# Symposium on the Convergence of Gamification and Financialisation

# May 31 and June 1 2024 In-person and live-streamed

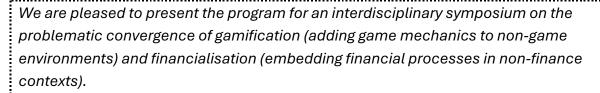
**Abertay University** Event Space (Kydd Building, Bell St., Ground Floor) Dundee, Scotland

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



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)

Jiaxi 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