

CONFIDENCE in Behaviour Changes through SERIOUS GAMES



an NTT DATA Company

H2020-ICT-2016-2017/H2020-ICT-2016-1

Project nr: 732420

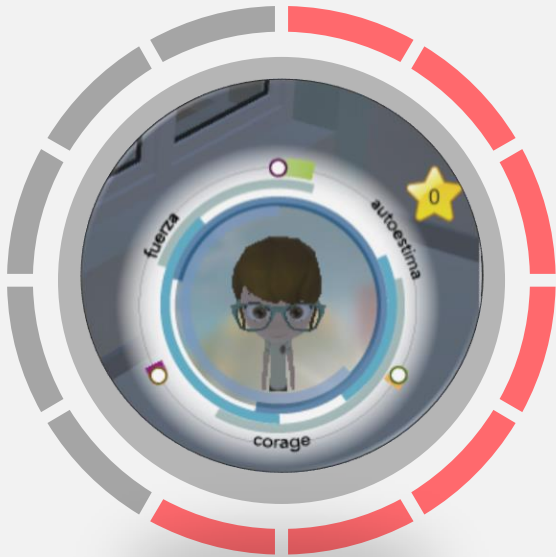




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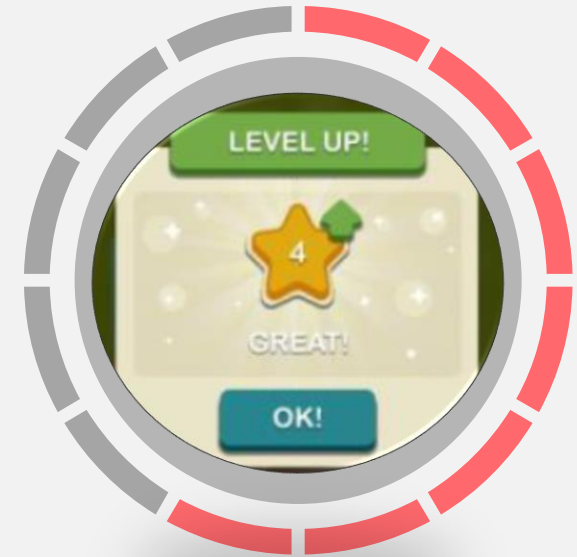
¿DE QUÉ VAMOS A HABLAR?



Diseño basado en la
teoría de modificación
de conducta



Serious Games

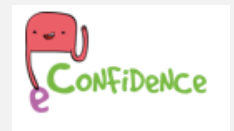


Diseño basado en la
teoría de la
actividad



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MODELO ABA

También conocido como Análisis de conducta aplicado

Modificar
comportamientos
inapropiados



Aumentar el
repertorio de
conductas adecuadas

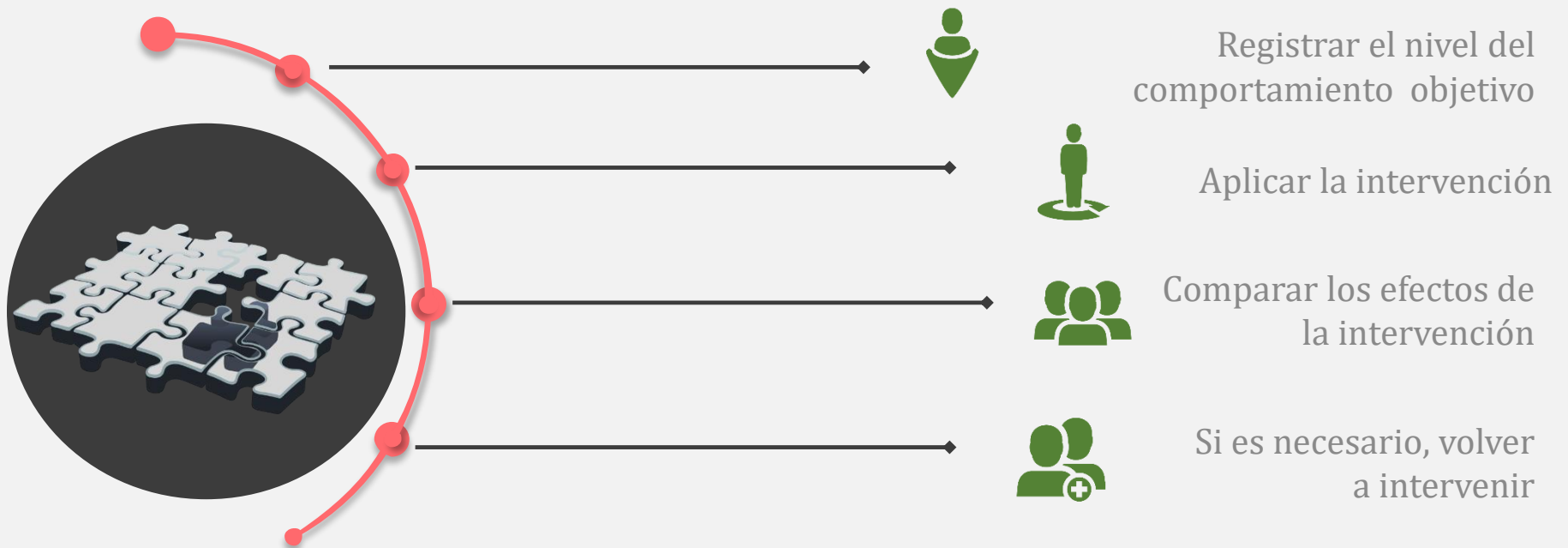


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Este modelo integra las siguientes fases



