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## Prof. Matthias Rauterberg

Title: Serious Games for Health

### Abstract

Gamification is considered one very impactful design strategy for usable interactive products. However, just playing is not enough and serious applications for training are demanded by industry. This talk will frame the position of serious games in the context of entertainment and training. High-end training in the health domain requires often high-end simulation. This talk will address three topics: (1) why serious games are relevant, (2) how to design serious games, and (3) concrete design examples from collaborations with health institutions.

### Bio

Matthias Rauterberg received a B.S. in Psychology (1978), a B.A. in Philosophy (1981) and a B.S. in Computer Science (1983), a M.S. in Psychology (1981) and a M.S. in Computer Science (1986), and a Ph.D. in Computer Science/Mathematics (1995). He was a Senior Lecturer for

'usability engineering' and later head of the Man-Machine-Interaction research group in Industrial Engineering and Computer Science at the Swiss Federal Institute of Technology (ETH) in Zurich. Since 1998 he is fulltime full professor for 'Human Communication Technology' and later for 'Interactive System Design' at the Eindhoven University of Technology (TU/e, The Netherlands). He was one of the founding fathers of the department of Industrial Design and the head of the Designed Intelligence research group at (2006-2016). He is the Dutch representative in the IFIP TC14 on 'Entertainment Computing' and the founding vice-chair and later chair of this TC14 (2006-2017). He was appointed as visiting professor at Kwansai Gakuin University (Japan) (2004–2007). He was guest professor of School of Design at Jiangnan University, Wuxi, China (2011–2015) and at East China University of Science and Technology, Shanghai, China (2013-2016). He received the German GI-HCI Award for the best Ph.D. in 1997 and the Swiss Technology Award for the BUILD-IT system in 1998. In 2007 he got the Silver Core Award from IFIP. He has over 450 publications in international journals, conference proceedings, books, etc. He acts also as editor and member of the editorial board of several leading international journals. He is founder and co-editor-in-chief of the international journal 'Entertainment Computing' (Elsevier)

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