

# HUMAN ENHANCEMENT: A SOCIAL GAME

ORNA kennisgeving  
verandering  
interactie  
deontologie  
technologie  
wetenschap  
onderzoek  
wetenschap  
wetenschap  
wetenschap

Rathenau Instituut

March 30th 2013 | PACITA 2013 Prague

Technology Assessment



## SUPERHUMAN |

How far will you go? A game to test your limits

# WHAT IS HUMAN ENHANCEMENT?

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- ❖ The use of medical technologies by healthy people to improve their performance, appearance, mood, etc.
- ❖ Increasing number of enhancers are being developed and increasing number of people use enhancers nowadays

# THE DEBATE ON HUMAN ENHANCEMENT

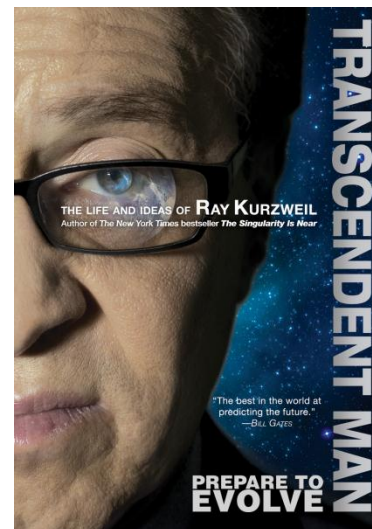
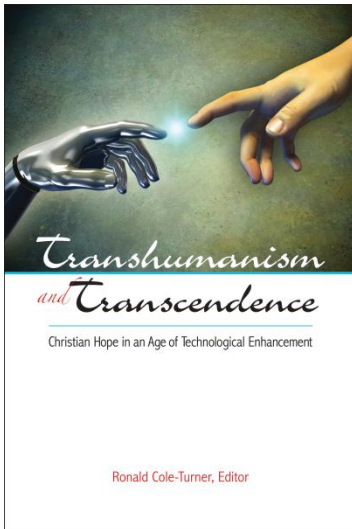
DRYNA KENNIS  
verandering  
informatie  
debat  
technologie  
WETENSCHAP  
onderzoek  
wetenschap  
van de wetenschap

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- ❖ The public debate on human enhancement is not very alive in Europe or is focused around specific enhancers like Ritalin, Botox, etc.
- ❖ The public debate is very much polarized between pro versus contra enhancement



# OUR GOALS



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1. We want to inform the general public in The Netherlands (and outside) about 'the human enhancement trend' in a playful way
2. We want to encourage a broader and more balanced debate on human enhancement
  - Broader public
  - Broader focus
  - Nuanced approach



# WHY AN IPHONE GAME?

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A mobile game is an interesting instrument

- Use of mobile smart phones increases
- It's always with you
- 64% uses their smart phone for gaming
- Possible to play over longer period of time
- A social game to stimulate debate
- Experience the dilemma's yourself



# SUPERHUMAN: HOW DOES IT WORK?

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veranderend  
informatie  
debat  
technology  
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onderzoek  
SCHIEK

