Serious Games for drug prevention

First L. Zamboni, Second L. Gamberini, Third A. Spagnolli, and Fourth G. De Giuli

1 Dr., Luca, Zamboni, Research Assistant, University of Padova, Italy, lucazambol@gmail.com
2 Phd, Luciano, Gamberini, Associate Professor, University of Padova, Italy, luciano.gamberini@unipd.it
3 Phd, Anna, Spagnolli, Position, University of Padova, Italy, anna.spagnolli@unipd.it
4 Dr., Giovanni, De Giuli, President, Psychologist Without Borders, Italy, Email

Serious games are privileged tools to address young adults with educational messages. They borrow the communication register of videogames, which is close to young people’s taste and habits. They also exploit game strategies to attract users, challenging them over topics of interest, and offering upgrades to higher levels to keep the user interested after several game sessions. Here we will focus on serious games aiming at promoting healthy behaviors in young people’s nightlife, which is still a rather unexplored terrain. The discussion will gravitate around four key issues to bear in mind during the design and evaluation process of serious games in this area, e.g., social realism, iterative in-field validation, sociability, and knowledge layers. We will mention some strategies to tackle these issues, rooted into our own experience with past and ongoing projects.

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