Immersive Technology Strategies
Newsletter June 2013

Dear Lucia,

Welcome to the Immersive Technology Strategies Newsletter.

In this Newsletter

- · The World Innovation Summit on Education (WISE) Debate
- · Smart Society Applications
- · The Future of Serious Games and Immersive Technologies
- · Gamification Thoughts
- · Games for Health Applications
- · Gamification Competition
- · Upcoming Conferences and Seminars
- · Slideshare Archives

The World Innovation Summit on Education (WISE) Debate

The WISE Debate Panel at University of Salford

The Qatar Foundation and The British Council joined forces on Tuesday at the University of Salford to organise a debate on "**The Future Models of Learning: will the teaching profession as we have known it become obsolete?** Speaking for the motion were **Dale Stephens**, Founder of the UnCollege Movement, **Professor Sugata Mitra**, most famous for his "Hole in the Wall" experiment and **Daniel Stephens**, NUS International Students Officer. Against the motion were **Professor Martin Hall**, Vice Chancellor of the University of Salford, **Pamela Wright OBE**, Executive Headmaster of Wade Deacon High School and **Muhammed Bilal**, WISE Learners' Voice.

This was the first time I had been to Salford Quays or used the Manchester Metrolink and I was mightily impressed by both. Perhaps influenced by the wonderfully scenic train journey along the Hope Valley line between Sheffield and Manchester with its "Mountains Green", "Pleasant Pastures" and "Dark Satanic Mills", I thought Salford Quays and the MetroLink were brilliant examples of urban regeneration at its best. The building where the event took place also co-hosts the Granada Studios, home of "Coronation Street".

Prior to the debate, an audience vote rejected the motion, suggesting that the majority believed that the teaching profession as we have known it is not obsolete. I was somewhat surprised at this, given the impact of technology on teaching and learning, and unfortunately I had to leave the debate early to catch the last train home but I was able to hear all the arguments and several questions from the floor.

Dale Stephens used some USA based statistics to indicate that home learners from all social backgrounds performed well against those taught at college or university and his argument suggested that traditional education is too expensive and bad value for money, implying that self-directed learning made teachers

obsolete. **Professor Mitra** did not suggest that teachers themselves were obsolete and, for me, his was the most compelling argument focusing on the phrase "as we have known it" to argue that traditional teaching based on knowledge dissemination was redundant. He suggested that exam students be given an iPad with free access to the internet. The final speaker, **Daniel Stephens**, also argued that physical campus learning was not the only model for learning and he too suggested that teachers were not obsolete, only the traditions of knowledge dissemination.

For the opposition, a very articulate argument by **Professor Hall** suggested that technology, whilst revolutionising learning, could never make teachers redundant and he also argued that universities and colleges provided certification which was essential to future employment. **Pamela Wright** delivered the most passionate endorsement of the value of good teachers but interestingly focused on the way in which good teachers inspired and motivated learners by personalising their approach to the individual student, something, she argued, that technology could not do. The final speaker, **Muhammed Bilal**, used his personal experiences as a student to argue that technology could not replace teachers.

For me, with the exception of **Dale Stephens**, everyone seemed in agreement that teachers themselves were not obsolete but that technology had made the knowledge dissemination role of the teacher as a subject matter expert obsolete. **Professor Mitra** hit the nail on the head with his focus on the "teaching profession *as we have known it*".

Given the developments in artificial intelligence that are mainly driven by the commercial necessity to personalise on line services, it will be interesting to see whether the unique human abilities of good teachers to inspire and motivate might one day be overtaken by the power and sophistication of crowd sourcing and cloud computing.