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Designed by

ijfontein 

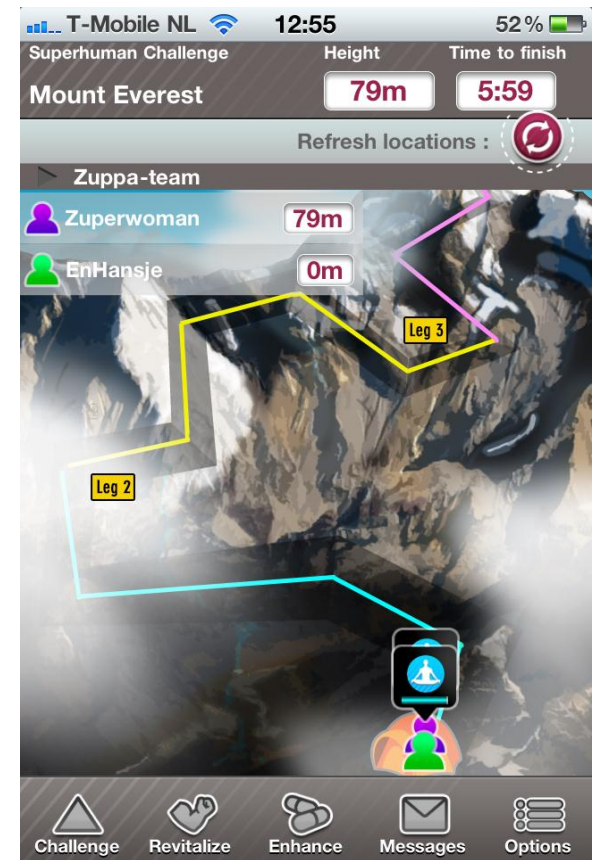
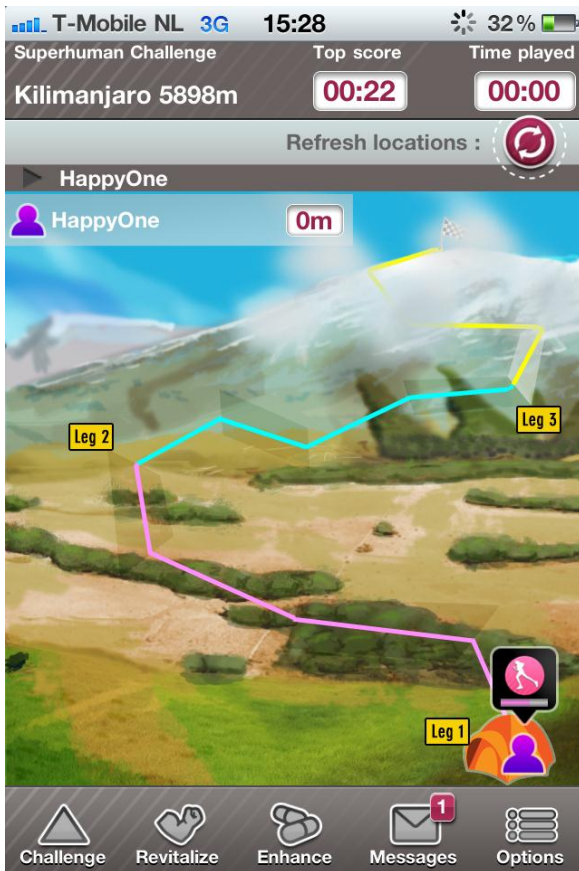
# THE CHALLENGES

*dynameerzoek*  
*verandering*  
*innovatie*  
*debat*  
*technology*  
*science*

