

# Marcelo Simão de Vasconcellos

## CURRICULUM VITAE

### CONTACTS

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Rio de Janeiro, Brazil 

### PERSONAL DATA

Titles: Ph.D., M.A.

Name: Marcelo Simão de Vasconcellos.

Date of Birth: 14 October 1971.

### SKILLS

Anthropology

Collective Health

Communication

Design Thinking

Game design

Game Studies

Graphic design

Health Policies

Interactive Narratives

Research Methods

Scientific Dissemination

Social participation

Speculative Design

UX / UI

### CURRENT POSITIONS

- Coordinator of the Center of Games and Health at Oswaldo Cruz Foundation (Fiocruz)
- Professor at the Postgraduate Program in Communication of Science, Technology and Health at Oswaldo Cruz Foundation
- Professor at Estácio de Sá University
- Director of Acta Ludica: International Journal of Game Studies (<https://www.actaludica.com>)
- Chair of the Health Track of the Brazilian Symposium on Computer Games and Digital Entertainment – SBGames (<http://sbgames.org/sbgames2021/>)
- Leader of research group “Games and Health” registered on the Brazilian National Research Council (CNPq)
- Consultant for Brazilian Ministry of Justice on digital games and parental rating

**PH.D. IN SCIENCES  
(HEALTH  
COMMUNICATION AND  
INFORMATION)**

**FORMAL EDUCATION**

**2009 – 2013**

Ph.D. in Sciences (Health Communication and Information)

Oswaldo Cruz Foundation, FIOCRUZ, Rio De Janeiro, Brazil  
(<http://www.fiocruz.br>).

Dissertation: Video Games as a means of communication in health

Advisor: Prof. Dr. Inesita Soares de Araujo

Abstract: The public Health Communication strategies in Brazil use various media, from the traditional ones (print, radio, television) to the new media such as websites, blogs and social networks. These initiatives have limitations arising from its communication matrix, which produces a practice characterized by a normative and prescriptive approach and the centralization of production, with the result of disregarding the diversity and specificity of the multiple cultural and health contexts of a country like Brazil as well as establishing a standard unidirectional communication, with no room for dialogue with citizens. These features greatly limit the results of the policies of Health Communication, which do not align with the inherent protagonism of the SUS's principles, particularly the principle of social participation. This thesis investigated the potential of Massively Multiplayer Online Roleplaying Games (MMORPGs) for Health Communication with a focus on health promotion and its premise was that MMORPGs can overcome the identified problems, being a relevant strategy for Health Communication in the sense improvement of health promotion, as a space for the development of a participatory culture in the relation between the state and the population, hence as element of social transformation. Theories from the fields of Health Communication and Game Studies were used to characterize video games as participatory culture. Players of a MMORPG (World of Warcraft) were interviewed as a way of refining the development of analytical framework for MMORPGs, the model for "Relational Analysis of MMORPGs: Contexts and Apparatus" (RAM). The model was based on two other models: one from communication field, Symbolic Model Market, and another from the field of Game Studies, the Gaming Dispositif. The conclusion supports the potential of MMORPGs for health promotion and the applicability of the model to evaluate and guide the production and analysis of MMORPGs for health promotion.

Keywords: Health Communication, health promotion, video games, MMORPGs, digital games, virtual worlds.

**2012**

Faculty of Humanities, Utrecht University, Utrecht, the Netherlands.

As part of Brazilian Doctoral Exchange Program, I stayed for five months conducting research in the Netherlands under Prof. Joost Raessens' supervision. This experience was invaluable for my improvement as a researcher.

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**VISITING SCHOLAR  
UTRECHT UNIVERSITY**

## M.A. IN VISUAL ARTS

## FORMAL EDUCATION (CONTINUED)

### 2000 - 2002

M.A. in Visual Arts at EBA/UFRJ.

Escola de Belas Artes da Universidade Federal do Rio de Janeiro, Brazil  
(<http://www.eba.ufrj.br/ppgav>)

Dissertation: Passage to cyberspace - an investigation of the project methods used in online medium for designers of Rio de Janeiro.

