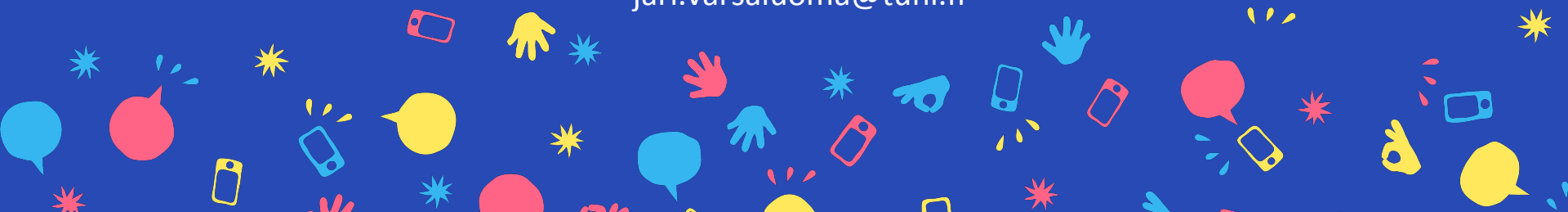




Gamifying societal discussion service – Youth perspective

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ALL-YOUTH: Solutions for youth participation and sustainable well-being

ALL-YOUTH – All youth want to rule their world is a multidisciplinary research project which explores the capacities of young people (aged between 16 and 25) and the obstacles that hamper their engagement with society. We also explore the visions of youth regarding sustainable future, growth and well-being.

Our key ideas for sustainable growth are **responsive governance** and **rule of law, digital innovation** and sustainable development interventions such as **bioeconomy**.

ALL-YOUTH project is implemented in co-operation with **University of Helsinki, Tampere University** and **University of Eastern Finland**.

The project is funded by the **Strategic Research Council (SRC)** which provides funding for long-term and programme-based research aimed at finding solutions to the major challenges facing Finnish society.

Digital Solutions for Digital Generation

- With young people we explore and develop services which promote youth active citizenship, social well-being and economic growth.
- Research themes include accessibility and gamification of digital services



E-democracy services

- **E-democracy** is the use of information and communication technologies and strategies in political and governance processes. (Wikipedia)
- Examples of E-democracy services in Finland are *lausuntopalvelu.fi*, *nuortenideat.fi*, *otakantaa.fi* (**see *demokratia.fi***)
- Can the use of E-democracy services be fun? Should it be? How?
- Is gamification the key?

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Youth's views on gamification of E-democracy services

- Gamifying a service intended for "serious discussions" can be tricky
- "Heavy" gamification elements were seen as unfit for the context as they can "distract users from main focus that is quality discussions".
- Subtle or more common gamification elements such as "likes", "badges" and "user statistics" were considered as more appropriate by youth. For officials, the statistics were considered the most interesting element.

Mobile apps for supporting sustainable transportation (with gamification)

- Over 200 students conducted user research on *Basic Course on User Experience* aiming for designing apps to support **sustainable transport**
- **Sustainable transport** refers to the broad subject of transport that is sustainable in the senses of social, environmental and climate impacts (Wikipedia)
- Various app designs utilized gamification elements in order to motivate target users:
 - Competing with friends and colleagues, high-scores
 - Collecting points, getting awards
 - Following your process over time

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Thank you!

