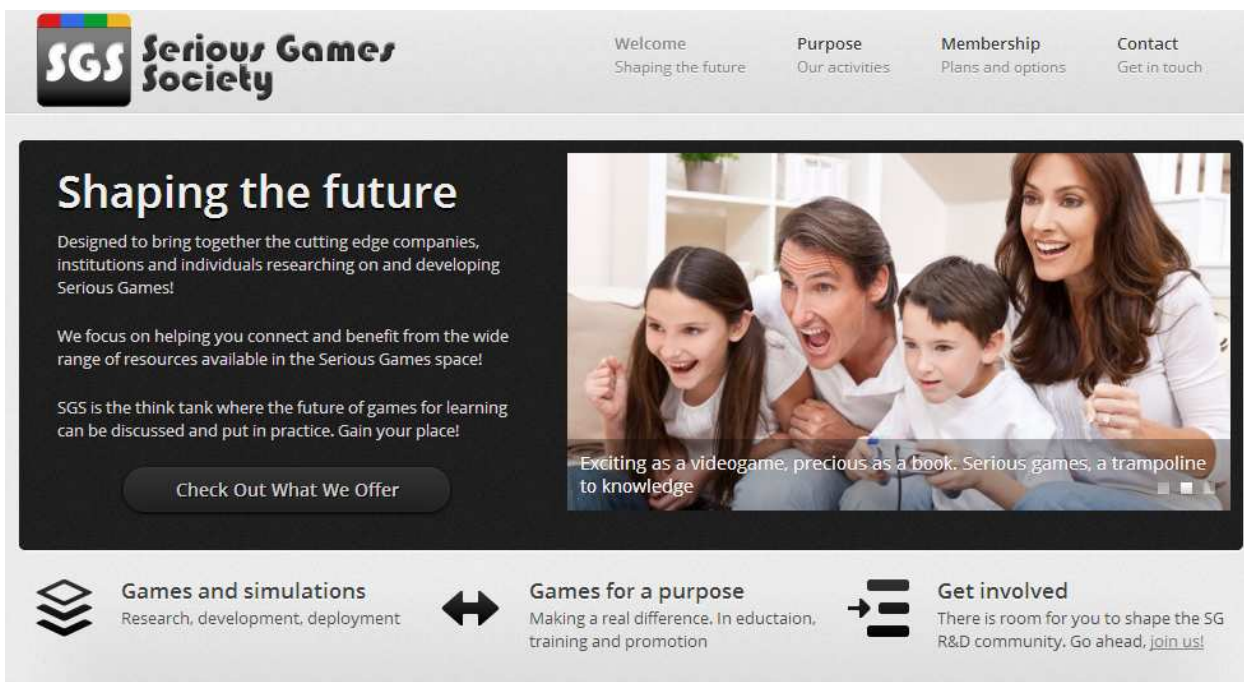


Figure 6 The website of the Serious Games Society (<http://seriousgamesociety.org/>)

### 10.2.3 SOCIAL MEDIA CONTENT

We have intensified our blogging activities and presence on Social Media, with special focus on Twitter and Facebook dissemination.

#### **GALA Blog**

In year 2 WP9 has arranged and facilitated a process to promote regular high value contributions from all GALA partners. This has resulted in a significant increase in the number of posts (Table 3).

The GALA Blog has thus increased its impact, and in September 2012 it was selected as one of the 20 best blogs on Game-Based Learning (position number 6) ([http://www.onlinecolleges.net/2012/08/07/the-20-best-blogs-about-game-based-learning/?goback=.gde\\_155852\\_member\\_155524488](http://www.onlinecolleges.net/2012/08/07/the-20-best-blogs-about-game-based-learning/?goback=.gde_155852_member_155524488))

Table 3 Blog posts on the GALA website

Blogs	Year 1 (October 2011)	Year 2 (September 2012)
Number of posts	3	32 (+29)

The GALA Blog has thus increased its impact, and in September 2012 it was selected as one of the best blogs on Game-Based Learning (position number 6) ([http://www.onlinecolleges.net/2012/08/07/the-20-best-blogs-about-game-based-learning/?goback=.gde\\_155852\\_member\\_155524488](http://www.onlinecolleges.net/2012/08/07/the-20-best-blogs-about-game-based-learning/?goback=.gde_155852_member_155524488))

## Twitter Activity

During Year 2 the GALA twitter account, managed by WP09, increased its number of followers and daily publishing and engagement rates. The table below summarizes twitter activity as of September 2012<sup>1</sup>.

Table 4 GALA's Twitter data in Year 2.

Twitter	Year 2 (September 2012)
Followers	193
Tweets	1352 (including retweets)
Mentions	109
Retweets	213

## Facebook Activity

Facebook activity started at the end Year 1, and has seen a great increase of activity rates during Year 2 (table 5).

Table 5 Facebook data in Year 2.

Item	Year 1 (October 2011)	Year 2 (September 2012)
Likes	50	132 (+82)
Page stories	53	1009 (+962)
People Talking about the page	105	427 (+322)

### 10.2.4 PRINT MATERIAL

The GALA leaflet has been professionally designed and printed in 1000 copies that are available for distribution. The copies have been distributed to the partners and were used at ECGBL, ECTEL, SGDA and local meetings. The leaflet is also downloadable from the project website.

### 10.2.5 PRESS RELEASES

All the major events related to GaLA's second year activities (e.g., 2nd Alignment School, organization of SGDA 2012) have been advertised to local press with press releases.

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<sup>1</sup> Detailed statistics for Year 1 are not available, given that most non-commercial tools do not provide historical data. Further reports will include updated figures for comparison.

### 10.2.6 PRESS AND MEDIA CONTACTS AND PRESS KIT

Prof. De Gloria, the NoE coordinator, has been interviewed “Panorama” on April 18 2012<sup>2</sup>. The title of the article on the most widespread generalistic Italian weekly was: “By videogaming you learn”, with a subtitle: “The new frontier of education, at school and in companies as well is through serious games, videogames with educational goals”. Another interview is foreseen in a short time for “L’Espresso”, the second Italian weekly, in proximity of the Vs-Games 2012 conference.

A press kit is being prepared. It will be a specific section of the GaLA project website dedicated to press relations. This includes the following:

- Contact information for the project.
- A list of relevant URL’s and links such as the Serious Games Society, GaLA online communities as well as Twitter, Facebook and LinkedIn information.
- A repository of GaLA project press releases.
- A list of links to mention in the press (specialised or general) to the GaLA project or SGS.
- The GaLA project brochure and other print material in downloadable format.
- Links to the GaLA project videos. These videos will include promotional videos for GaLA and the SGS as well as live streaming from conferences. The project and SGS videos are hosted on Youtube and the conference live videos will be hosted on the conference websites (such as <http://www.vs-games2012.org/>).