Abstract: The work examines the transformations in the designers' project method of creation for the Internet. From analysis of earlier stages of communication advancement, like the rising of writing and the invention of the press, it can be verified that the computers and Internet's dissemination throughout society can be seen as a new level on this process, generating intellectual and cultural changes. Through interviews with web designers we can trace a profile for the online medium project, describing its technical and conceptual issues and exposing its responsibility in the communication processes and its use of art as a tool of interpretation of present reality.

Keywords: technology, art, information society, literacy.

Advisor: Prof. Dr. Helio Vianna"

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## BACHELOR IN DESIGN

### 1992 - 1999

Degree in Industrial Design - Visual Communication.

Escola de Belas Artes da Universidade Federal do Rio de Janeiro  
(<http://www.eba.ufrj.br>).

Project: book cover design for "Lewisianas Book Collection", a collection of books from British author C. S. Lewis  
(<http://www.marcelodevasconcellos.com/lewisianas/>).

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## TECH SKILLS

Adobe Creative Suite  
Interactive Narrative tools  
Microsoft Office  
Microsoft Windows  
MindMap tools  
Unity3D  
Unreal Engine  
Construct Game Engine  
Python Programming

**OSWALDO CRUZ  
FOUNDATION (FIOCRUZ)**

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**BREDA UNIVERSITY OF  
APPLIED SCIENCES  
(BUAS)**

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**ESTÁCIO DE SÁ  
UNIVERSITY (UNESA)**

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**CARIOCA UNIVERSITY  
CENTER**

## PROFESSIONAL EXPERIENCE

### 2006 – TO DATE

Public servant of the Brazilian government at Oswaldo Cruz Foundation (FIOCRUZ) (<https://portal.fiocruz.br>)

Activities: graphic design for books, posters and print media; design for websites and multimedia, information architecture, intranet content planning, Project management and research coordination. Communication research, game research. Game design, game production. Professor at the Postgraduate Program in Communication of Science, Technology and Health (COC/FIOCRUZ).

### 2019

Visiting Scholar at Breda University of Applied Sciences (BUAs)

Activities: lecturing, bibliographical research, interviews with research subjects, serious game prototyping and testing, assessing the research reports of graduation candidates and participation on the panel of oral exams

Subjects: game design, games and culture, research methods, design thinking, speculative design, simulation and gaming, serious games.

### 2002 – TO DATE

Professor at Estácio de Sá University ([www.estacio.br](http://www.estacio.br)).

Activities: teaching classes in several bachelor courses and specialization courses like Music Production, Systems for Internet and Digital Games. Research on media and game design. Development of teaching materials and definition of components of course curriculum.

Subjects: Graphic design, web design, colour theory, visual perception, online presence, usability, interface design, UX/UI, game design, games and culture, screenplay.

### 2003 – 2005

Lecturer at Centro Universitário Carioca (<http://www.unicarioca.edu.br>)

Activities: teaching classes in specialization course of Interface Design.

Subjects: Web design, colour theory, visual perception, usability.

## RESEARCH PROJECTS

### **“WHO LEFT IT HERE?!”: REFORMULATION AND IMPROVEMENT OF A DIGITAL GAME TO PREVENT DOMESTIC POISONING IN CHILDREN**

**2021 – 2023**

Domestic poisoning is a serious problem that affects mainly children, who get intoxicated with the huge variety of items commonly found in a typical home. As a way to increase parents' awareness, in 2016 the game “Who Left That Here?!” was created. The game was successful but resource limitations prevented the implementation of all the available content. This project aims to rebuild the game, make it available on a greater number of devices, include a new area with dangers of venomous animals, and add better integration with social networks.

Members: Marcelo Simão de Vasconcellos, Flávia Garcia de Carvalho, Alexandre Werner Ribeiro, Thiago Santos.

Funding: FAPERJ (Research Support Foundation of Rio de Janeiro)

### **THE ROLE OF DIGITAL GAMES IN THE MEDIA CONTEXT**

**2020 – 2021**

This project aims to understand the current configuration of digital games in relation to other media and their users, from the perspective of Media Ecology, aiming to obtain new understandings about the role of digital games and their creators in society. In the contemporary context, in which digital games continually reconfigure consumption habits, access to entertainment, sensibilities and especially the collective imagination, even influencing the media that precede them, the use of the concepts of Media Ecology allows a broader understanding of this object, helping its interpretation, its relationships with other media and even improving its creation process.

