

# Symposium on the Convergence of Gamification and Financialisation

May 31 and June 1 2024

*In-person and live-streamed*

Abertay University  
Event Space (Kydd Building, Bell St., Ground Floor)  
Dundee, Scotland

Live stream: [Link](#)  
Eventbrite sign-up (free): [Link to be confirmed]  
Digital copy of program [[link](#)] and abstracts/bios [[link](#)]

Organised and hosted by Dr. Darshana Jayemanne and Dr. Martin Zeilinger  
Funded by the Royal Society of Edinburgh (RSE)  
Additional support from the School of Design & Informatics, Abertay University




*We are pleased to present the program for an interdisciplinary symposium on the problematic convergence of gamification (adding game mechanics to non-game environments) and financialisation (embedding financial processes in non-finance contexts).*

*At a moment when playful activities are becoming more and more financialised (such as in monetised casual videogames) and when we experience financial activities as more and more gamified (such as in many online banking and investment apps), how does this impact our attitudes towards money, finance, the value of attention, and our agency in online activities?*

*In light of such developments, how should we rethink the concept of play?*



## PROGRAM

 Day 1 – May 31

9:30–10:30: **Arrival // coffee & pastries // mingling**

10:20: **Welcome remarks**

Prof. James Bown, Dean of the School of Design & Informatics, Abertay University

10:30: **Introduction & house-keeping**

Dr. Darshana Jayemanne, Senior Lecturer in Games and Arts, Abertay University  
Dr. Martin Zeilinger, Senior Lecturer in Computational Arts & Technology, Abertay University

**Morning panel (11:00–13:00)**

11:00: **“Digital Tokens, Playful Finance, and Datafication in Child Finance Apps”** (remote)

Dr. Bjorn Nansen, Senior Lecturer in Media and Communications, University of Melbourne

Dr. Lauren Bliss, Research Fellow, School of Culture and Communications, University of Melbourne

11:25: **“Hello can I apply for scholarship?”: Digital Labor in Crypto Games”**

Daniel Nielsen, PhD Candidate in Media Studies, Charles University

Dr. Anne Mette Thorhauge, Assoc. Professor in Communication and IT, Center for Tracking and Society, University of Copenhagen

11:50: **"A Map of Labor and Finance in Games and Play, and Vice Versa”**

Alberto Calleo, PhD Candidate, Advanced Design Unit, University of Bologna

12:15: **Discussion**

**Lunch break (13:00–14:30)**

**Afternoon panel (14:30–16:30)**

14:30: **"Powered by Steam, not affiliated with Valve Corporation"**

Dr. Anne Mette Thorhauge, Assoc. Professor in Communication and IT, Center for Tracking and Society, University of Copenhagen

Daniel Nielsen, PhD Candidate in Media Studies, Charles University

14:55: **"The Ludic and the Digital”**

Dr. Ashley Woodward, Senior Lecturer in Philosophy, Dundee University

15:20: **"Umpire Governments and Labor Tournaments: Toward a History of Game Form in Capitalism”** (remote)

Sam Pizelo, PhD Candidate, Dept. of English, University of California, Davis

15:45: **Discussion**

### **Coffee break (16:30–17:00)**

### **Keynote (17:00–18:30)**

#### **“MONEY, THE METAVERSE & THE MAGIC CIRCLE”**

Dr. Rachel O’Dwyer, Lecturer in Digital Cultures, National College of Art and Design, Dublin, author of *Tokens* (Verso 2023)

Respondent: Adrian Hon, game designer and author of *You’ve Been Played*

### **Evening activities TBA**



### **Day 2 – June 1**

9:30–10:15: **Arrival // coffee & pastries // mingling**

### **Morning panel (10:15–12:15)**

10:15: **“Run to Earn and Stake to Lose: A Convoluted Embrace of Gamified Fintech among Chinese Disadvantaged Individuals”** (remote)

Jiayi Hou, PhD Candidate, Interdisciplinary Information Studies, University of Tokyo

10:40: **“Gamification in Blockchain-Based Climate Finance”**

Inte Gloerich, PhD Candidate in Media and Culture Studies, Utrecht University and Amsterdam University of Applied Science

11:05: **“Towards a Political Economy of the Financialisation of Play”**

Dr. Daniel Joseph, Senior Lecturer of Digital Sociology, Manchester Metropolitan University

11:30: **Panel Discussion**

### **Lunch break (12:15–13:45)**

### **Afternoon panel (13:45–15:45)**

13:45: **“The Value of NFTs in Games”** (remote)

Alesha Serada, PhD Candidate, University of Vaasa

14:10: **“Mobile Cell”**

Dr. Dominic Smith, Senior Lecturer, Philosophy, Dundee University

14:35: **“Collecting Stuff in Video Games: Consumerism, Hoarding, and Sustainability”**

Dr. Hadi Mehrpouya, Artist and Lecturer in Computer Games Technology, Abertay University

Dr. Tom Brock, Senior Lecturer in Sociology, Manchester Metropolitan University

15:00: **Panel Discussion**

**Short Coffee break (15:45)**

16:00: **Reflections on the symposium and closing discussion (with coffee & biscuits)**

Dr. Max Haiven, Canada Research Chair in the Radical Imagination, Lakehead University  
in conversation with

Dr. Aleena Chia, Lecturer in Media, Communications and Cultural Studies, Goldsmiths  
University

Facilitated by Martin and Darshana