The purpose of the Press Kit is twofold. On the one hand it can serve as a handy reference point for GALA partners in any dealings they may have with the press. On the other hand it is structured in such a way that it can also be self-serve for people from the press

### 10.2.7 BASIC PRESENTATION SLIDES

A provisional presentation on SGS is available. In year 3 a basic slide presentation about GALA and the SGS will be made available.

### 10.2.8 VIDEO CLIP

The plan for the production of the video clip is to have it around the beginning of year 4, exploiting knowledge that is being developed in GaLA, so to spread the specific contribution of the NoE.

### 10.2.9 EVENT CALENDAR

The event calendar was cancelled for practical reasons. Events and conferences are announced in the news feeds and listed in the SIGs’ websites.

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<sup>2</sup> <http://mytech.panorama.it/Video-giocando-si-impara>

## 10.3 TASK 9.3 CONFERENCES, WORKSHOPS AND NETWORKING

### 10.3.1 JOINT CONFERENCE INITIATIVES

#### Completed:

#### 1. *Online Educa Berlin 2011 (Berlin - December 2, 2011)*

##### *Discussion session on Serious Games*

Participants on this international conference on technology supported learning and training were mainly from the academic, the corporate and the public sector (see: <http://www.online-educa.com/who-should-attend>). The discussion session was attended by 120 participants (fully booked room).

#### 2. *ICALT 2012 (Rome- July 6, 2012)*

##### *Workshop Game based learning for 21st century transferable skills: challenges and opportunities*

Participants on this international conference for advanced learning technologies were mainly from the academic sector. The workshop was attended by 75 participants.

#### 3. *ECTEL 2012 (Saarbrücken, September 18-22)*

##### *Workshop Pedagogically driven serious games*

Participants on this European conference on technology enhanced learning are mainly from the academic sector. The workshop was attended by 30 participants

#### 4. *SGDA2012/IFIP\_ICEC (Bremen, September 26-29)*

The third International Conference on Serious Games Development and Applications was 2012 as a satellite conference to IFIP-ICEC2012. There was also a common session. Several GaLA papers were accepted. The SGDA conference was supported by GaLA (Chair: Jannicke Baalsrud Hauge, BIBA). Igor Mayer from the Technical University of Delft was one of the key note speakers. Participants are both from academic and industrial sector. The conference was attended by approx. 120 people.

#### 5. *ECGBL 2012 (Cork, October 4-5)*

All GaLA partners were challenged to submit contributions to this European Conference on Game-Based Learning (chair: Thomas Connolly, University of the West of Scotland). Various papers from GaLA-partners were accepted. Simon Egenfeldt-Nielsen (Serious Games Interactive) was keynote speaker on ECGBL. Participants are mainly from the academic sector.

#### In preparation:

#### 1. *VS games 2012 (Genoa, October 29-31)*

This international conference on Games and Virtual Worlds for Serious Applications is sponsored by GaLA. All GaLA partners were highly challenged to submit contributions (papers, workshops, tutorials) (chair: Alessandro De Gloria, University of Genoa).

#### 2. *Online Educa Berlin 2012 (Berlin, November 28)*

Workshop - Are you serious? Evidence for learning using games

Other initiatives for 2013 will be started from October 2012 onwards. In may 2012 we've circulated a questionnaire among GaLA partners for collecting their opinions about the most suitable conference avenues for GALA presence (Table 6).

Table 6 Most appropriate conferences according to GaLA partners (n=25).

Ranking	Conference
1	ECGBL
2	VS-games
3	ECTEL
4/5	Serious Games Expo DIGRA Digital Games Research Association
6	ICALT
7/8	Games for Health Serious Play Conference
9	ISAGA
10	GDC (Game Developers Conference) ACM Multimedia

Please note that 1st tier conferences (like ACM CHI) are not amongst Top 10.

### 10.3.2 INDUSTRIAL STAKEHOLDERS (WP4)

The GaLA associate partnership list involves industrial and SME entities as well. These include: Brain and Knowledge (It); CITO (Pt); Dassault Systemes (Fr); Game2growth (Uk); I-maginary (It); TIconBLU (It); UNAgames (It); Simventure (Uk); Virtualware(Es). This makes 7 substantial industry contacts. Although there have been various casual contacts with other industries, this is far below our target of involving 20 industry partners.

### 10.3.3 INVOLVING PHD STUDENTS (WP5)

Our target was to involve 10 PhD students. No additional information available.

### 10.3.4 INVOLVING EDUCATION STAKEHOLDERS (WP6)

The WP has reported up to 20 journal papers and conference papers related to the work package

### 10.3.5 INVOLVING CORPORATE TRAINING (WP7)

The following dissemination activities were undertaken in the domain of corporate training (in conferences):

Games for Brands Conference (October, 27th 2011), organized by Playgen in London. The conference aim was to explore all the avenues – from in-game advertising and branded virtual goods, through to advergames - that organizations can explore to enhance customer and audience engagement using games, game mechanics and gamification. Dedicated panels included building your own branded game/advergame and learning from the success of leading games companies. There were representatives from all kinds of brands, institutions and enterprises. One person from UNott attended with the aim of networking and

building contacts. He approached the speakers and some companies doing gamification to ask them to be case studies, but they were all reluctant.

WP7 also took part in Online Educa, 2011, in which it surveyed the GaLA workshop audience.

### **10.3.6 CONFRONT WITH OUR TARGETS**

Our target was to maintain 3-4 joint GaLA contributions for conferences per year. We've met this target in the second year of the GaLA project.

## **10.4 TASK 9.4 ORGANIZATION OF A YEARLY EUROPEAN CONFERENCE ON SG**

The organisation of a European conference on serious games is significant part of the GaLA vision, given the need of gathering, building and nurturing an academic community on SGs. The community should be able also to dialogue with the business sector in a technology/knowledge transfer perspective. The conference is planned to be self-sustainable in a long-term perspective, also after the end of the EU funding. For this reason, it will be managed by the Serious Games Society.

The conference is supposed to have a specific focus on SGs, given the lack, especially at European level, of a dedicated conference. Presence of a specific/dedicated outlet is considered necessary both for visibility and for favouring community building, also involving industrial interests. For this reason, an two-day exhibition with SG developer companies is foreseen in the program of the conference.

The first conference organized by GaLA will be the VS-Games conference in Genoa in October 2012, which is an existing conference and, to the best of our knowledge, is the best one with a certain general focus on SGs (at least in Europe). Also, it is expanding overseas. This seems to be a good starting point, given the need to defragment SG field, so to gather together and reinforce a community. The conference (<http://www.vs-games2012.org>) has been completely managed by GaLA, as it appears from the banner as well. The program involves sessions that range from theoretical foundations to application domains, from technological framework to deployment studies. The paper submission rate has been very good (64 papers) and we selected 29 papers for oral presentations and 21 for poster presentations.. Most of the papers (84%) were reviewed by at least 3 reviewers. A team of 106 reviewers from several different disciplinary fields and geographic/professional provenience have been employed. The poster session was set up in order to allow a presentation of papers that were judged at least sufficiently in the blind review. One tutorial and two workshops have been selected for the first day (October 29th), while the actual conference will take place on Oct. 30th and 31st.