Modelo ABA



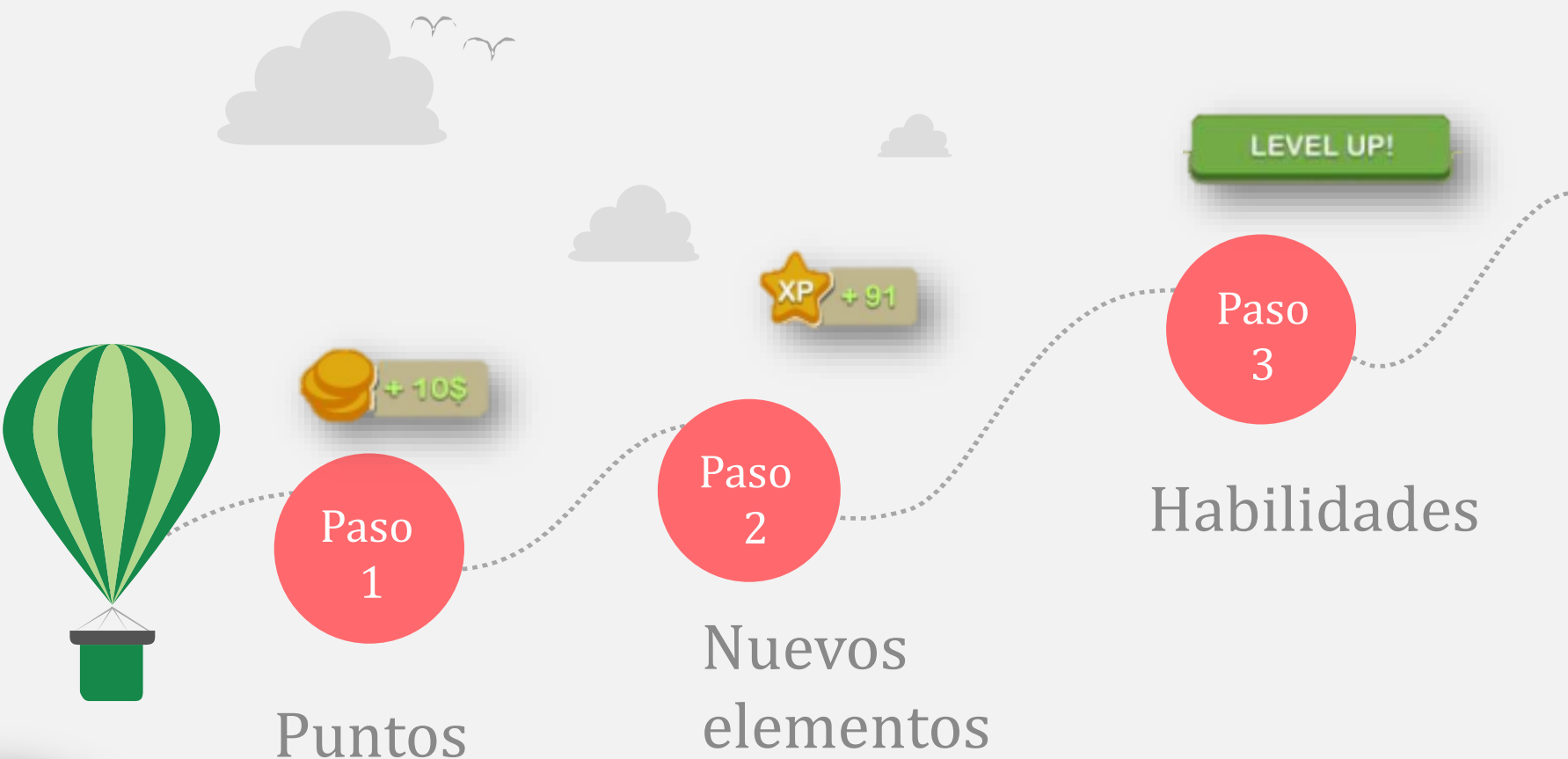
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PROGRAMA DE JUEGO