Members: Marcelo Simão de Vasconcellos, Flávia Garcia de Carvalho.

Funding: Estácio de Sá University (UNESA)

### **USE OF DIGITAL GAMES AS A METHOD FOR PUBLIC HEALTH MANAGEMENT**

**2019 – 2020**

This project investigates the potential of policy-making games in Brazilian public health context, taking into account the complex web of government rules, social interaction and public participation. Its objective is establishing guidelines for the use of games in favor of health in the Brazilian public sector, as well as instruments for the development of public health policies, balancing the interests of the various actors involved and seeking to increase the participation of the population, so that such projects also function as ways of democratization and exercise of citizenship.

Members: Marcelo Simão de Vasconcellos.

Funding: Estácio de Sá University (UNESA) / Fundação Oswaldo Cruz (FIOCRUZ)

## **PROJECT VOICES OF BOCAINA**

**2021 – 2023**

In the state of Rio de Janeiro: quilombolas (descendants of slaves), caiçaras (traditional fishermen) and natives have been living in traditional communities for centuries. However the current government has severely neglected such groups, making them vulnerable to economic groups who want to grab their lands for tourism initiatives. We want to help them, looking for ways to increase the visibility of their culture and their struggles. This way, the rest of the society (and even people abroad) could understand what is at stake in the region. This project aims to train young people in those communities to tell their stories in digital media, sharing with the world their hardships, joys and hopes. This is a partnership with Breda University of Applied Sciences (BUAs), in which media students from BUAs will help the people from Bocaina to edit and prepare the recorded footage, preparing it to public exhibition. In addition to Fiocruz and BUAs, professors from Estácio de Sá University, Federal Fluminense University and Bournemouth University (UK) should participate in the project.

Members: Marcelo Simão de Vasconcellos, Rob Verhagen, Flávia Garcia de Carvalho, Celiane Camargo-Borges, Lyle Skains.

[[http://storylab.playablecomms.org/doku.php/projects/bocaina\\_games](http://storylab.playablecomms.org/doku.php/projects/bocaina_games)]

## **FIOCRAFT: CONSTRUCTION OF THE FIOCROZ CAMPUS WITHIN THE MINECRAFT GAME FOR SCIENTIFIC DISSEMINATION AND HEALTH COMMUNICATION:**

**2019 – 2021**

This project aims to build a version of Fiocruz' campus in a Minecraft map accessible in a public Minecraft server, in order to function as a nexus for health communication, health education and science dissemination initiatives. Visitors, particularly children, will be able to visit virtual exhibits, learn about health and science and even participate in scientific activities and experiments, promoting health, curiosity, creativity and citizenship. This way, even in this moment of social distance due to the pandemic, players will be able to (virtually) visit Fiocruz and meet and play with friends.

Members: Marcelo Simão de Vasconcellos, Flávia Garcia de Carvalho, Cynthia Macedo Dias, Fábio Gouveia, Gustavo Audi, Fernando Alves.

Funding: Fundação Oswaldo Cruz (FIOCRUZ)

## **GAMIFICATION: MEANINGS, LIMITS AND APPLICATIONS ON EDUCATION**

**2018 – 2019**

This project investigates the concept of gamification, its limits, practices and methods, forms of application and risks. It aims codifying this knowledge in disciplinary content to be suggested for inclusion in higher education courses on Digital Games (and possibly also in the courses of Marketing, Design and Advertising) as a way to update such courses in face of the new demands of the industry.

Members: Marcelo Simão de Vasconcellos (leader); Flávia Garcia de Carvalho; Cynthia Macedo Dias; Débora Ribeiro.

Funding: Estácio de Sá University (UNESA)

## **PLAYING WITH HEALTH: AN EXPLORATORY SURVEY ON THE BRAZILIAN PRODUCTION OF HEALTH GAMES**

**2017 – 2018**

Brazil has a significant production of health games, but most of these initiatives remain undocumented, harming the evolution of the field of game studies, which could assist both researchers, health professionals, students and developers of digital games. This project is an exploratory survey of the production of digital games in health in Brazil, involving searches in 1) the annals of the Brazilian Games and Digital Entertainment Symposium (SBGames); 2) the main journals in the field of Communication and Health and Education and Health; and 3) websites related to health and communities related to game development. Discovered games had their information recorded and, if available, were experimented in order to have their rules and operation registered.