The conference will feature three key-notes speech, that have been carefully selected to link academy, well represented in the conference, with major stakeholders at political and industrial level, in order to favor a proper addressing of the research. The three invited speakers are:

- Marco Marsella, who is Deputy Head of the Unit eContent and Safer Internet of the European Commission Directorate-General for Information Society and Media.
- Donald Brinkman, who manages external programs in digital humanities, digital heritage and games for learning at Microsoft Research.
- Pascale Xélot, who is the leader for the European IBM Innovation Centers run by ISV & Developer Relations (IDR)

After the conference the event will be evaluated in order to check whether the feasibility and desirability of continuation, also taking into account that the 1st year review committee has suggested to reconsider the idea of setting up our own GALA-conference, because of the difficulties of setting up a high standard conference ourselves. Our choice, at least for the 1st year, has been to follow the GaLA contract in order to give visibility and a proper, complete view over SG research, allowing also a systematic dialogue with the world of the industry and of the institutions. We would not have been allowed the same freedom and completeness by organizing workshops or events inside other conferences.

We hope and believe that a GaLA conference represents a clear multiplier factor, in a focused direction, according to the specific need of the SG community (thus it has a higher constructive value/impact). Finally, the conference constitutes an important asset of the just created Serious Game Society.

Of course, this organisation should not distract us from targeting also other high-level venues (cf. section 10.3.1.). Besides this, several joint papers were presented by GaLA authors in these and other high-quality conferences.

### ***10.5 TASK 9.5 ORGANIZATION OF JOURNAL SPECIAL ISSUES ON SG***

The objective of this task is to create opportunities for the scientific community (in particular in the fields of technology-enhanced learning, gaming and multimedia) to have high-quality thematic opportunities for publishing and reading about the latest advances in SG research. Our target is to have 2 special issues every year on hot topics of serious games research.

In year 2, the first year of this task, we have been working on 6 special issues, in different time-frames.

- “User Assessment in Serious Games and Technology-Enhanced Learning”, to be published by Hindawi Advances in Human Computer Interaction (aHCI). The special issue is now finalizing the second review phase. Six selected papers, plus the editors’ introduction are expected to be published. Editors: F. Bellotti, B. Kapraos, K. Lee and P. Moreno-Ger.
- “Serious Games for Cultural Heritage”, to be published by ACM Journal of Computing and Cultural Heritage (JOCCH). The special issue is now finalizing the first review phase. Selected papers, plus the editors’ introduction are expected to be published around the end of 2012. Editors: M. Mortara and F. Bellotti.
- “Game based learning for 21st century transferable skills: challenges and opportunities”, to be published by Journal of Educational Technology & Society (ETS). The call for paper is open and will close on November 30 2012. This is an extension of the workshop presented by GaLA at iCalt 2012. Editors: F. Bellotti R. M. Bottino, R. Nadolsky, F. Balthasar-Manion.
- “Games and Learning Alliance”. Accepted for publication in Elsevier Entertainment Computing. The title is still temporary. It will offer a selection of the best papers from the Vs-Games 2012 conference. Editors: A. De Gloria, F. Bellotti, R. Berta
- “Serious Games and Manufacturing”. It was unsuccessfully submitted to Computers in Industry. Theo Limm is now waiting for a response from the CAD journal.



- “Serious Games for Learning”. The high impact factor journal Elsevier Learning and Instruction has issued a call for special issue, to which we are trying to apply. Submissions should also provide 5 titles and abstracts of papers that will be included in the special issue.

Advances in Human Computer Interaction (aHCI) is a Hindawi journal indexed by Scopus. It is an open access journal which is getting ever more attention from the scientific community on Human-Computer Interaction. aHCI is sensitive to serious game research, as a new frontier of advanced and effective user interaction. For this reason, we have successfully proposed a special issue on assessment, which is a key topic of serious game research, given the need to provide evidence to potential customers of the actual effectiveness of SGs. Assessment is strongly related to one of the WP2 ongoing research questions and is one of the WP2 TCs as well.

The ACM Journal of Computing and Cultural Heritage (JOCCH) is an emerging journal about ICT technologies for the cultural heritage, which has established itself as a reference in this application area. We have made this proposal because cultural heritage and cultural tourism is a significant application area for SGs, in particular in Europe. After our special issue acceptance, serious games have become a topic in the focus of JOCCH.

The Journal of Educational Technology & Society (ETS) has a 1.066 impact factor and is published by the International Forum of Educational Technology & Society, which publishes a popular academic newsletter about technology enhanced learning.

Elsevier Entertainment Computing is an emerging journal, which has rapidly established itself as a reference outlet for game research. Serious games is part of its scope. It is indexed by Scopus. The proposed special issue, related to the Vs-Games 2012 conference, intends to provide a wide overview of the latest advancements in serious games research, considering various aspects, such as: pedagogy, design, deployment, assessment, etc.

The Elsevier Learning and Instruction journal is a high impact factor (3.72) that has issued a call for special issue, to which we are trying to apply. This would be an excellent opportunity for gathering and publishing high-quality papers on serious games from a mainly pedagogical perspective.

Prestigious journals will be targeted for the next special issues, also exploiting more mature results from GaLA. The ambitious target is to have one/two special issues by an IEEE/ACM transaction/magazine (e.g., in graphics/multimedia and/or on Artificial Intelligence), and one in an educational journal (e.g., Elsevier Computers and Education, British Journal of Education Technologies, Learning and Instruction). Beside this, following the example of the JOCCH special issue on SGs for the cultural heritage. If all the initiatives were successful, we would have achieved an outstanding final number of special issues.

Concerning the quality of the special issues, we think that the achieved results represent a good advancement for the serious game field visibility. To the best of our knowledge, other special issues dedicated to serious games include: “Serious Games” by Elsevier Information Sciences (Ed.s de Freitas and Ketelhut, deadline oct 15th 2012, IF: 2.833), “Serious Games Development and Applications”, by Elsevier Entertainment Computing (Ed.s Ma, Antonopoulos and Fradinho, published: 2011, indexed on Scopus), “Serious Games”, by Elsevier Computers & Education (published: jan 2011, Ed. David Brown, IF: 2.621), “Serious Games”, by IEEE Computer Graphics And Applications (Ed.s barnes, Encarnacao and Shaw, published: april/march 2009, IEEE Computer Graphics And Applications journal, IF: 1.411).

