

# Persuasive Design and Adolescents: Fostering Transparency through a Co-Created Serious Game

## RESEARCH TOPIC:

Adolescents as prosumers of social media and mobile games are frequently in the centre of critical discourses on digital media technology, without necessarily being involved. Often-times, the discourse lacks either empirical grounding or technological expertise.

This project aims to bring both aspects together through an interdisciplinary approach.

## SERIOUS GAME STORYLINE

After heedlessly agreeing to a new app's terms and conditions, the player and her/his digital companion suddenly get sucked into their smartphone. Working together, they have to master several challenges, while learning about various aspects of social media along the way. Eventually, they have to apply this knowledge in order to escape from the smartphone.

## RESEARCH QUESTIONS

- How do adolescents negotiate persuasive design integrated into social media and mobile games?
- How can related digital competences be conceptualized and transferred through a participatory, playful approach?

## METHODOLOGICAL APPROACH

The collaboration between Social and Cultural Anthropology, Cognitive Science and Computer Science is based on

- I empirical research and
- II development of a serious game, in co-creation with adolescents.

## 1. LEVEL: SOCIETY

### CULTURAL AND SOCIAL ANTHROPOLOGY

**Goal:** Understanding the interplay between persuasive, commercial and playful digital spaces in relation to boredom, waiting and suspension among marginalized adolescents in Viennese youth centres.

**Methods:** Participant observation and interviews in Viennese youth centres.

## 2. LEVEL: INDIVIDUAL

### COGNITIVE SCIENCE

**Goal:** Understanding persuasive design and gamification of social media exemplified by a phenomenological study of adolescent's creative usage of Snapchat Streaks.

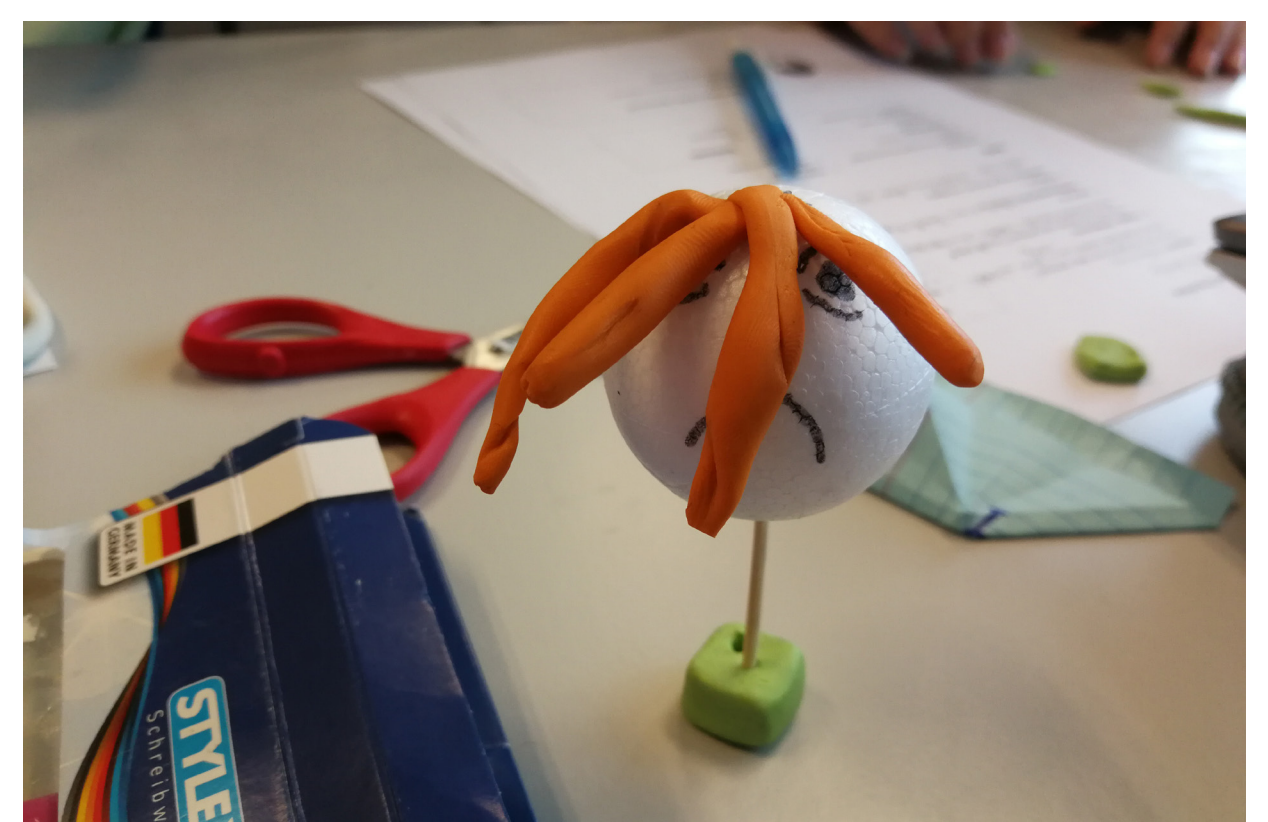
**Method:** Semi-structured expert interviews.

## 3. LEVEL: TECHNOLOGY

### COMPUTER SCIENCE

**Goal:** Developing a technical solution with the goal to foster transparency in the everyday usage of digital media technology.

**Methods:** Serious game including a dialogue system as interface; participatory game design workshops.



## TEAM

Recipients of the DOC-team scholarship by the Austrian Academy of Sciences

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**RESEARCH FIELD: SOCIAL & CULTURAL ANTHROPOLOGY**



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