GALA 2020

GAmes & Learning Alliance Conference

8th INTERNATIONAL CONFERENCE DEDICATED TO THE SCIENCE AND THE APPLICATION OF SERIOUS GAMES

LAVAL

9th and 10th of December 2020

SUMMARY

SCIENTIFIC CONFERENCE

The GAMES AND LEARNING ALLIANCE (GALA) CONFERENCE is an international conference dedicated to the science and application of Serious Games.

The **8th edition** of the conference took place in the LAVAL VIRTUAL WORLD , from the 9th to the 10 of December 2020.

More than **500 people signed up** for the conference, with up to **200 simultaneous connections**. The attendees were mostly researchers in computer science and social sciences, teachers and other stakeholders of education and professional training.

The conference is organized by the **Serious Games Society**. This year, the local organization was managed by researchers of **Laboratoire d'Informatique de l'Université du Mans**, and more precisely by the members of the reserch lab who teach at IUT de **Laval**.
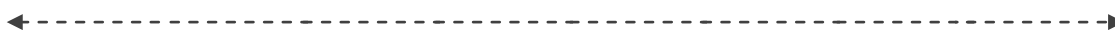
15 Companies

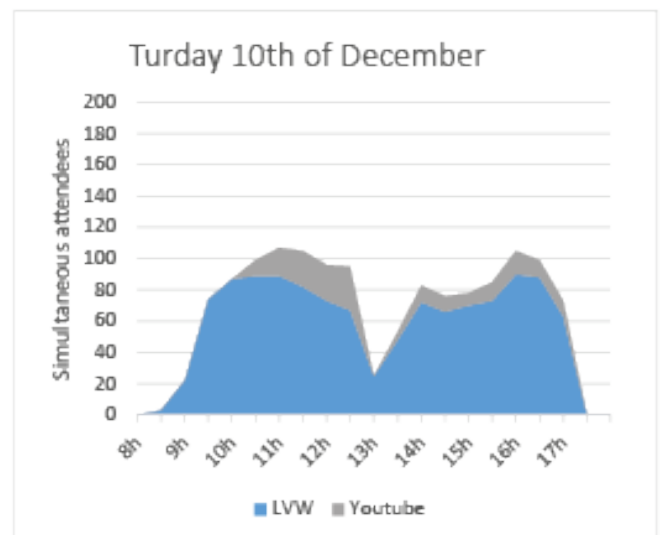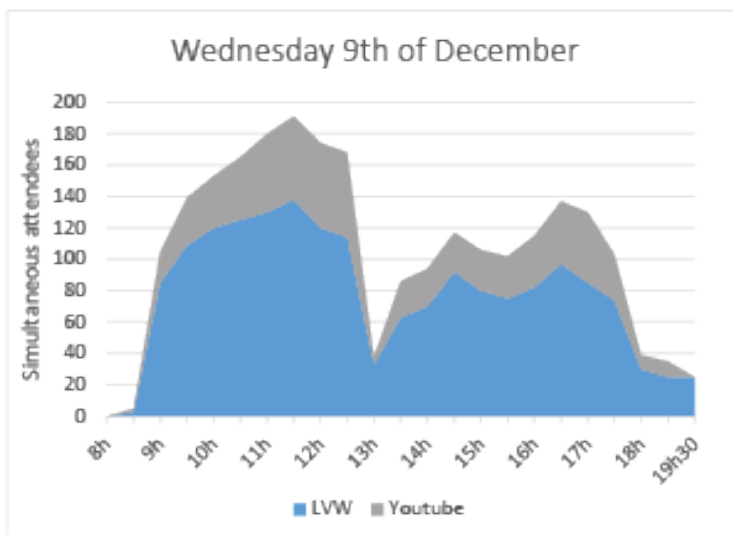42 Serious Games
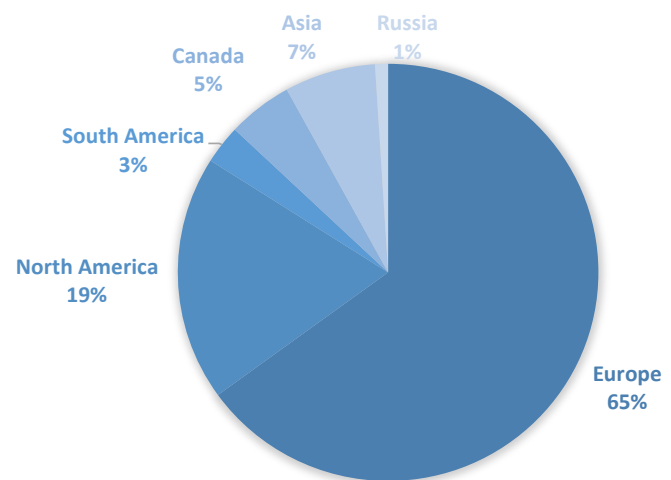
23 Nationalities