## 10.6 DISSEMINATION OUTPUT REPORTED BY PARTNERS

Dissemination output of GALA partners in year 2 was collected through a website form. From 118 entries, 5 were excluded because they didn't refer to year 2, they had unclear descriptions, or they reflected internal GALA dissemination, 113 entries remained. Table 7 shows the aggregated figures of year 2 and the previously reported figures of year 2.

Table 7 Key figures of reported dissemination output.

Indicator	Number (year 2)	Number (year 1)
Reported papers	58	29
Reported presentations and workshops	31	35
Reported books and book chapters	1	5
Reported exhibition stand	x	1
Reported organised event	8	1
Reported blog posts	10	3
Reported press releases	3	9
Reported seminars	x	2
Reported other	2	x
Total	113	85

The full output list including references is in Appendix 1. Unfortunately, not all entries provide a clear reference (what, where, when). Also, we have the impression that not all GALA dissemination output is reported. The actual number of blogs on the GALA website only is 32 rather than 10, which suggests that up to 70% remains unreported.

Figure 7 shows the involvement of partners in the reported dissemination contributions. On average each dissemination action was carried by 1.5 partners. Apparently quite some partners report only few, if not zero contributions.

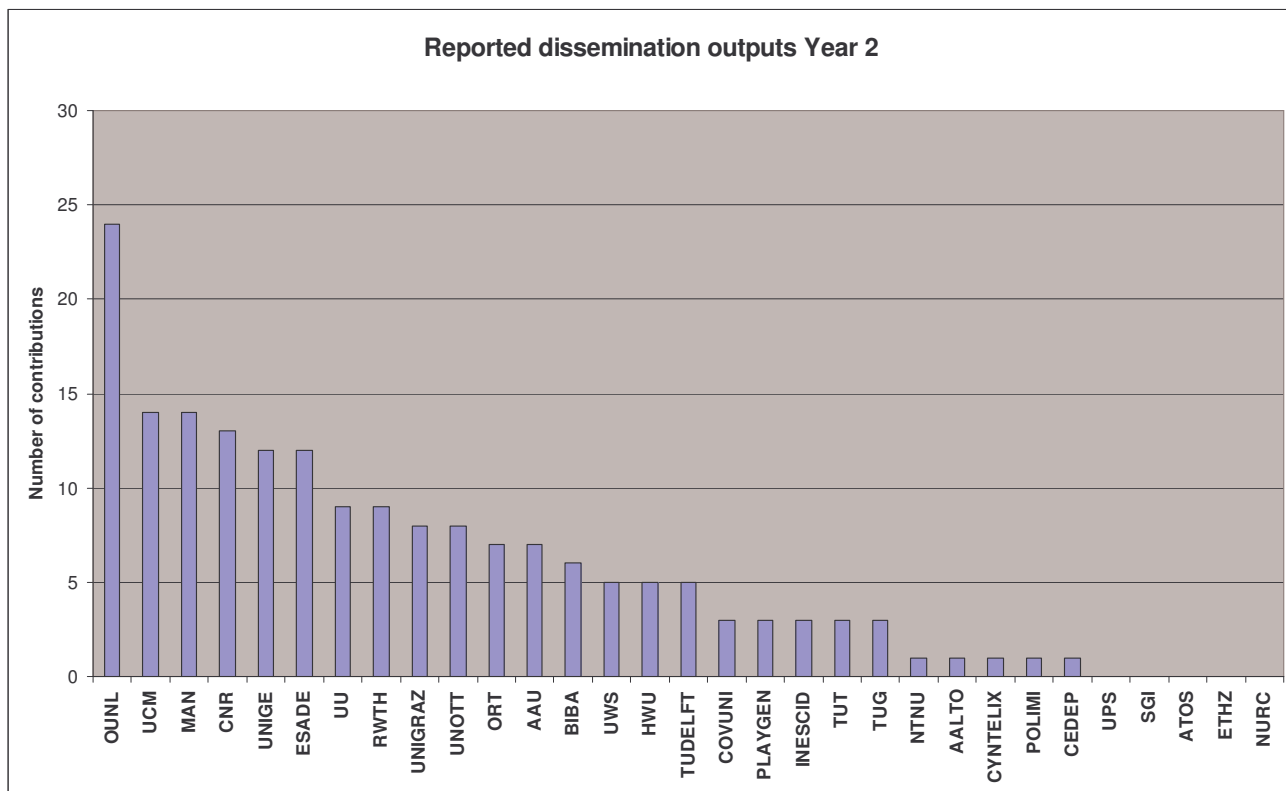


Figure 7 The involvement of partners in the reported dissemination.

## 11 EVALUATION

The performance and achievements of WP9 are evaluated below on various aspects.

*Table 8 Reported dissemination output.*

<b>Aspect of dissemination</b>	<b>Result</b>	<b>Evaluation</b>
Extension of targets	Additional concrete targets defined	++
Website traffic: target 8000 unique visitors	8364 unique visitors	++
GaLA Website upgrading)	Improvements with respect to security, facilities (blog, SIG pages, SEO optimisation)	++
GaLA website content	Scheduled blogs by GaLA partners Nr. 6 ranking of best blogs on game-based learning	++
Social media	Clear activities on Twitter and Facebook	++
Print	Leaflet available	++
Press releases	For all major GaLA events	+
Press & media contacts	Limited exposure	-/+
Press kit	Delayed, to be prepared for VS-games	-/+
Slides GaLA, SGS	Not completed	-
Video clip	Postponed	-
Event calendar	Failed. We drop the idea	--
SGS website	Successfully launched	++
Conferences: target 3-4 joint GALA contributions	4 events achieved in year 2	++
Deliverables on website	Available	++
Key publications on website	In preparation	-/+
Games on website	A searchable catalogue of games on SIG's sites	+
Industrial stakeholder	6 associate industrial partners	-

involvement (WP4): target 20		
Involving PhD-students: target 10 PhD students involved (WP5)	Unknown	--
Education (WP6)	No targets available; unclear dissemination output	--
Corporate training (WP7)	No targets available; limited dissemination output	-
Database of contacts	After discussion rejected	-/+
First tier conferences	Target in year 3	-/+
Yearly GaLA conference	VS-Games Conference October 2012 successfully prepared	++
Special issues (target 2 per year)	6 Initiatives. well above target	++
Reported dissemination output	Steady increase. Probably incomplete. Various partners don't report dissemination	+

The overall evaluation is quite positive. WP9 is well on schedule and has achieved most of its targets. Special attention will be needed for slides, press kit, involving all GaLA partners in dissemination, and improving the communication interfaces with other WPs, in particular for defining and achieving clear dissemination targets for WP4-7.

## 12 NEXT YEAR'S CHALLENGES

In the next year WP9 will continue its GaLA dissemination activities and the branding of the SGS.