Smart Society Applications and Grand Challenges

I have been working with Milan based serious games specialists Imaginary on an EU funded FP7 project on the "Smart Society". This project seeks to explore how computing power to process data can augment human judgement in what are known as "Complex Adaptive Systems" (CAS). In helping to develop scenario storylines based on a future with unlimited but undefined technological development, I was struck by the relevance of this project to the EU's Grand Challenges, and extract of which is shown below :-

Grand challenges involve a combination of major public and private interests, are seen as key for realising future economic growth, and are concerned with important social and/or environmental problems. Grand challenges are not to be defined, assessed or solved by any single scientific or technological discipline or within one specific sectoral policy framework. Societies are facing complex, interlinked, global and local challenges. For challenges like healthy aging and climate change it is evident that we need new policies, new governance models, new innovation solutions and strategies, and new investment models. But the necessary holistic or generic approach also includes the need for highly specialised knowledge and highly specific technological and organizational solutions. Grand challenges involve many different stakeholders, are multidimensional, transdisciplinary, systemic and they require new ways of thinking which go beyond traditional frameworks and disciplines. And they lead to a need to re-think research and innovation policy.

See http://ec.europa.eu/research/erab/pdf/erab-study-grand-challanages-2012_en.pdf

It seems to me that the heart of the problem is that the increasing technological empowerment of individual citizens is providing levels of freedom, choice and power that are unprecedented and represent a challenge to all aspects of our societal traditions. I touched on this in my book "Gadgets to God" and every day I read of incidents around the globe where there is an increasing disconnect between power and responsibility. Every time I go through the security checks at airports and have to put my toiletries in a plastic bag, I am reminded that the actions of a handful of individuals with terrorist intent resulted in cost and inconvenience to many millions of travellers every year.

Smart Society applications which combine computing power with the "judgement of Solomon" may help to reconnect power with responsibility and strike a balance between the rights and responsibilities of citizens and the need for a sustainable future society.

The Future of Serious Games and Immersive Technologies

On Monday June 10th, I will be speaking at the Eurosis (European Multidisciplinary Society for Modelling and

Simulation) ECEC Euromedia Fubutec 2013 conference with the opening keynote presentation on the Future of Serious Games and Immersive Technologies – see http://www.eurosis.org/cms/index.php?q=node/2346 for the full conference programme.. It is a theme I spoken about many times in many places over the last few years but I sense a quantum shift in the impact that these technologies and applications are likely to have on business and society over the next few years and the commercial opportunities these developments are likely to generate.

I get a strong feeling that the maturing and convergence of a number of emerging technologies is likely to create a real surge in demand for the skills and services of those involved in immersive technologies such as video games, social networks and virtual worlds. The trigger for these developments, in my opinion, is likely to be wireless sensor technologies linked to mobile devices. Over the coming months (not years) I believe there will be a raft of devices capable of measuring and tracking our personal environment, status and activities. Once this data becomes available to us, we will have the potential to access, visualise, interpret and control our lifestyles and relationships in unprecedented ways.

I anticipate a huge demand not only for such devices (see Health Applications below) but also for applications, infrastructure and social networks the enable us to manage our lives better. Companies who understand serious games, data visualisation and augmented reality are well placed to see exponential growth.

I plan to post my presentation on Slideshare after the conference.

Gamification Thoughts

Gamification workshop presentation

Gamification is becoming a hot topic but, like the phrase "serious games" before it, its very name is likely to be the source of much misunderstanding and misinterpretation. Games and game mechanics, by themselves, have very little to do with what I believe the process of gamification is or should be about. I would prefer to use the phrase "relationshipification" as a more meaningful expression of the real value of gamification. In my mind, one of the biggest challenges of the late 20th and 21st centuries is to restore, develop and protect relationships of all kinds including customer/supplier, Govt/citizen, teacher/student, men/women and parent/child.

The empowering nature of technology has brought with it freedom of choice which in turn has led to the breakdown of many traditional relationships and the dilution of the notion of mutual dependence. The Gamification workshop I run uses a methodology designed to identify stakeholder "win-win" scenarios and use these to shape technological solutions designed to cost-effectively strengthen relationships through approaches which engage those involved. The structure of the two day version of the workshop can be downloaded here

Games for Health Applications

The Jawbone Up Bracelet for lifestyle monitoring

Early next week I expect to take delivery of a device which embodies many of the ideas and visions already discussed in this newsletter. The Jawbone Up bracelet (https://jawbone.com/up) device is worn around the wrist 24/7 and monitors many different parameters that can influence our lifestyle and well-being. Over the coming months, I will be using this device to make myself a living laboratory on the impact of wireless sensors and wellbeing applications on personal health and wellbeing.