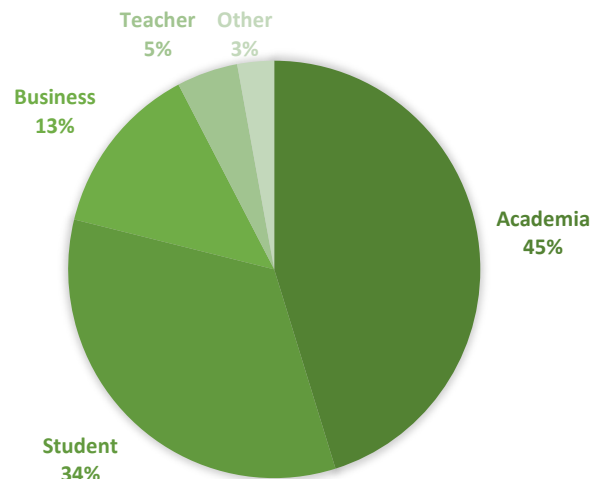500 researchers and teachers

Special theme of this edition: **SERIOUS GAMES** in **VIRTUAL REALITY**

PARTICIPANTS' PROFILE

The fact that the 8th edition was free and set in an online immersive virtual environment resulted in **3 to 4 times more participants** that in the preceding editions, dispite the fact that these editions took place in prestigious locations such as Athens and Palermo.

It also increesed the international impact of this historically European conference, the percentage of North American and Canadan participants rising to a reccord 24%.

The participants could either connect to the Laval Virtual Word, or watch the live broadcast on Youtube.

Teacher 5% **Other 3%**
Business 13%
Academia 45%
Student 34%

Asia 7% **Russia 1%**
Canada 5%
South America 3%
North America 19%
Europe 65%

Wednesday 9th of December
Simultaneous attendees
LVW Youtube

Turday 10th of December
Simultaneous attendees
LVW Youtube

SCIENTIFIC PRESENTATIONS

During the two days of the conference, **35 international researchers** presented their original research results.

These presentations were selected from among the **77 scientific articles submitted** which were evaluated by a comity of 87 Serious Games researchers. Thus, only **45%** of the submitted articles were selected to be presented during the conference.

These articles were then published by SPRINGER NATURE in *Lecture Notes in Computer Science*. The authors of the 5 best papers received an invitation to submit an extended version of their article to the *International Journal of Serious Games*, the journal published by the Serious Game Society.

This year, the researchers presented breakthroughs in several domains:
- Ludification theory
- Serious Game analytics
- Serious Games for learning
- Virtual and Mixed Reality for learning
- Serious Game design

We also welcomed two renowned researchers:
- **Anna COX** gave a keynote speech on how to use gamification to improve your professional academic life.
- **Anne-Gwenn BOSSER** presented several immersive games and Virtual Reality tools developed at the Centre Européen de Réalité Virtuelle in Brest.

17 COUNTRIES WERE REPRESENTED

CONFERENCE HIGHLIGHTS

Despite the physical distance, we managed to recreate social interactions through several events during the conference.

Treasure Hunt

On the evening of the 9th of December, 50 international researchers participated in a treasure hunt. In groups of 3 or 4, they had to roam the Laval Virtual World in search of the identity and the scientific breakthroughs of 8 female scientist, who had unfortunately been erased from our timeline! This game, designed with the help of ZOOM (local science museum), created strong social interactions between the players while also highlighting the importance of women in technological innovations.

The Award Ceremony

On the 10th of December afternoon, we organized an award ceremony in the Laval Virtual World concert hall. After an unbearable suspense, the GOLD sponsors gave out the awards for t**he best papers and best Serious Games of the year**, in front of a crowd gone wild, dancing and pulling off impeccable back flips.