We will prolong:

website improvements

Blogging schedule

Social media channels

Promote games description on SIG's sites

We will arrange:

The VS-games conference

Better communication interfaces with WPs

Dissemination involvement of all partners

Key publications on website

Slides for GaLA, SGS

Our suggested targets for year 3 are listed in table 9.

*Table 9 Quantified dissemination targets for year 3.*

<b>Item</b>	<b>Target</b>
Blogs on GaLA site	50
Unique visitors GaLA website	10,000
Unique visitors SGS website	5,000
Subscriptions SGS	15
Special issues	2
Joint conference contributions	3-4
First-tier conference contribution	<b>1</b>
GaLA conference	<b>1</b>
Involvement of games industry (WP4)	<b>40</b>
Involvement of PhD students	<b>20</b>

## APPENDIX 1: REGISTERED GALA DISSEMINATION OUTPUT

Table 10 Reported dissemination output in year 2.

Type	Reported by	Description
Blog post	Ralf Klamma	An Android Based Mobile Learning Game Engine
Blog post	Bartwin van der Pols	van der Pols, B.C. (2012) Serious gaming: hype or business opportunity. Blog post on serious gaming in corporate sector.
Blog post	Giusy FIUCCI (ORT)	A thematic workshop organized by ORT-France the 22nd of November 2012 will be held at Cap Digital, the French business cluster for digital content and services in Paris and the Ile de France region.
Blog post	Wim Westera	Westera, W. (2012) GALA: Games and Learning Alliance. Blog in the serious gaming part of the OPENU learning sciences community at OUNL, September 11, 2012. Heerlen, The Netherlands
Blog post	Giusy FIUCCI	Spotlight on Story Narrative in Health Games: An interview with Amy Shirong Lu, PhD
Blog post	Wim Westera	Westera, W. (2012) Gamification: the next big thing? Blog post at <a href="http://www.galanoe.eu">www.galanoe.eu</a> , January 10, 2012.
Blog post	Wim Westera	Westera, W. (2011) When should we use serious games? Blog post at <a href="http://www.galanoe.eu">www.galanoe.eu</a> , November 25, 2011.
Blog post	Wim Westera	Westera, W. (2012) Streaming video is challenging the game consoles. Blog post at <a href="http://www.galanoe.eu">www.galanoe.eu</a> , April 14, 2012 .
Blog post	Giusy FIUCCI	It's in the game – Serious Games Games have been around for millennia and, all...
Blog post	Ángel Serrano-Laguna	Ángel Serrano Laguna (2012). Learning Analytics for Serious Games Sample. Blog post on the official GALA Blog
Book or book chapter	Poul Kyvsgaard Hansen	Poul Kyvsgaard Hansen Innovation and learning facilitated by play Encyclopedia of the Sciences of Learning (ed. Norbert M. Seel) Springer Science+Business Media B.V. ISBN 978-1-4419-1427-9 2012

Organised event	Jeffrey Earp	GEL THEME TEAM FINAL WORK MEETING - ITD-CNR, Genova, Italy - May 14-15 2012. Presentation to GEL group (WP2 & WP6); wedding of GEL sustainability actions and GaLA activities; successful recruitment of
Organised event	Giusy FIUCCI	Advancing E-Health in Europe: Empowering Patients, Supporting Health Professionals 28th November 2012, Hotel Silken Berlaymont Brussels, Belgium
Organised event	Giusy FIUCCI	Workshop – Jeux Sérieux : périmètre et chaîne de valeur
Organised event	PLAYGEN	Star, K (2011). Games for Brands. A full day of presentations from the leading developers and producers of games outside of Entertainment. October 27th, 2011, London, UK
Organised event	PLAYGEN	Star, K (2012). Games For TV. A full day event on the use of Gaming in TV. April 18th 2012. Bafta, London, UK
Organised event	PLAYGEN	Star, K (2012). Games For Places. A full afternoon event on the use of Games as it relates to places and geographic location. London, UK
Organised event	Nadolski, R.J., Baalsrud-Hauge, J., Boyle, L., Riedel, J., & Luccini, M.	Nadolski, R.J., Baalsrud-Hauge, J., Boyle, L., Riedel, J., & Luccini, M. (2011). Game over? What hampers a major uptake of SGs? Discussion session at OnLine Educa, Berlin, December 2, 2011.
Organised event	van Oostendorp, H.; van Nimwegen, C.	Symposium Measuring Behavior in Game Context. At Measuring Behavior 2012 Conference. Utrecht, The Netherlands.
Other	Wim Westera	Westera, W., Koper, R., Kalz, M., Janssen, J., Bahreini, K., Storm, J., Berkhout, J., Heinen, M., & Vos, M. (2011, 4 november). Hoe gebruik je serious games in het onderwijs? Masterclass in de OpenU c
Other	Giusy FIUCCI	Projets ORT Innovation est impliqué dans de nombreux projets européens de recherche, relevant notamment du FP6 et du FP7. En voici quelques exemples. GaLA
Paper	João Fernandes	Silva, A. Mamede, N. Ferreira, A. Baptista, J. Fernandes, J. (2011). Towards a Serious Game for Portuguese Learning. Second International Conference, SGDA 2011, Lisbon, Portugal, September 19-20, 2011



Paper	Silvia Kober	Kober, S.E., Kurzmann, J., Neuper, C. (2012). Cortical correlate of spatial presence in 2D and 3D interactive virtual reality: An EEG study. <i>International Journal of Psychophysiology</i> , 83, 365–374.
Paper	Romero, M	20th European Conference on Information Systems, 2012  Romero, M.; Usart, M., Ott, M.; Earp, J. de Freitas, S.; Arnab, S. Learning through playing for or against each other? Promoting collaborative le
Paper	Ott, M	Ott, M.; Romero, M.; Usart, M.; Popescu, M.; Roceanu, I. The use of Serious Games and the teachers' role. Reflections on experience of the use of Serious Games in Italy, Spain and Romania. III Europea
Paper	Jeffrey Earp CNR-ITD	Earp J., Ott, M., Popescu, M., Roceanu, I., Romero, M., Usart, M. Serious Gaming at Large: Different Experiences Under the Lens TECH-EDUCA 2012
Paper	Popescu Maria	Popescu M., Roceanu I., Earp J., Ott M., Ger PM, ( 2012) ASPECTS OF SERIOUS GAMES CURRICULUM INTEGRATION- A TWO-FOLDED APPROACH -The 8th International Scientific Conference eLearning and software for
Paper	Popescu Maria	Popescu M., Bellotti F., (2012):APPROACHES ON METRICS AND TAXONOMY IN SERIOUS GAMES.The 8th International Scientific Conference -eLearning and software for Education Bucharest, April 26-27, 2012
Paper	Elisabeth V.C. Friedrich	Elisabeth V.C. Friedrich, Reinhold Scherer and Christa Neuper (2012). The effect of distinct mental strategies on classification performance for brain–computer interfaces. <i>International Journal of Psych</i>
Paper	Silvia Kober	Silvia E. Kober, Christa Neuper (2012). Using auditory event-related EEG potentials to assess presence in virtual reality. <i>International Journal of Human-Computer Studies</i> , 70, 577–587.
Paper	Elisabeth Friedrich	Elisabeth V.C. Friedrich, Reinhold Scherer, Christa Neuper (2012). Stability of event-related (de-) synchronization during brain–computer interface-relevant mental tasks. <i>Clinical Neurophysiology</i> , in
Paper	Elisabeth Friedrich	Reinhold Scherer, Josef Faller, David Balderas, Elisabeth V.C. Friedrich, Markus Pröll, Brendan Allison, Gernot Müller-Putz (2012). Brain-Computer Interfacing: More than the sum of its parts. <i>Soft Com</i>