I am particularly interested in monitoring and visualising such parameters as sleep patterns, exercise, inactivity and calorie intake to see how this knowledge and insight affects my daily routines and general health.

Watch this space !!

PS There is a Games for Health workshop being held at the Serious Games Institute on Wed Oct 12th – see http://www.eventsforce.net/c u/278/register for more details and to register.

Gamification World Championships

Sunday October 13th in San Francisco is the date for the finals of the first world Gamification Championships and the culmination of two eliminating rounds. For more details of the event, go to www.gammify.com

Upcoming Conferences

Below is a list of forthcoming conferences – also accessible at http://www.davidwortley.com/events.html

Date	Event Name / Description	Location	Web URL
June 10-12	*EUROMEDIA'2013* 17th Annual International European Media Conference 2013	University of Lincoln, UK	http://www.lincoln.ac.uk/ho me
June 12	SGI Second Wednesday Seminar - Our Health: Using Digital Technologies for therapy and awareness raising around health issues	Coventry, UK	http://www.eventsforce.net/c u/278/register
June 18-19	10th E-Learn Expo Moscow Conference - Modern Technologies for Training in Companies and Educational Institutions	Moscow, Russia	www.elearnexpo.ru
June 24-25	ISAGA 2013 - Experimental Interactive Learning in Industrial Management	Stockholm, Sweden	http://www.isaga2013.net
July 13-21	Euracademy event - Culture and Landscape contributions to Rural Development	Loski Potok, Slovenia	http://www.euracademy.org
July 16-19	The 9th International Conference on Intelligent Environments	Athens, Greece	http://www.intenv.org/
Aug 20-22	Serious Play Conference	Digipen University, USA	http://seriousgamesmarket.b logspot.co.uk/2012/11/save-date-2013-serious-play.html
Aug 26-28	SGSC Conference 2012	Singapore	http://www.seriousgamescon ference.org/
Aug 26-30	ISDE 2013 - Digital Earth Symposium	Borneo Convention Centre, Kuching, Sarawack	http://www.isde2013kuching. com
Sept 11-13	VS-Games Conference	Bournemouth, UK	http://www.vsgames2013.o rg
Sept 17-21	ECTEL Conference on Technology Enhanced Learning	Paphos, Cyprus	http://www.ec-tel.eu/

Sept 25-27	4th International Conference on Serious Games Development and Applications	Trondheim, Norway	http://ddsgsa.net/sgda
Oct 13	World Gamification Championship Final	San Francisco, USA	http://www.gammify.com
Oct 23-25	GALA Serious Games Conference	Dassault Systemes,[1][1] Paris, France	http://www.galaconf.org/
Nov 4-5	Games for Health Europe	Utrecht, Netherlands	http://www.gamesforhealtheurope.org

Archived Presentations, Images and Videos

I am archiving as many of my previous presentation, videos and event images as possible. You can access these from my web site at :- http://www.davidwortley.com/conferences.html or visit my Slideshare page at :- http://www.slideshare.net/dwortley/

If you would like any presentations, videos or documents circulated to my network, I am happy to provide this service free of charge for any material relevant to readers of this newsletter. If you are interested, contact me at david@davidwortley.com.

Best Regards

David Wortley FRSA
Founder of Immersive Technology Strategies
Email : mailto:david@davidwortley.com?subject=General Enquiry
Skype: davidwortley
Second Life : Hobson Hoggard
Web: http://www.davidwortley.com
New Book: www.gadgetstogodbook.com

If you no longer wish to receive these newsletters, simply reply with the word UNSUBSCRIBE and I will remove you from the mailing list.