



The IPSI Lecture Series Presents:



Play / Data / Addiction: Gamifying the Management of Health Risk.

Jennifer Whitson

**Assistant Professor, Sociology and Legal Studies
University of Waterloo**

Why do we find gamification so compelling? What are the links between gamification and gambling? And what is the role of risk management in 'addictive' design? The key to answering each of these questions lies in the quantification of our everyday experiences, the instrumentalization of pleasure and play via surveillance, and the new role of play in governing users. Ultimately, our playful addictions ultimately compel us to enter machine zones and reposition our bodies as efficient data factories.

This talk draws linkages between the design of gambling machines and the current popularity of gamified health applications. At their heart, these successful gamification practices are reliant on encouraging playful subjectivities so that users voluntarily expose their personal information, which is then used to drive behavioural change (e.g. weight loss, social inclusion, workplace productivity, educational achievement, and 'good' citizenship).

Monday, November 23, 2015

11:00 AM – 12:30 PM

University College, RM 179

15 King's College Cir, Toronto, ON M5S 3H7



Joining Waterloo University in December 2014, Jen is a sociologist who researches the secret life of software, the people who make it, and how both change our daily lives.

Her current projects centre on digital media incubators, indie game makers, and on the surveillance implications of data-driven design, respectively.