Paper	Romero, M.	Romero, M., Usart, M., Ott, M., Earp, J., de Freitas, S., & Arnab, S. (2012). Learning through playing for or against each other? Promoting collaborative learning in digital game based learning. 20th
Paper	Arnab	Arnab, S., Berta, R., Earp, J., de Freitas, S., Popescu, M., Romero, M., Stanescu, I., & Usart, M. (2012). Framing the adoption of Serious Games in Formal Education. Electronic Journal of e-Learning.
Paper	de Freitas	de Freitas, Earp, Ott, Kiili, Ney, Popescu, Romero, Usart, & Stanescu (2012, submitted). Hot Issues in Game Enhanced Learning: the GEL Viewpoint. vsGAMES, Genoa.
Paper	Popescu	Popescu, M., Romero, M., & Usart, M. (2012, accepted). Using Serious Games in adult education- serious business for serious people - the MetaVals game case study-. ICVL 2012.
Paper	Kraft	Kraft, L., Romero, M., Usart, M., Chisega-Negrilă (2012). Technology Enhanced Learning (TEL): Student Tailored Practices in E-learning, pp. 203-312. In Roceanu, I., et al (2012). Levering Technology f
Paper	Usart	Usart, M, Romero, M. (2012). Students' time perspective and its effects on game based learning, pp. 379-385. In Roceanu, I., et al (2012). Levering Technology for Learning. Volume II. Editura Universi
Paper	Earp	Earp, J., Ott, M., Popescu, M., Roceanu, I., Romero, M., & Usart, M. (2012). Serious gaming at large: three different European experiences under the lens. 3rd International Conference on Technology En
Paper	Romero, M.	Romero, M., Usart, M., Popescu, M., & Boyle, E. (2012). Interdisciplinary an international adaption and personalization of the MetaVals Serious Games. The Third International Conference on Serious Gam
Paper	Ioana STANESCU	I A. Stănescu, A. Ștefan, M. Kravcik, T. Lim, R. Bidarra (2012), Interoperability Strategies for Serious Games Development, e-Learning and Software for Education conference, April 26-27, 2012 , Buchar
Paper	Maria-Magdalena Popescu	Maria-Magdalena Popescu, Francesco Bellotti,(2012), Approaches on metrics and taxonomy in serious games, e-Learning and Software for Education conference, April 26-27, 2012 , Bucharest , Romania
Paper	Maria-Magdalena Popescu	Maria-Magdalena Popescu, Ion Roceanu, Jeffrey Earp; Michela Ott, Pablo Moreno Ger(2012), Aspects of serious games curriculum integration - a two-folded approach, e-Learning and Software for

		Education
Paper	Daniel Beligan	Daniel Beligan, Ion Roceanu, Dragos Bărbieru, Catalin Radu(2012), Trends for developing serious games as a complementary solution to traditional education and training, e-Learning and Software for Edu
Paper	Maria Popescu	Maria Popescu, Ioana Stanescu (2011), Serious Games in Formal Education: Discussing Some Critical Aspects, 5th European Conference on Games Based Learning, 2011, Atena, Greece
Paper	Michael Kickmeier-Rust	Kickmeier-Rust, M. D., Holzinger, A., & Albert, D. (2012). Fighting physical and mental decline of elderly with adaptive serious games. In proceedings of the 6th European conference on Game-Based Lear
Paper	Michael Kickmeier-Rust	Kickmeier-Rust, M. D., & Albert, D. (2012). A domain model for smart 21st century skills training in game-based virtual worlds. In Proceedings of the 12th IEEE International Conference on Advanced Lea
Paper	Louise Mølller Nielsen	Louise Mølller Nielsen Balancing Design Project Supervision and Learning Facilitation Proceedings Of The 14th International Conference On Engineering And Product Design Education (E&PDE 12): Design Edu
Paper	Baltasar Fernández-Manjón	Eugenio J. Marchiori, Ángel Serrano-Laguna, Javier Torrente, Iván Martínez-Ortiz, Baltasar Fernández-Manjón (2011). Extensible multi-platform educational game framework. Presentation at the 10th Inter
Paper	Javier Torrente	Javier Torrente, Ángel del Blanco, Ángel Serrano-Laguna, J. A. Vallejo-Pinto, Pablo Moreno-Ger, Baltasar Fernández-Manjón (2012). Towards Universal Game Development in Education: Automatic and Semiaut
Paper	Baltasar Fernández-Manjón	Eugenio J. Marchiori, Ángel Serrano-Laguna, Ángel del Blanco, Iván Martínez-Ortiz, Baltasar Fernández-Manjón (2012). Integrating domain experts in educational game authoring: a case study. Presented a
Paper	Javier Torrente	Ángel del Blanco, Javier Torrente, Ángel Serrano-Laguna, Iván Martínez-Ortiz, Baltasar Fernández-Manjón (2012). Deploying and Debugging Educational Games Using e-Learning Standards. Presentation at th
Paper	Baltasar	Baltasar Fernández-Manjón, Carmen Fernández-Chamizo, Antonio