CONFERENCE HIGHLIGHTS

Interactive Exhibition

The participants then went to visit the exhibition hall of the Laval Virtual Word. **42 Serious Games and Virtual Reality tools** were presented. In addition to being able to talk with the exhibitors, the visitors were also able to test some of the tools thanks to the interactive screens of the booths.

Twitter Challenges

In order to recreate a sense of community, despite the online nature of the event, we set up an intensive communication campaign on Twitter. It included challenges to win boxes of local French delicacies. This communication campaign allowed us to promote local products while creating interactions before, during and after the conference. The twitter account, that now has more than **230 followers**, will be used for the subsequent editions of the conference.

ORGANIZERS

LThe local organizers of the GAMES AND LEARNING ALLIANCE CONFERENCE were mostly researchers of Laboratoire d'Informatique de l'Université du Mans, who teach at the IUT technical school of Laval (France). The team was reinforced by local helpers (Laval Mayenne Technopole and ZOOM) and a few researchers from other French laboratories (IMT DOUAI in Lille and l'Université Champollion in Albi).

Iza MARFISI-SCHOTTMAN
General chair
Associate Professor
Le Mans University

Mother of tigers
Ruler of Laval Virtual
Eternal enthusiast

FRANCE

Francesco Bellotti (University of Genoa, Italia)

Ludovic HAMON
Program chair
Assistant Professor
Le Mans University

Mysterious fish
What if you're right
and they're wrong ?

FRANCE

Roland KLEMKE
Programme Chair
Open University of the
Netherlands & TH Köln

Work hard
Take cover
Fly high

the Netherlands

Riccardo BERTA
Associate Professor
University of Genoa

Unique, just like
everyone else

Italy

Aicha BAKKI
Post-Doc fellow
Researcher
Le Mans University

Magnanimous pixie
Tamer of the Web
Helpfull hand

France

Gaelle GUIGON
Instructional Designer
almost PhD student
IMT Lille Douai

Master of Escape
Games
Treasure hunter

France

Sébastien GEORGE
Director of LIUM
Full Professor
Le Mans University

Winner of all games
Master negotiator
Innovation supporter

FRANCE

Claire DUQUESNOY
Mission Manager
ZOOM Science
Center of Laval

Grand protector of
Arachnida
Coffee lover

France

Cathy PONS LELARDEUX
Researcher at Serious
Game Research Lab
INU Champollion

Supreme Enthusiastic
Chief of Dynamics
Master of Positivity

France

Pierre LAFORCADE
Exhibition chair
Assistant Professor
Le Mans University

Serial gamer
Perpetual joker
Serious worker

FRANCE

Jannicke BAALSRUD HAUGE
Associate Professor
BIBA, Germany
KTH, Sweden

Shield madden
Everlasting traveler
Might of steel

Germany / Sweden

Aous KAROUI
Post-Doc fellow
Researcher
univ. of Grenoble

Lord of Winners
Master of competition
ceremony

France

Mathieu VERMEULEN
Communication Chair
Associate Professor
IMT Lille Douai

Virtual Photographer
Laval Virtual World
explorer

FRANCE

Lahcen OUBAHSSI
Local support chair
Associate Professor
Le Mans University

Agility guru
Sponsor magnet
Magnanimous helper

France

Floortje DE VINK
Project manager
Laval Mayenne
Technopole

Master of Support
Project Chameleon
Mind of Curiosity

FRANCE

Laura NUGRE
Project manager
Laval Mayenne
Technopole

Master organizer
Head of home logistics
Familiy tour operator

FRANCE

Laurent FOUCHER
Teacher
Education trainer
ISFEC Bretagne

Vintage gamer from
home to classroom
Expert Room escaper

France

Wielfrid MORIE
PhD student
Institut Nat. Polytect.
de Cote d'Ivoire

Master of fire
Victory
Puzzle Wizz

Ivory Coast

IUT Laval
Le Mans Université

lium

Le Mans Université

SGS
Serious Games Society

Institut National Universitaire Champollion

IMT Lille Douai
École Mines-Télécom
IMT-Université de Lille

LMT
INNOVER & RÉUSSIR

Sciencez-vous !
ZOOM

PARTICIPANTS' FEEDBACK

Michelle Goodridge
@migoodridge

This has got to be the coolest looking virtual conference interface I've seen. Every virtual conference should be set up like this.