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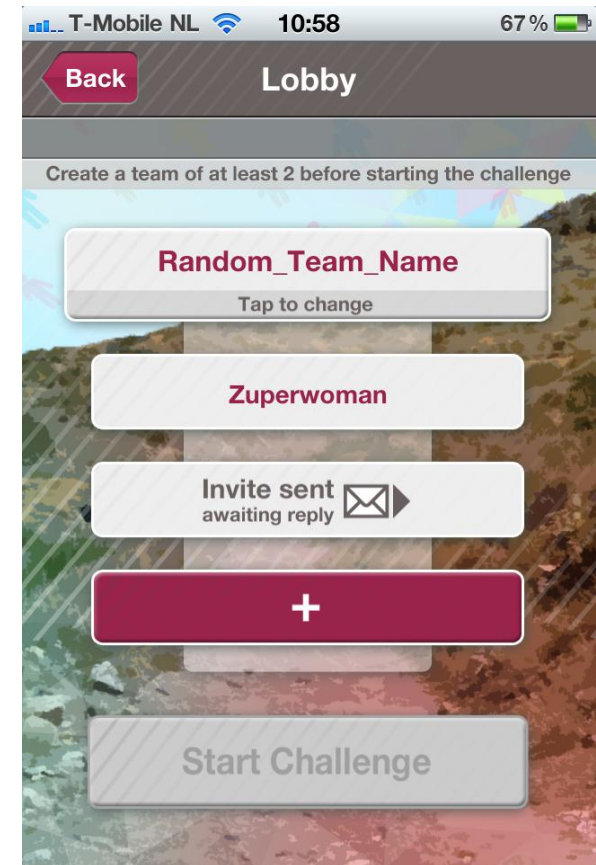
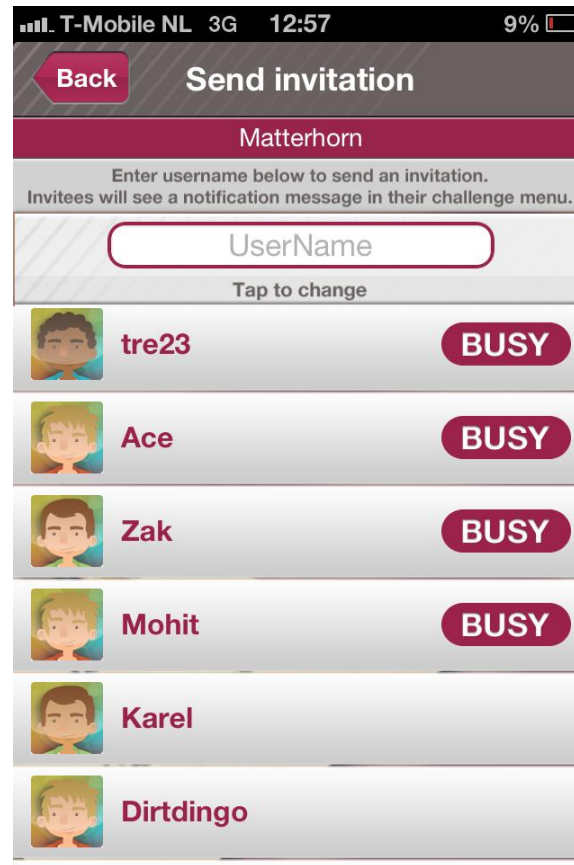
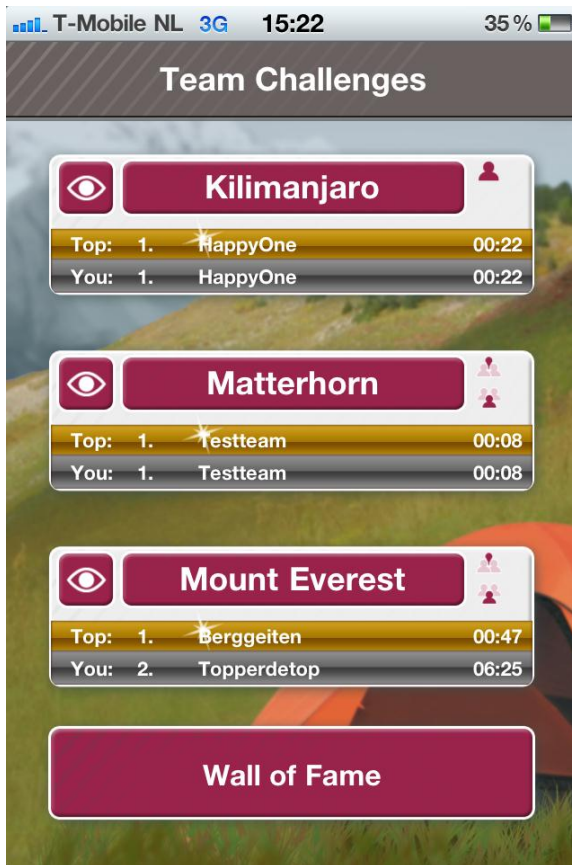
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# INVITE OTHERS TO PLAY WITH YOU