	Fernández-Manjón	Navarro, Pilar Sancho, Pablo Moreno-Ger, Iván Martínez-Ortiz, Manuel Freire, Borja Manero, Eugenio J. Marchiori, Javier Torrente, Ángel del
Paper	Kristian Kiili	Kiili, K., Kiili, C., Ott, M. & Jönkkäri, T. (2012) Towards creative pedagogy: Empowering students to develop games. In proceedings of ECGBL 2012, October, Cork, Ireland.
Paper	Johann Riedel	Azadegan, A; Riedel, JCKH. & Baalsrud Hauge, J. (2012) An Application Framework for Serious Games Integration in Companies, In: Hoeborn, G. (Ed.) Workshop-Publication The IFIP WG 5.7 16th Workshop on
Paper	Johann Riedel	Azadegan, A. & Riedel, JCKH. (2012) Serious Games Integration in Companies: A Research and Application Framework, ICALT2012 - International Conference on Advanced Learning Technologies and Technology-
Paper	Kelle, S., Klemke, R., & Specht, M.	Kelle, S., Klemke, R., & Specht, M. (2011). Design patterns for learning games. International Journal Technology Enhanced Learning, 3(6), 555–569. Geneva: Inderscience.
Paper	Schmitz, B., Klemke, R., Totschnig, M., Czauderna, A., & Specht, M.	Schmitz, B., Klemke, R., Totschnig, M., Czauderna, A., & Specht, M. (2011). Transferring an Outcome-Oriented Learning Architecture to an IT Learning Game. In C. D. Kloos, D. Gillet, R. M. Crespo Carcí
Paper	Schmitz, B., Czauderna, A., Klemke, R., & Specht, M.	Schmitz, B., Czauderna, A., Klemke, R., & Specht, M. (2011). Game based learning for computer science education. In G. van der Veer, P. B. Sloep, & M. van Eekelen (Eds.), Computer Science Education Re
Paper	Borzoo Pourabdollahian	Baalsrud Hauge, J; Pourabdollahian, B. & Riedel, JCKH. (2012) The Use of Serious games in the education of Engineers, In: Emmanouilidis, C., Taisch, M., and Kiritsis, D. (Eds) Competitive Manufacturin
Paper	Johann Riedel	Azadegan, A; Riedel, JCKH. & Baalsrud Hauge, J. (2012) Serious Games adoption in corporate training, In: Ma, M; Oliveira, MF; Baalsrud Hauge, J; Duin, H; Thoben, K-D. (Eds.) Serious Games Development
Paper	Johann Riedel	Riedel, JCKH. & Baalsrud Hauge, J. (2012) Evaluation of Simulation Games for Teaching Engineering and Manufacturing, VS-Games'12: 4th International Conference on Games and Virtual Worlds for

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Paper	Schmitz, B.	Schmitz, B., Klemke, R., Specht, M. (2012). Mobile Gaming Patterns and Their Impact on Learning Outcomes: A Literature Review. In Ravenscroft, A.; Lindstaedt, S.; Kloos, C.D.; Hernández-Leo, D. (Eds.)
Paper	Klemke, R.	Klemke, R., Kravcik, M. (2012). Open 3D Environments for Competitive and Collaborative Educational Games. In: Bocconi, S., Klamma, R., Bachvarova, Y. (2012). Proceedings of the 1st International Works
Paper	Ternier, S.	Ternier, S., Klemke, R., Kalz, M., van Ulzen, P., Specht, M. (in press). ARLearn: augmented reality meets augmented virtuality. In: Delgado-Kloos, C., Hernández-Leo, D., Asensio-Pérez, J. (Eds.) Journ
Paper	Jeffrey Earp	Bottino R.M., Earp J., Ott M. MAGICAL: Collaborative game building as a means to foster reasoning abilities and creativity. Proceedings of the 12th IEEE International Conference on Advanced Learning T
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Paper	Wouters, P	Wouters, P. & van Oostendorp, H. (2012). A Meta-analytic Review of the Role of Instructional Support in Game-based Learning. Computers & Education,
Paper	Stanescu IA	Stanescu IA, Stefan A, Kravcik M, Lim T, Bidarra R (2012) Interoperability strategies for serious games development. Proceedings of eLSE 2012 - 8th International Conference on eLearning and Software f
Paper	Brisson A	Brisson A, Pereira G, Prada R, Paiva A, Bellotti F, Louchart S, Suttie N, Lim T, Lopes R and Bidarra R (2012) Artificial intelligence and personalization opportunities for serious games. Proceedings o
Paper	Bidarra R	Kraayenbrink N, Kessing J, Tutenel T, de Haan G, Marson F, Musse SR and Bidarra R (2012) Semantic crowds: reusable population for virtual worlds. Proceedings of VS-GAMES 2012 - 4th International Confe
Paper	Bidarra R	Lopes R and Bidarra R (2011) Adaptivity challenges in games and simulations: a survey. IEEE Transactions on Computational Intelligence and AI in Games 3(2): 85-99, doi: 10.1109/TCIAIG.2011.2152841
Paper	Bidarra R	Kessing J, Tutenel T and Bidarra R (2012) Designing semantic game worlds. Proceedings of PCG 2012 - Workshop on Procedural Content

		Generation for Games, co-located with the Seventh International Confe
Paper	Riccardo Berta	D. Pranantha, F. Bellotti, R. Berta, A. De Gloria. Puzzle-it: An HTML5 Serious Games Platform for Education. GameDays & Edutainment 2012, Darmstadt, Germany, 18-20 September 2012
Paper	Riccardo Berta	D. Pranantha, F. Bellotti, R. Berta, A. De Gloria. A Format of Serious Games for Higher Technology Education Topics. International Conference on Advanced Learning Technologies and Technology-enhanced
Paper	Riccardo Berta	Y. Ling, F. Bellotti, R. Berta, A. De Gloria. Embodied Conversational Human-Machine Interface with Wearable Body Sensors for Improving Geography Teaching. Workshop on Game based learning for the 21st
Paper	Riccardo Berta	A. Plotnikov, N. Stakheika, A. De Gloria, C. Schatten, F. Bellotti, R. Berta, C. Fiorini, F. Ansovini. Exploiting real-time EEG analysis for assessing flow in games. Workshop on Game based learning fo
Paper	Riccardo Berta	F. Bellotti, R. Berta, A. De Gloria. Games and Learning Alliance (GaLA) Supporting education and training through hi-tech gaming. European projects tracks in conjunction with International Conference
Paper	Riccardo Berta	F. Bellotti, R. Berta, A. De Gloria, E. Lavagnino, Towards a Conversational Agent Architecture to Favor Knowledge Discovery in Serious Games. International Conference on Advances in Computer Entertain
Presentation	Arjan Egges	Arjan Egges (2012). Indo-Dutch integration workshop on Serious Games. Presentation on behalf of Utrecht University regarding Serious Game research and GaLA. April 24, 2011, Bangalore, India.
Presentation	Elisabeth Friedrich	Elisabeth V.C. Friedrich, Reinhold Scherer, Christa Neuper (2012). Long-time stability of performance and temporal behavior of different BCI control strategies. Berlin Brain-Computer Interface Worksho
Presentation	Elisabeth Friedrich	Friedrich, E.V.C., Scherer, R., Neuper, C (2012). Verschiedene mentale Strategien zur Steigerung der Leistung und Benutzerfreundlichkeit von Brain-Computer Interfaces. 10. Tagung der Österreichischen
Presentation	Elisabeth Friedrich	Friedrich, E.V.C. (2012). Auswahl von geeigneten BCI-Kontrollstrategien. Institut für Wissensmedien, Tübingen, Germany,

