

Desperately Seeking Theory: Gamification, Design, Data, Machine Learning, and the Promise of Double Loop Learning Systems

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Biography

Sebastian Deterding is a designer and researcher working on playful and motivational design for human flourishing. He is a senior research fellow at the Digital Creativity Labs at the University of York, and a founder and principal designer of the design agency codingconduct. He has created engaging experiences touching millions of users for clients including the BBC, BMW, Deutsche Telekom, and KLM. He has keynoted and presented at venues including Lift, GDC, Games Learning Society, Google, IDEO, Playful, and Web Directions. He is founder of the Gamification Research Network, and co-editor of “The Gameful World” (MIT Press, 2015). He lives online at codingconduct.cc.

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