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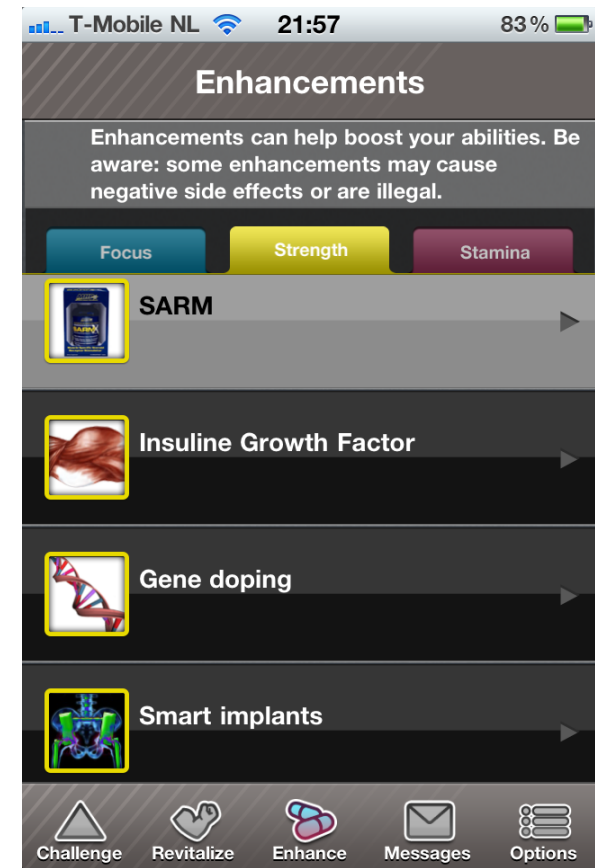
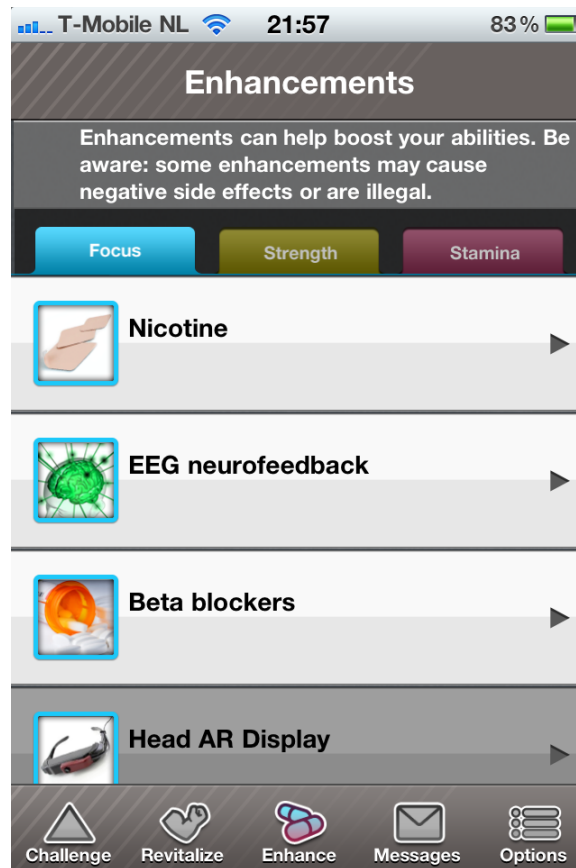
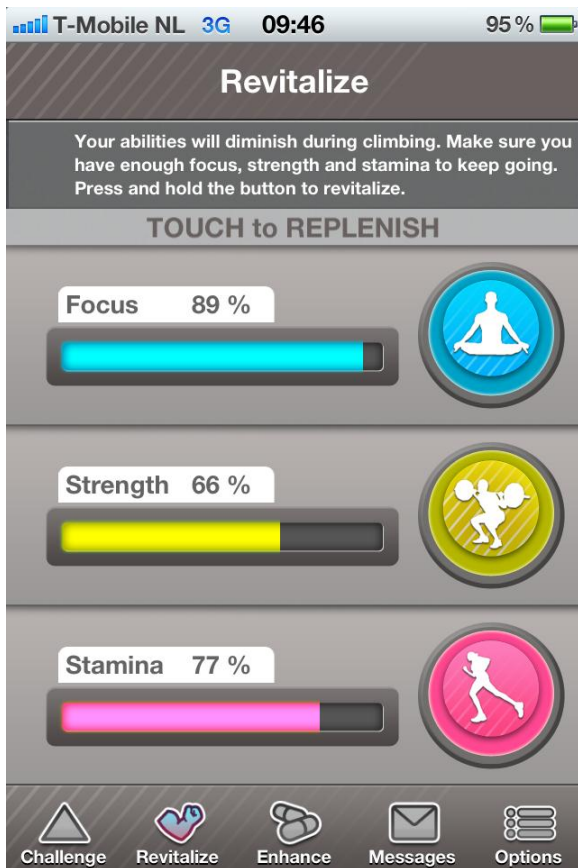
# TRAIN AND/OR ENHANCE YOURSELF