Members: Marcelo Simão de Vasconcellos (leader); Marcia Alves Marques Capella; Ricardo Cavalcante da Silva; Ana Carolina Vieira Lopes Inácio.

Funding: Estácio de Sá University (UNESA)

## **SERIOUS GAMES: CONCEPT, APPLICATIONS AND DEVELOPMENT METHODS**

**2017 – 2018**

This project aims to create a methodology for the development of serious games adapted to higher education (accessible to the student, meaningful, practical, participative and conceptually solid), which in its complete form can be taught to students of Digital Games and in a simplified form can be taught to teachers and students of other undergraduate courses.

Members: Marcelo Simão de Vasconcellos (leader); Flávia Garcia de Carvalho; Cynthia Macedo Dias.

Funding: Estácio de Sá University (UNESA)

## **DIGITAL GAME ABOUT NATURAL DISASTERS**

**2016 – 2017**

This project consists in the creation of a digital game as a complementary learning strategy for Local Agents in natural disasters, professionals who try to prevent, manage and mitigate the consequences of natural disasters and are trained in a course developed by the Oswaldo Cruz Foundation. The digital game aims to demonstrate the risks studied in the course in tangible and observable situations in the context of the game in order to make them easily recognizable to the agents in training, giving them options of strategies for solving problems.

Members: Marcelo Simão de Vasconcellos (leader); André Luis Soares Smarra; Marcia Alves Marques Capella; Ricardo Cavalcante da Silva; José Luiz de Oliveira Filho.

Funding: Estácio de Sá University (UNESA)

## **QUEM DEIXOU ISSO AQUI?! (WHO LEFT IT HERE?!) - DIGITAL GAME ABOUT DOMESTIC POISONING**

**2015 – 2016**

This project comprises the concept and development of a digital game for the awareness of parents and guardians about the risks of domestic intoxication in children. It was carried out using information provided by the National System of Toxic-Pharmacological Information (Sinitox). It has already been the subject of several reports in the press and was recommended by the Brazilian Society of Pediatrics.

Members: Marcelo Simão de Vasconcellos (leader); Flávia Garcia de Carvalho; Patrick Minoita Rodrigues; Danilo do Nascimento Nunes.

Funding: Estácio de Sá University (UNESA) / National Research Council (CNPq)

## **DIGITAL GAMES FOR COMMUNICATION AND HEALTH**

**2015 – 2016**

This project is part of the "ICICT Research and Technological Development Induction Program - PIPDT 2011-2013" - and its objective is to establish guidelines and methods for the development of digital games for health, including 2D and 3D graphics, its implementation in code, taking into account structural, aesthetic, communicational and technological aspects.

Members: Marcelo Simão de Vasconcellos (leader); Flávia Garcia de Carvalho; Fábio Esteves Costa Correia; Tathiana Sanches.

Funding: National Research Council (CNPq)



## PUBLICATIONS

### BOOK

#### **O JOGO COMO PRÁTICA DE SAÚDE (*THE GAME AS A HEALTH PRACTICE*)**

VASCONCELLOS, M. S.; CARVALHO, F. G.; ARAUJO, I. S. *The Game as a Health Practice*. Rio de Janeiro : Editora Fiocruz, 2018. ISBN: 9788575415610.

Keywords: video games, health care, rehabilitation, health communication, social participation, health education.

### BOOK CHAPTERS

VASCONCELLOS, M. et al. *Health Games in Brazil*. 2019, Cham. Springer International Publishing, p. 457-472. ISBN: 978-3-030-22219-2. [[https://link.springer.com/chapter/10.1007/978-3-030-22219-2\\_34](https://link.springer.com/chapter/10.1007/978-3-030-22219-2_34)].

Keywords: Health games Serious games for health Exergames Games and health Public health Health communication and games.

VASCONCELLOS, M. S.; CARVALHO, F. G.; ARAUJO, I. S. *GAMES AND HEALTH COMMUNICATION: Brazilian players' point of view* In: *The Internet and Health in Brazil*.1 ed.Berlim : Springer, 2018, p. 1-17. ISBN: 9783319992891.