4:58 PM · Dec 10, 2020 · Twitter Web App

Miłosz Babecki
@MeewoshE

Today I was attendie at #galaconf2020. It was huge dose of inspiration during these strange days. Thank to #LavalVirtualWorld, @IMarfisi, the Team of Organizers from #iutlaval 🇫🇷 and #seriousgamessociety I could watch great presentations... and I could even dance! #uwm #studia2020

0:04   203 views
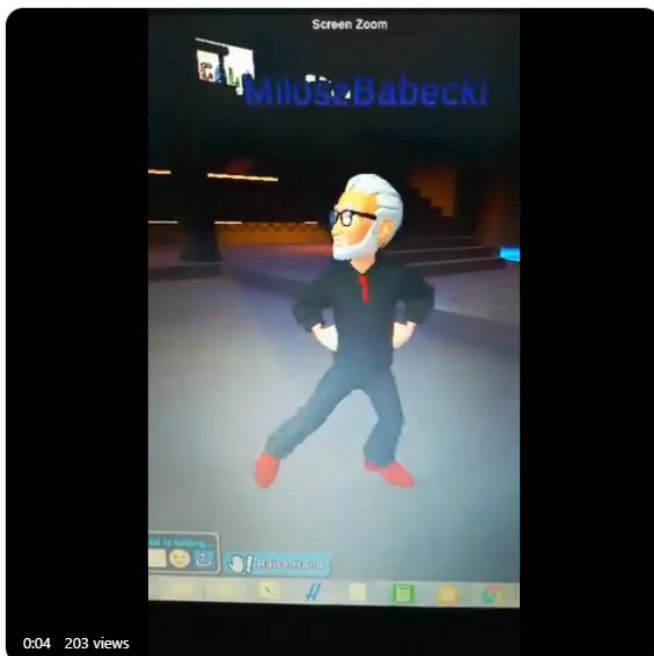
almomon.exe 👾
@almomon_exe

"We apologize for the guy who is running around screaming" - @IMarfisi during the #GalaConf2020

2020 really is a wild year, huh hahahaha

⬆ **GALAConf 2020 Retweeted**

Pablo Sotoca
@PabloSotoca

Congratulations to the @galaconf2020 for generating an interactive and playful space such as #LavalVirtualWorld to generate more interaction 🎮. I am like a 'SIM' 🧍 in a world 🗺 of learning😜 #seriousgames #games #learning #education

👤 IUT DE LAVAL and Le Mans Université

11:12 AM · Dec 9, 2020 · Twitter Web App

dr vanissa wanick ✨🌍🌱🌵🌺
@vanissa

oh my goodness this is super fun, @galaconf2020 on my way to the conf hall!!! I will try my best to be around today but I have baby duties - people, please follow #Galaconf2020 for #seriousgames #research

Fred Poole
@frdbrick

Definitely the best virtual conference experience that I've had this year. I would love to see @actfl , @CALICOnsortium , @AAALinks do something similar. I especially like the private rooms/speaking areas in the Lava Virtual World.
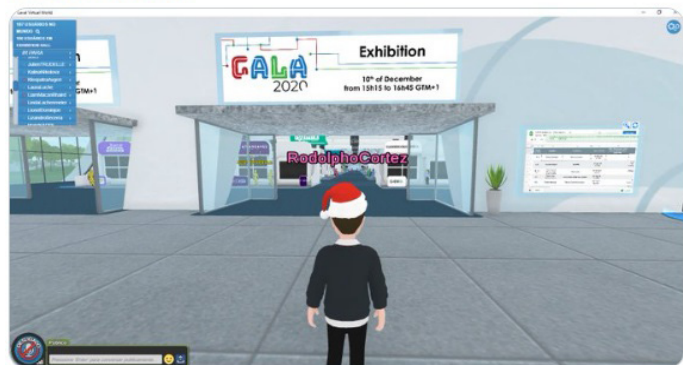#GalaConf2020

5:13 PM · Dec 9, 2020 · Twitter Web App

Rodolpho Cortez
@rodolphocortez

It was incredible! Thanks @galaconf2020 for the event! Congrats @IMarfisi for all the organization, you were present every moment with the better mood. Thanks also @ManuelNinaus for introducing me this world. I hope to stay with you all in person as soon as posible.
#Galaconf2020

Sorelle Audrey Kamkuimo
@SKamkuimo

Replying to @iutlaval @galaconf2020 and 4 others

Pour moi c'était le plus bel événement virtuel de l'année. Très belle organisation. On se serait cru sur place👏.