		27.01.2012.
Presentation	Michael Kickmeier-Rust	Kickmeier-Rust, M. D. (2012). Lernspiele im Klassenzimmer: Beispiele und Initiativen. [Learning games in the classroom: Examples and initiatives.] Talk at Berufsschule für Maschinen-, Fertigungstechnik
Presentation	Wim Westera	Westera, W. (2012, 1 April). Brein en games. Keynote presentation at Continium, Kerkrade, The Netherlands.
Presentation	Javier Torrente	Javier Torrente (2012) Juegos, simulaciones y mundos virtuales. ¿El futuro de la educación?. Keynote presentation at MatDidac 2012 (Mexico).
Presentation	Kristian Kiili	Kiili, K. (2012). Educational Exertion Games In Schools: Possibilities and Challenges. Presentation on Empowerment through Learning in a Global World workshop. January, 19, 2012, Stanford University,
Presentation	Frank Dignum	F. Dignum (2012) Designing Pedagogically Valid Games with Agents, 1st International Workshop on Pedagogically Driven Serious Games, September 18, 2012, Saarbruecken, Germany.
Presentation	Van Rosmalen, P.	Van Rosmalen, P. (2012). Overview serious gaming research CELSTEC. Online Mini-seminar Virtual Worlds in Education, Heerlen, The Netherlands.
Presentation	Nadolski, R.J., & Van Rosmalen, P.	Nadolski, R.J., & Van Rosmalen, P. (2012). Overview serious gaming research CELSTEC.
Presentation	Schmitz, B., Klemke, R., Totschnig, M., Czauderna, A., & Specht, M.	Schmitz, B., Klemke, R., Totschnig, M., Czauderna, A., & Specht, M. (2011, 23 September). Transferring an outcome-oriented learning architecture to an IT learning game. Presented at the 6th European c
Presentation	Klemke, R., & Ternier, S.	Klemke, R., & Ternier, S. (2012, 7 June). Community-based immersive 3D-video learning games in Streetview with StreetLearn/ARLearn. Presentation at EHON conference, Heerlen, The Netherlands.
Presentation	Klemke, R., & Ternier, S.	Klemke, R., & Ternier, S. (2012, 7 June). Community-based immersive 3D-video learning games in Streetview with StreetLearn/ARLearn. Presentation at EHON conference, Heerlen, The Netherlands.
Presentation	Klemke, R.	Klemke, R. (2012, 15 February). StreetLearn - Community-based immersive 3D-video learning games in Streetview. Presentation at

		Seminar Innovatie door Inspiratie, Maarsssen, The Netherlands.
Presentation	Klemke, R.	Klemke, R., Kravcik, M. (2012). Open 3D Environments for Competitive and Collaborative Educational Games. Presentation at: Bocconi, S., Klamma, R., Bachvarova, Y. (2012). Proceedings of the 1st Inter
Presentation	van Oostendorp, H.	Van Oostendorp, H. & Karanam, S. (2012). Using a Cognitive Model of Web-Navigation to Generate Support for 3D Virtual Navigation. Paper presented at the VSGAMES 2012 Conference. Genua, Italy.
Presentation	van Nimwegen, C	Van Nimwegen,C. & van Oostendorp, H. (2012). GameDNA: A method to structure player actions in serious games. Paper presented at the European Conference of Game Based Learning (ECGBL 2012 Conference),
Presentation	van Nimwegen, C	Van Nimwegen,C., van Oostendorp, H. , Serlie, A., & Modderman, J. (2012). Assessing the personality trait Compliance in game context. Paper presented at to the Measuring Behavior2012 Conference. Utrec
Presentation	Geijtenbeek, T.	Simple Data-Driven Control for Simulated Bipeds, T. Geijtenbeek (Utrecht University), N. Pronost (Utrecht University), A. F. van der Stappen (Utrecht University). Paper presented at 11th ACM / Eurogra
Press	Rui Prada	Rui Prada (2012), GALA 2nd Alignment School Press Release. Published in several newspapers: CienciaPT, Leak, Oje, PC Guia, Revista de Imprensa, Público
Press	Baltasar Fernández-Manjón	Baltasar Fernández-Manjón (2012) National radio interview on serious games design.
Press	Ángel del Blanco	Ángel del Blanco (2012). Online interview <a href="http://www.elearningeuropa.info">www.elearningeuropa.info</a> on serious gaemes.
Workshop	Wim Westera	Westera, W. (2011, 18 November). Essentials of serious gaming. Guest lecture at the Hightech Entrepreneurship and new Media Course of RWTH Computer Science Department, Aachen, Germany: RWTH.
Workshop	Bellotti, F., Bottino, R.M., Nadolski, R.J. & Fernandez-Manjon, B.	Bellotti, F, Bottino, R.M., Nadolski, R.J., & Fernandez-Manjon. B. (2011). Game-based learning for the 21-st century transferable skills: challenges and opportunities. Workshop at ICALT-2012, Rome, It



Workshop	Poul Kyvsgaard Hansen	Poul Kyvsgaard Hansen Workshop on Serious Games Training of Serious Games Heriott Watt University, UK May 15-18, 2012
Workshop	Poul Kyvsgaard Hansen	Poul Kyvsgaard Hansen Workshop on Serious Games in Strategy Development Aalto University November 9-10 2011
Workshop	Poul Kyvsgaard Hansen	Poul Kyvsgaard Hansen Serious Play Facilitation City University Hong Kong China November 28-December 4 2011
Workshop	Poul Kyvsgaard Hansen	Poul Kyvsgaard Hansen Development of SG-applications to cope with complexity in product development Stanford University USA January 23-28, 2012
Workshop	Poul Kyvsgaard Hansen	Poul Kyvsgaard Hansen Use of Serious Games to review Business Models in China Innovation Denmark Shanghai March 19-23 2012
Workshop	Baltasar Fernández-Manjón	Baltasar Fernandez-Manjón, Javier Torrente, Ángel Serrano-Laguna, Iván Martínez-Ortiz (2012) Designing Serious (Video)Games: From theory to practical applications (summer school course, 15 hours). Sep
Workshop	Van der Baaren, J., Nadolski, R.J., & Van Rosmalen, P.	Van der Baaren, J., Nadolski, R.J., & Van Rosmalen, P. (2012). Serious Games: wat kun je er mee in het hoger onderwijs? Workshop tijdens EHON 2012-conferentie. Heerlen, Nederland.
Workshop	Johann Riedel	Workshop - The use of serious games in the education of engineers, VS-Games'12: 4th International Conference on Games and Virtual Worlds for Serious Applications, Genoa, Italy, 29-31 October 2012.

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Workshop	Rosy Bottino	Workshop: "Game based learning for the 21st century: challenges and opportunities". ICALT conference July 4-6, 2012, Rome.
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