Keywords: health communication, digital games, serious games, participation

VASCONCELLOS, M. S.; CARVALHO, F. G.; ARAUJO, I. S. *Interprocedurality: Procedural Intertextuality in Digital Games* In: *Contemporary research on intertextuality in video games*.1 ed.Hershey, PA : IGI Global, 2016, v.1, p. 235-252. ISBN: 9781522504771.

[[https://www.researchgate.net/publication/318417909\\_Interprocedurality](https://www.researchgate.net/publication/318417909_Interprocedurality)]

Keywords: Intertextuality, Procedurality, Procedural Rhetoric, Game Mechanics, Game Analysis

VASCONCELLOS, M. S.; MASTROCOLA, V. *The Nike Brand Embodied as a Playful Experience*. In: JOYCE, L.; QUINN, B. (Orgs.). *Mapping the Digital: Cultures and Territories of Play*. Oxford (UK): Inter-Disciplinary Press, 2016. p.139-148.

[[https://www.researchgate.net/publication/332305438\\_The\\_Nike\\_Brand\\_Embodied\\_as\\_a\\_Playful\\_Experience](https://www.researchgate.net/publication/332305438_The_Nike_Brand_Embodied_as_a_Playful_Experience)]

Keywords: Communication, consumption, entertainment, games, health, Nike, digital social network, ludic.

Simão de Vasconcellos, Marcelo; Soares de Araújo, Inesita. *Massively Multiplayer Online Role Playing Games for Health Communication in Brazil*. In: *Serious Games and Virtual Worlds in Education, Professional Development, and Healthcare*. 1 ed. Hershey, PA, USA : IGI Global, 2013, v.1, p. 294-312. ISBN: 1466636734.

Keywords: health communication, virtual worlds, video games, mmorpqs, public health

VASCONCELLOS, M. S.; ARAUJO, I. S. *The Potential of Video Games in Public Health Communication*. In: RIHA, N. W. D. (Org.). *Exploring Videogames*. Oxford (UK): Inter-Disciplinary Press, 2013. p.59-70. ISBN: 978-1-84888-240-9.

[[https://www.researchgate.net/publication/332310438\\_The\\_Potential\\_of\\_Video\\_Games\\_in\\_Public\\_Health\\_Communication](https://www.researchgate.net/publication/332310438_The_Potential_of_Video_Games_in_Public_Health_Communication)]

Keywords: health communication, virtual worlds, video games, public health

## ARTICLES

CODÁ, V.; DA SILVA, E. R.; DE VASCONCELLOS, M. S. O Chamado do Curupira (*The Call of Curupira*). *Acta Scientiae et Technicae*, v. 8, n. 2, 2021. [<http://www.uezo.rj.gov.br/ojs/index.php/ast/article/view/306>].

Keywords: Role-Playing Games (RPGs), scientific dissemination, games, serious games

VASCONCELLOS, M. S.; CARVALHO, F. G.; DIAS, C. M. MAVOC: *A Formal Descriptive Method of Serious Game Mechanics*. *Acta Ludica*. 2019.

[<https://www.actaludica.com/ojs/index.php/actaludica/article/view/1>]

Keywords: Methodology, serious games, mechanics, rules, game design.

CARVALHO, F. G.; ARAUJO, I. S.; VASCONCELLOS, M. S. Youtubers falam de saúde jogando: análise de vídeos produzidos por brasileiros (*Youtubers talking about health while playing: analysis of videos produced by Brazilians*). *MÍDIA E COTIDIANO*. 2019.

[<https://periodicos.uff.br/midiaecotidiano/article/view/27670>]

Keywords: Communication and Health, games and health, Digital games, discourse analysis.

CARVALHO, F. G.; ARAUJO, I. S.; VASCONCELLOS, M. S. A saúde em jogos de entretenimento: análise da produção de sentidos em dois jogos digitais (*HEALTH IN GAMES OF ENTERTAINMENT: analysis of the production of meaning in two digital games*). *MÍDIA E COTIDIANO*. 2018.

[<https://periodicos.uff.br/midiaecotidiano/article/view/10066>]

Keywords: Communication and Health, games and health, Digital games, discourse analysis.