Encadenamiento

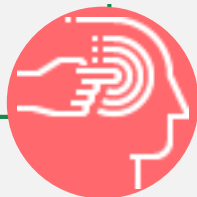


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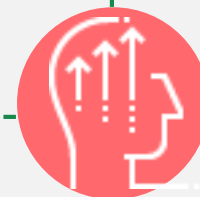
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RETOS, MISIONES Y DESAFÍOS



Comprender
la actividad

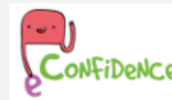


Generar
motivación



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RETROALIMENTACIÓN

Pistas

Progreso



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RECOMPENSAS



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REFORZADORES

Nivel 1
Acceso a pistas

Nivel 3
Acceso a
objetos
exclusivos



Nivel 2
Acceso a nuevos
objetos



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TEORÍA DE LA ACTIVIDAD

Activity theory-based model of serious games model,
ATMSG
(Carvalho et al., 2015)

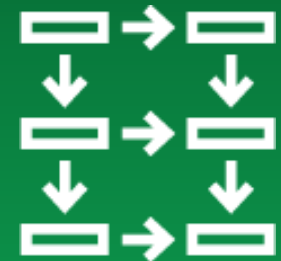
Componentes de juego



Componentes de aprendizaje



Componentes instruccionales



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COMPONENTES DEL JUEGO

OBJETIVO

Completar **S**esafíos
Llevar a cabo tareas
dentro del tiempo
establecido
Maximizar la
puntuación
Maximizar el
rendimiento en el juego

HERRAMIENTAS

Avatares
Espacios 3D
Personajes no
jugables (NPC)
Presión del tiempo
Lista de tareas
Niveles
Metajuegos

ACCIONE

Mover
Atravesar
Apuntar
Ver
Leer información



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COMPONENTES DE APRENDIZAJE

OBJETIVO

Sonocer

Interiorizar valores

Experimentación activa
y observación reflexiva

HERRAMIENTAS

Arte, dibujos,
ilustraciones
Desafíos
Lista de tareas y
eventos

ACCIONE

Observar
Leer
Identificar



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COMPONENTES INSTRUCCIONALES

OBJETIVO

Provocar desempeño
Ganar atención
Confianza

HERRAMIENTAS

Limitado grupo de opciones
Historia
Simulaciones
Desafíos

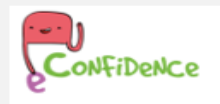
ACCIONE

Presentar problema
Recompensar el buen desempeño

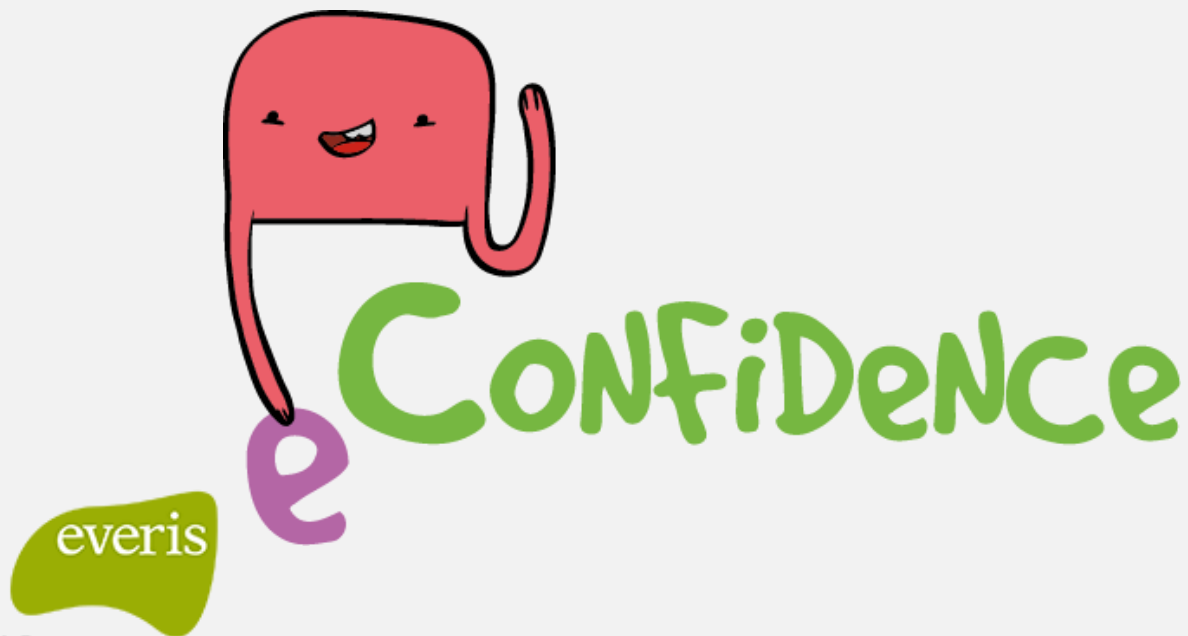


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THANK YOU



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