DRYNA Kenniscentrum  
verandering in kennis  
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debat  
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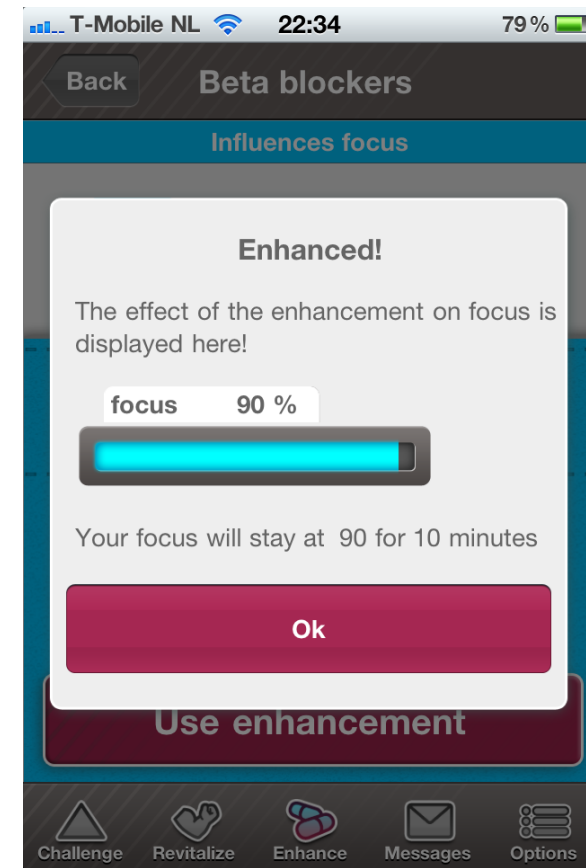
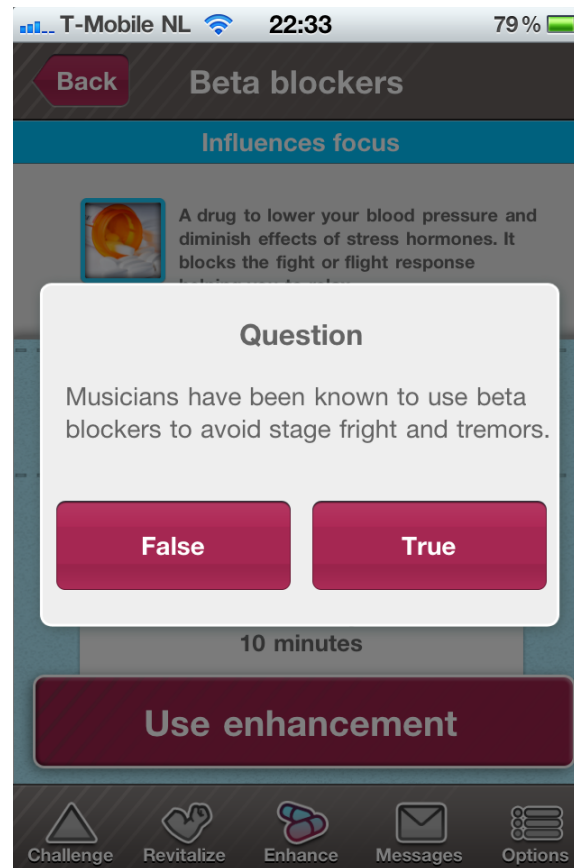
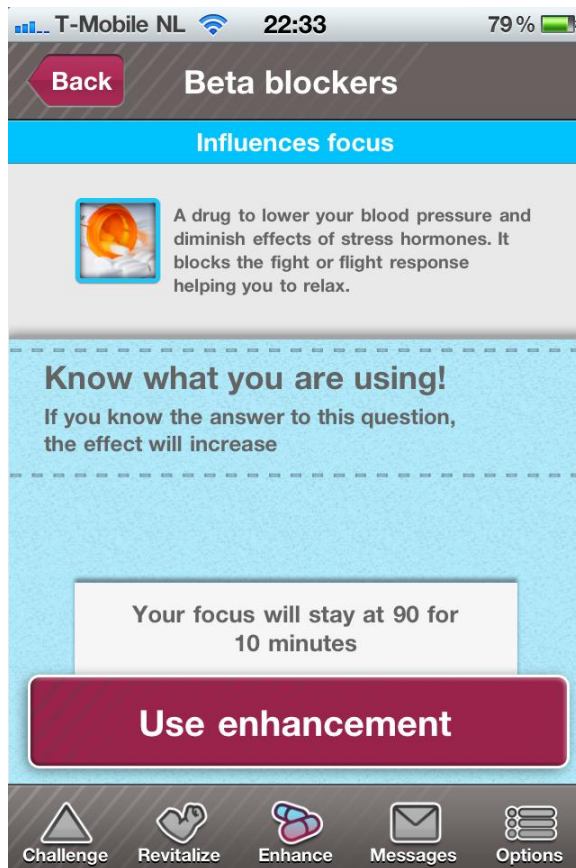
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# AN EXAMPLE: BETA BLOCKERS