VASCONCELLOS, M. S.; CARVALHO, F. G.; ARAUJO, I. S. "QUEM DEIXOU ISSO AQUI?!": Retórica procedimental e participação no desenvolvimento de um jogo em saúde (*"WHO LEFT THAT HERE ?!": Procedural rhetoric and participation in the development of a game in health*). REVISTA OBSERVATÓRIO. , v.4, p.75 - 112, 2018. [<https://sistemas.uft.edu.br/periodicos/index.php/observatorio/article/view/41361>]  
Keywords: serious games, health communication, intoxication, health and games, collective health.

VASCONCELLOS, M. S.; CARVALHO, F. G.; BARRETO, J. O.; ATELLA, G. C. As Várias Faces dos Jogos Digitais na Educação (*The Many Faces of Digital Games in Education*). INFORMÁTICA NA EDUCAÇÃO. , v.20, p.203 - 218, 2017. [<http://seer.ufrgs.br/index.php/InfEducTeoriaPratica/article/view/77269>]  
Keywords: digital games, serious games, education, communication.

VASCONCELLOS, M. S.; CARVALHO, F. G.; ARAUJO, I. S. *Understanding Games as Participation: an analytical model*. CIBERTEXTUALIDADES (PORTO). , v.8, p.105 - 118, 2017. [<http://bdigital.ufp.pt/handle/10284/6012>]  
Keywords: participation, health communication, digital games, serious games, game model.

VASCONCELLOS, M. S.; CARVALHO, F. G.; MONTEIRO, J. P. 'Jogo do acesso aberto': desenvolvendo um newsgame para a comunicação e saúde (*'Open access game': developing a newsgame for communication and health*). RECIIS - Revista Eletrônica de Comunicação, Informação & Inovação em Saúde. , v.10, p.1 - 12, 2016. [<http://www.reciis.icict.fiocruz.br/index.php/reciis/article/view/1073>]  
Keywords: Open Access, newsgame, game design, health communication.

MARQUES, P. E. P. C.; MAGARINOS-TORRES, R.; CARVALHO, M. C. R.; VASCONCELLOS, M. S.; MENA-CHALCO, J.; GUIMARAES, M. C. S. Digital Object Identifier (DOI) viabilizando a via verde (*Digital Object Identifier (DOI) enabling the greenway*) Cadernos BAD - Cadernos de Biblioteconomia, Arquivística e Documentação. , v.1, p.207 - 210, 2014. [<http://www.bad.pt/publicacoes/index.php/cadernos/article/view/1207/1214>]  
Keywords: Repositories, Open Access.

VASCONCELLOS, M. S., ARAUJO, I. S. *Uses of ethnography in image-based virtual worlds*. RECIIS. Electronic journal of communication information and innovation in health (English edition. Online). v.5, n.2, 2011. [[https://www.reciis.icict.fiocruz.br/index.php/reciis/article/view/531/pdf\\_2571](https://www.reciis.icict.fiocruz.br/index.php/reciis/article/view/531/pdf_2571)]  
keywords: ethnography, virtual worlds, online games, image, MMORPGs.

## CONFERENCE PROCEEDINGS

VASCONCELLOS, M. S.; DIAS, C. M.; MAYER, I. Aproximando tradições: o campo dos Jogos e Simulações e suas contribuições para a pesquisa e elaboração de jogos sérios (*Bringing traditions closer: the field of Games and Simulations and their contributions to the research and development of serious games*). In: Proceedings of SBGames 2019, 2019, Rio de Janeiro. Sociedade Brasileira de Computação, 2019. p. 678-685. Disponível em: [lhttps://www.sbgames.org/sbgames2019/files/papers/CulturaFull/198275.pdf](https://www.sbgames.org/sbgames2019/files/papers/CulturaFull/198275.pdf)  
Keywords: simulation-gaming, game studies, serious games, concepts.

CARVALHO, F. G.; HAGGIS-BURRIDGE, M.; VASCONCELLOS, M. S. *Custom researcher-made video game as research instrument: how One Night Away was made to elicit social discourses around health*. 2020, Recife. Sociedade Brasileira de Computação (SBC), p. 919-926. Disponível em: [lhttps://www.sbgames.org/proceedings2020/JogosSaudeFull/209282.pdf](https://www.sbgames.org/proceedings2020/JogosSaudeFull/209282.pdf)  
Keywords: research instrument, game design, meanings of health, Unreal Engine 4, video game, digital game.

