UNIVERSITY OF WATERLOO
DEPARTMENT OF MANAGEMENT SCIENCES
FACULTY OF ENGINEERING
COURSE INFORMATION SHEET

Course Information

MSCI 720, Serious and Persuasive Games
Lecture: MF 10:00 – 11:20, Winter 2017, CPH 4333
Prerequisites: None

Instructor

Mark Hancock, Ph.D.
Assistant Professor
Office: CPH 3633
Office Hours: by request
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Course Description & Objectives

Calendar Description

This course examines the use of game design techniques for use in serious applications for the purposes of persuasion. The emphasis will be on including game elements into interfaces and applications to motivate people to complete mundane tasks, to perform more efficiently, or to be more productive. Topics will include: game design, gamification, levels and reward systems, serious gaming, and evaluating immersion and engagement. Priority may be given to Management Sciences students.

Course Objectives

By the end of this course students should be able to:

- *engage* in intelligent discourse about research in serious and persuasive games
- *apply* an understanding of engagement and immersion to improve efficiency or make applications more productive
- *describe* and *apply* concepts of persuasion to serious applications

Tentative Lecture Schedule

Each week lectures will be on Monday, led by the instructor, and discussions on Friday, led by students. See http://markhancock.ca/MSCI720/PresentationSchedule for the current schedule. Weeks 3-4, 6-11 are based on student choice and interest, and will likely change order and potentially vary in topic.

Week	Topics
1	Introduction to Serious and Persuasive Games
2	The Emotional Experience of Games
3	Immersion, Presence, and Alternate Realities
4	Crowdsourcing and Social Connectivity
5	Project Proposals
6	Levels and Rewards
7	Play vs. Work
8	Game Design
9	Gamification of Real-World Activities
10	Designing Immersive Interfaces
11	Evaluating Games, Engagement, and Immersion
12	The Problem of Addiction
13	Demonstrations & PC Meeting

Grading

The breakdown of grade assignments is as follows:

Participation (30%)		Date Due
Warrior Character Development	15%	Throughout term
Mage Character Development	15%	
Project (50%)		
Proposal/Presentation	10%	Feb 3
Final Report	20%	Mar 27
Implementation	20%	Apr 3
Reviews (20%)		
Paper Reviews	20%	Apr 7

Course Policies

It is expected that within this course, the highest standards of academic integrity will be maintained, in keeping with UW's Policy 71, "Student Academic Discipline Policy." While all aspects of Policy 71 apply to all UW courses, of particular relevance to MSCI 646, which involves various types of student efforts, it is each student's responsibility to avoid:

- **cheating**, which "includes copying from another student's work or allowing another student to copy from one's own work, submitting another person's work as one's own, fabrication of data, consultation with any unauthorized person during an examination or test, and use of unauthorized aids" (UW Policy 71).
- **plagiarism**, "which is the act of presenting the ideas, words or other intellectual property of another as one's own…properly acknowledged use of sources is an accepted and important part of scholarship" (UW Policy 71).

In this class:

- Collaboration is encouraged for in-class exercises and the team components of the assignments, as well as task preparation for group discussions.

All referenced work in reports and presentations must be appropriately cited, to include websites, as well as figures and graphs in presentations. If there are any questions whatsoever, feel free to contact Prof. Hancock about any possible grey areas.

Students are strongly encouraged to review UW's Academic Integrity "For Students" webpage. A link can be found on the UW-ACE site homepage and under *Course Resources → Academic Integrity*.

Assignment Extensions

Assignment extensions will **ONLY** be granted for illness or for domestic affliction. Documentation by a health professional is required. If there are extenuating circumstances which prevent you from submitting your assignment by the due date, see your instructor **before** the due date in order to make special arrangements. **No extensions** will be given after a submission date.

Application for an assignment extension **MUST** be made **IN PERSON** with the instructor. Any email requesting an extension to an assignment will be ignored. **TAs do not have the authority to extend assignment deadlines.**

Miscellaneous

Physical and mental health care is provided by Health Services: Call 519-888-4096 or visit http://www.healthservices.uwaterloo.ca/