

Curriculum Vitae

PERSONAL DETAILS

Name : Priscilla Saphira Haring (- Kuipers), MSc
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EDUCATION

- 2013 – 2016 External PhD student at the Technical University of Dortmund, Faculty of Rehabilitation Sciences (*unfinished*).
Working title “Gaming to cope: Transfer of strategic knowledge between gaming environments and real life for individuals’ empowerment”.
Courses in
 Models of health and illness
 Foundations of rehabilitation and pedagogy in disability
 Health communication: concepts, approaches and applications
- 2010 *Master of Science* in Communication Science, track Media psychology, Faculty of Social Sciences, VU University Amsterdam
Additional minor at the Faculty of Humanities
 English linguistics
Additional course at the Faculty of Earth and Life Sciences
 Global change
- 2008 *Bachelor of Science* in Communication Science, Faculty of Social Sciences, VU University Amsterdam
Minor in Journalism with additional Dialogue series on Quality Journalism
Additional courses at the Faculty of Humanities
 General theory of education and pedagogy
 Didactics in sociology
- 2003 *Bachelor of Applied Science* in Marketing Management, Private business college Schoevers Amsterdam

RESEARCH EXPERIENCE

2012 - present **Ph Research and Advice**

Owner

Working to bridge the gap between science and application, I have provided research support and insight from media psychology to several projects for clients such as the European Commission, Philips Lifestyle and creative agencies. My activities have included:

Organising presentations and workshops on the psychology behind game based learning, (serious) gaming and gamification. Providing broad introductions as well as preparing case studies.

Reviewing funding proposals as well as participating in annual reviews for ongoing projects for the European Commission concerning human technology interaction, eHealth solutions and application of game based learning.

Providing evidence-based advice on setting up digital support for the elderly and organising focus group research in a small rural community.

Game-director of *Stretching It* : connecting players in Amsterdam and Venice (La Biennale 2013) by capturing their movement. Game displayed on 15 meter LED-screens in both cities.

Winning the *Innovation Award* at the *Dutch Innovation Conference 2012* for the concept of *Mirror Me*. A mediated, real-time and biologically correct display of human bodily change called Future Self-Reflection. I explored Future Self- Reflections as a motivational tool. Conducted research into physical UI with the University of Applied Sciences Utrecht. Created a demo-video and a functional prototype.

Attending various conferences such as Healthy Lifestyle Solutions Conference, THINGSCON, Games for Health Europe Conference, Gamedidactiek: Enter the Playground, European Women in Technology, Amsterdam Data Science, Open Innovation 2.0, SuperDay, Behavioural change through Play, NWOSynergy and Bessensap.

2010

Center for Advanced Media Research Amsterdam (CAMeRA), VU University Amsterdam

Education and research employee

CAMeRA was an interdisciplinary research institute within the VU University aimed at mediated research. Within this institution I was a member of a2e2-team (Adaptive Ambient Empowerment of the Elderly), which was an EU-project in the AAL call (Ambient Assisted Living). I researched motivation and feedback within a digital environment and contributed to the SOTA-document, contributed by writing user scenario's and scripts and partaking in relevant conferences. For a brief interval I was the interim-manager of the project. www.a2e2.eu

2008

Faculty of Social Sciences, VU University Amsterdam

Research assistant

Supporting various research projects as experiment leader as well as coding and analysing data. Supporting Dr. Tilo Hartmann with research on Morality in gaming. Supporting Dr. Maria Soto Sanfiel with research on Narrative choice in film. Supporting Dr. Sonja Utz with research on Health communication online. Supporting Dr. Enny Das with research on Life salience priming.

PUBLICATIONS

Haring, P. The effect of a health game prompt on self-efficacy: an online experiment. *Manuscript under peer-review (2020)*.

Haring, P., Warmelink, H., Valente, M. & Roth, C. (2018) Using the Revised Bloom Taxonomy to Analyze Psychotherapeutic Games. *International Journal of Computer Games Technology*, volume 18.

Haring, P., & Warmelink, H. (2016). Looking for Metacognition. In *Games and Learning Alliance* (pp. 95-106). Springer International Publishing.

Haring, P., Chakinska, D., & Ritterfeld, U. (2011). Understanding Serious Gaming: A Psychological Perspective. In Felicia, P. (Ed.), *Handbook of Research on Improving Learning and Motivation through Educational Games: Multidisciplinary Approaches*. (pp. 413-430).

Ritterfeld, U., Roelofsma, P., Haring, P., Chakinska, D., Van den Bosch, M., & Versteeg, L. (2010). Head first into serious health gaming: a2e2 as a new approach of digital exercise coaching for seniors. *International Journal of Computer Science in Sport*, 9(2),92-100 .