VASCONCELLOS, M. S. et al. Gamificação: uma investigação sobre o conceito no contexto do SBGames (*Gamification: an investigation into the concept in the context of SBGames*). In: Proceedings of SBGames 2018, 2018, Foz do Iguaçu Sociedade Brasileira de Computação, 2018. p. 813-822. [lhttps://www.sbgames.org/sbgames2018/files/papers/CulturaFull/188285.pdf](https://www.sbgames.org/sbgames2018/files/papers/CulturaFull/188285.pdf).  
Keywords: gamification, revision, concept.

CARVALHO, F. G. et al. Jogos e capitalismo: uma articulação visando a análise do contexto tecnológico dos jogadores (*Games and capitalism: an articulation aimed at analyzing the players' technological context*). In: Proceedings do XVI Simpósio Brasileiro de Jogos e Entretenimento Digital — SBGames, 2017, Curitiba. SBC, 2018. p. 915-921. [lhttp://www.sbgames.org/sbgames2017/papers/ArtesDesignFull/175341.pdf](http://www.sbgames.org/sbgames2017/papers/ArtesDesignFull/175341.pdf)  
Keywords: digital games, game analysis, technological context, games and capitalism.

VASCONCELLOS, M. S.; CARVALHO, F. G.; DIAS, C. M. Proposta de Um Método Descritivo Formal de Regras de Jogos Sérios (*Proposal for a Formal Descriptive Method of Serious Game Rules*). In: Simpósio Brasileiro de Jogos e Entretenimento Digital — SBGames, 2017, Curitiba. Anais do SBGames 2017. Porto Alegre: SBC, 2017. v.1. [lhttp://www.sbgames.org/sbgames2017/papers/ArtesDesignFull/175341.pdf](http://www.sbgames.org/sbgames2017/papers/ArtesDesignFull/175341.pdf).  
Keywords: Methodology, serious games, mechanics, rules, game design.

VASCONCELLOS, M. S.; CARVALHO, F. G.; CAPELLA, M. A. M.; DIAS, C. M.; ARAUJO, I. S. A Saúde na Literatura Acadêmica sobre Jogos: uma análise das publicações do SBGames (*Health in Academic Literature on Games: an analysis of SBGames publications*). In: XV Simpósio Brasileiro de Jogos e Entretenimento Digital – SBGames, 2016, São Paulo. Proceedings of SBGames 2016. Porto Alegre: SBC, 2016. p.1062 – 1070. [http://www.sbgames.org/sbgames2016/downloads/anais/157759.pdf].  
Keywords: Digital games, serious games, health, health meanings.

CARVALHO, F. G.; VASCONCELLOS, M. S.; RESSURREICAO, A. A. A.; ARAUJO, I. S.; BOCHNER, R. Misturando entretenimento e comunicação para a saúde: a criação de dois testes de personalidade para o Sistema Nacional de Informações Tóxico-Farmacológicas (*Mixing entertainment and communication for health: the creation of two personality tests for the National Toxic-Pharmacological Information System*). In: XV Simpósio Brasileiro de Jogos e Entretenimento Digital – SBGames, 2016, São Paulo. Proceedings of SBGames 2016. Porto Alegre: SBC, 2016. p.305 – 312. [http://www.sbgames.org/sbgames2016/downloads/anais/156980.pdf].  
Keywords: test of personality, health promotion, games and health, Communication and Health, toxic plants, newsgames.

VASCONCELLOS, M. S.; CARVALHO, F. G. *Communication and Participation in Digital Games* In: XIV Congresso Ibero-Americano de Comunicação IBERCOM 2015, 2015, São Paulo. Anais do XIV Congresso Ibero-Americano de Comunicação IBERCOM 2015: comunicação, cultura e mídias sociais. São Paulo: ECA-USP, 2015. v.1. p.1 – 15. [http://www.assibercom.org/arquivos/03\_lbercom\_2015\_anais\_completo.pdf].  
Keywords: digital games, production of meaning, participation, methods

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## ACADEMIC SUPERVISOR

### MASTER'S SUPERVISOR

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