Translate Tweet

D.O.T. @projektDOT · 11 déc.
Gloria @projektDOT had a lot of fun at the @galaconf2020 @lavalvirtual, especially presenting our #seriousgame @picapipe_com and talking to all the amazing people there!

Roland Klemke
@rklemke

Kudos to Sorelle Audrey for managing her scientific talk and a baby at the same time - things that are only possible in virtual conferences! #galaconf2020 @galaconf2020 #WomenInSTEM #WomenInScience

11:08 AM · Dec 10, 2020 · Twitter Web App

Gabriele Gris
@GabieGris

Where is my caipirinha? #GalaConf2020

adeline
@AdelineIsach

@galaconf2020 c'est fini! très chouette expérience, rencontres intéressantes depuis son bureau, #CommeSiOnyEtait #discuter #tester transmettre des #liens

Translate Tweet

SPONSORS AND PARTNERS

We would like to thank all the sponsors and partners who supported this event.

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Partners

YOU WANT
MORE ?

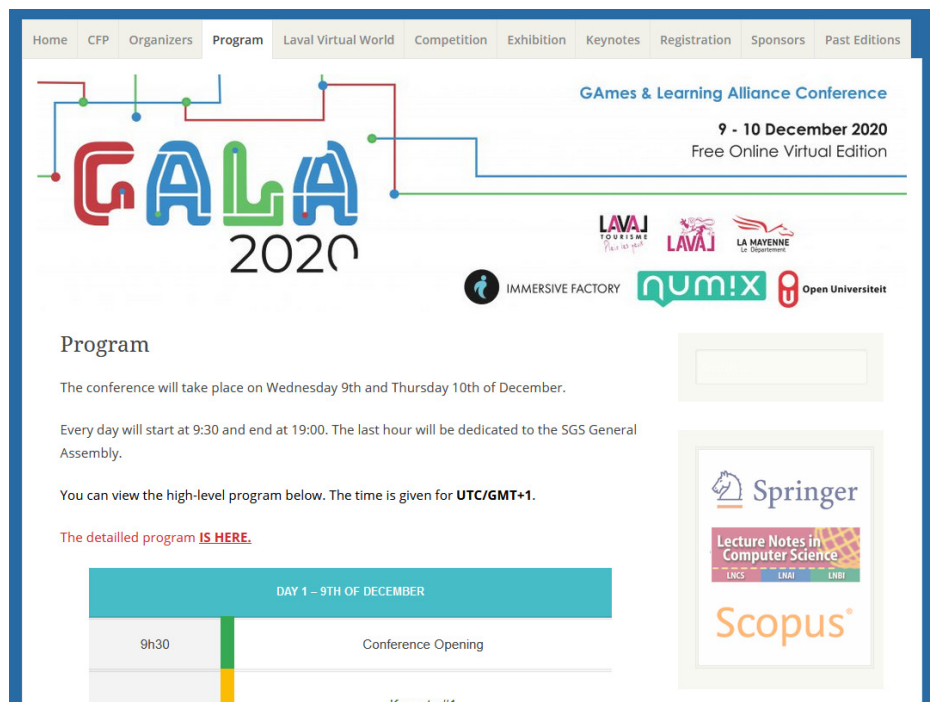The Serious Game Society and researchers of Genoa (Italy) are preparing the next edition of the conference.

The web site will soon be updated.
https://conf.seriousgamessociety.org/

We are currently looking for new sponsors and partners!

The information concerning the 2020 edition will be kept on the LIUM's web site.
https://lium.univ-lemans.fr/gala2020/

On the Serious Game Society Youtube account, you can view:
• The introduction to the conference
• The opening and closing ceremonies
• The award ceremony
• Anna COX's keynote speech
• The presentation of the best Serious Games nominated at the competition
• The conference «after movie»