Haring, P. (2010). *How Alternate Reality Gaming changes reality: The effects of playing an Alternate Reality Game on reality, during and beyond game play, compared to the effects of playing a Massively Multi-player Online Role Playing Game*. Master Thesis at the Faculty of Social Sciences, VU University Amsterdam.

EDITORIAL AND REVIEW

2016 Reviewer for International Journal of Communication by USC Annenberg press (IJoC, ISSN 1932-8036). Open Access.

2015 Reviewer for JMIR Serious Games (JSG, ISSN 2291-9279). Sister journal to the Journal of Medical Internet Research. Open Access.

2012 - 2015 Member of the International Editorial Review Board of the *International Journal of Game-Based Learning* (IJGBL)

LECTURES AND PRESENTATIONS

- 2020 *Psychotherapeutic Games*. Online guest lecture as part of the master Games and Interaction. University of the Arts Utrecht.
- 2017 *Serious games for Health*. Guest lecture as part of the course Media psychology, Amsterdam University College
- 2016 *The Effect of a Game Prompt on Self-Efficacy Concerning Problem-Solving Challenges of Living with Diabetes type II*. Presentation at the Researching Games barcamp – Play Week Berlin 2016.
- 2015 *Play together, learn together*. Keynote at the Game Based Learning - conference as part of a Erasmus+ project Roelof van Echten college, Hoogeveen.
- 2015 *Make them play*. Guest lecture as part of the course Persuasive Technology. Radboud Universiteit, Nijmegen.
- 2015 Panel-member *Future of AI and self-management in eMentalHealth* at Health 2.0 Amsterdam. Rockstart Accelerator, Amsterdam.
- 2015 *Gaming to cope*. Participant in Science Battle. Walhalla Theatre, Rotterdam.
- 2014 Virtual Reality demonstration with the Oculus Rift and two self-built environments at the Night of Art and Knowledge on behalf of the Neuropedagogy department of the Leiden University, Leiden.
- 2014 *Playing with Apps*. Keynote at Apps4KortRijk. Buda arts centre, Kortrijk.
- 2013 *Examining perceived reality, cultivation effects, social presence and strategic knowledge in MMORPG and ARG*. Presentation at the Barcamp Researching Games 2013, Wiesbaden.
- 2013 Virtual Reality demonstration with the Oculus Rift at the seminar Virtual reality and serious gaming for the prevention and treatment of psychological and behavioural disorders. Triple E, the EMGO+ E-HealthExcellence network at the VU University Amsterdam.
- 2013 *Breaking the magic circle*. Part of the SMIT Ludic City 2 lecture: Grounding game-play in the public environment. Studies Media Information Technologies, Vrije Universiteit Brussels.
- 2012 *Head into games*. Presentation at the Got Game Conference. De Rode Hoed Amsterdam.
- 2011 *Creating Serious Gaming*. Guest lecture as part of the course Creative Theory, History and Practice. Edith Cowan University, Perth

2010 *Head first into serious health gaming. a2e2 as a new approach of digital exercise coaching for seniors.* GameDays 2010; Serious Games for Sports and Health. Technical University Darmstadt.

OTHER RELEVANT WORKING EXPERIENCE

2014 – present **This Is Not Rocket Science**

Marketing Chief

Setting up the manufacturing and sales network for a new product line in modular synthesizers. Factory contacts and sourcing parts in Shenzhen, China. Presence at Superbooth exhibition, Berlin since 2017. Responsible for media management, customer support and communications.

2012 - 2017 **Eigen Kracht Centrale [Family Group Conferencing]**

Independent Coordinator (volunteer)

EKC/FGC is a worldwide organisation that strives to empower people in difficult situations by returning agency, improving cooperation in their social network while including the professional care system that surrounds them. A coordinator facilitates the organisation of a conference where a plan is made. Organised a Volunteer festival. Hosting workshops on question techniques for other coordinators.

2013 – 2015 **Stichting Doe Het Niet Zelf [Don't Do It Yourself Foundation]**

Treasurer/ Board member (volunteer)

Financial management and co-author of subsidiary requests. Writing self-description and methodology for a foundation that facilitates events where creative professionals share their skills without payment. www.doehetnietzelf.org

2008 - 2010 **Center for Advanced Media Research Amsterdam (CAMeRA), VU University Amsterdam**

Student assistant

General assistance within this interdisciplinary research institute at the VU University, spanning over a hundred researchers. Content management of the CAMeRA website as well as collecting and writing news content for the website.

2007 **A.C. Nielsen**

Data validator

Assuring the integrity and consistency of data, rectification and feedback when necessary.

2001- 2003 **ITM international/Motivaction**

Market researcher

Market research conducted by phone in Dutch and English, private and business-to-business, pilots, translation work.