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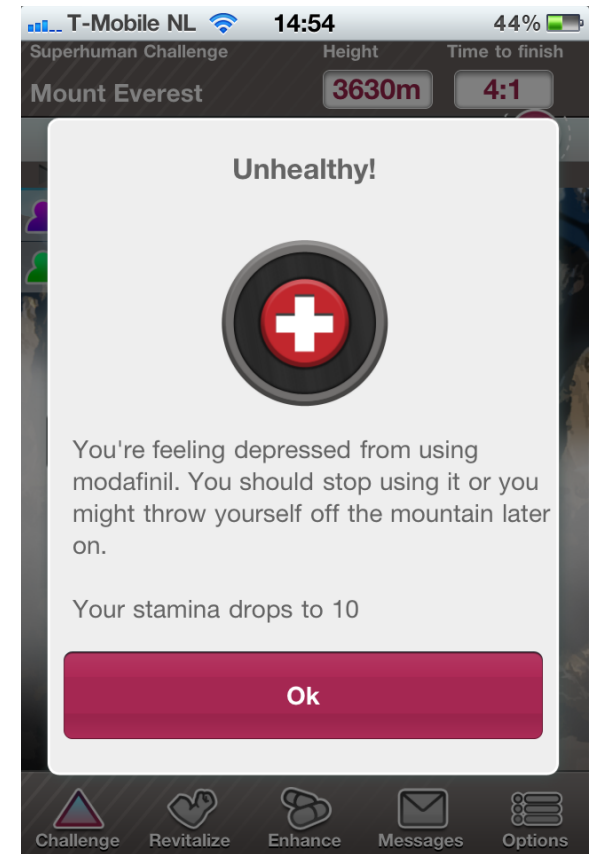
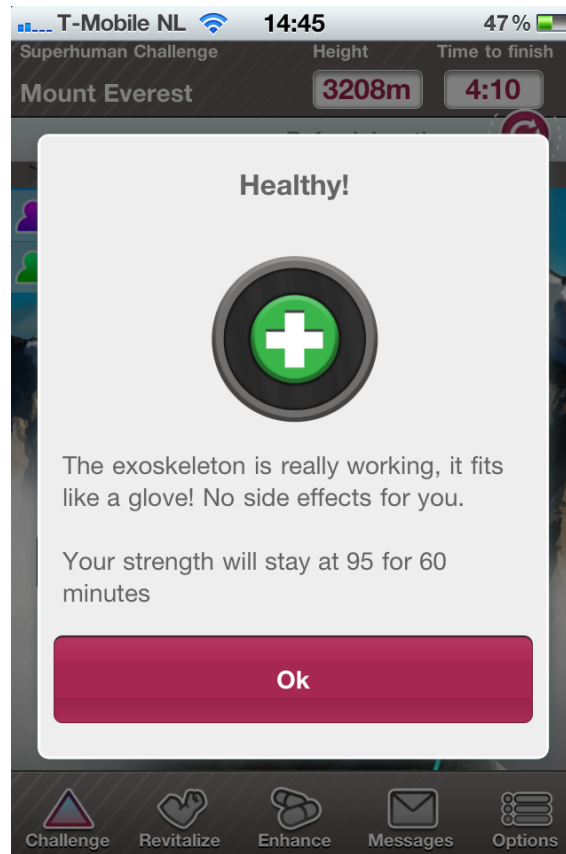
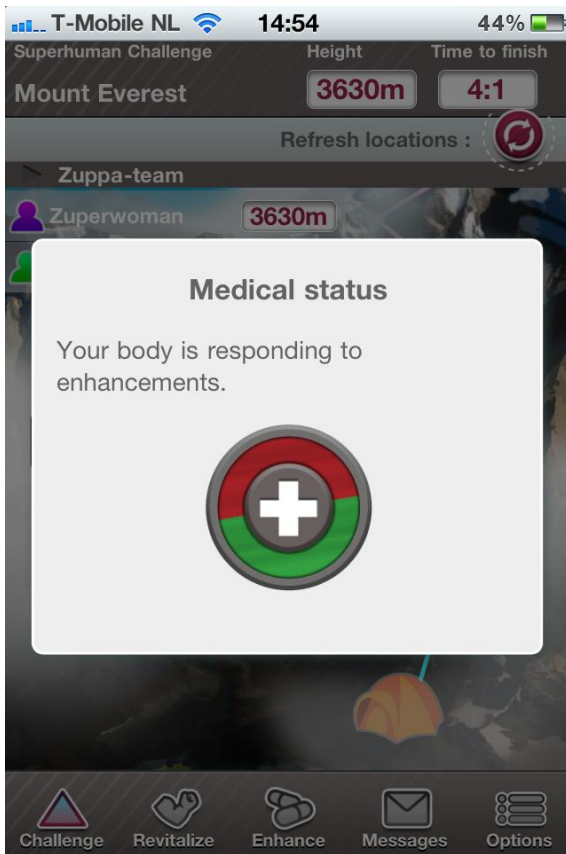
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# MEDICAL CHECK

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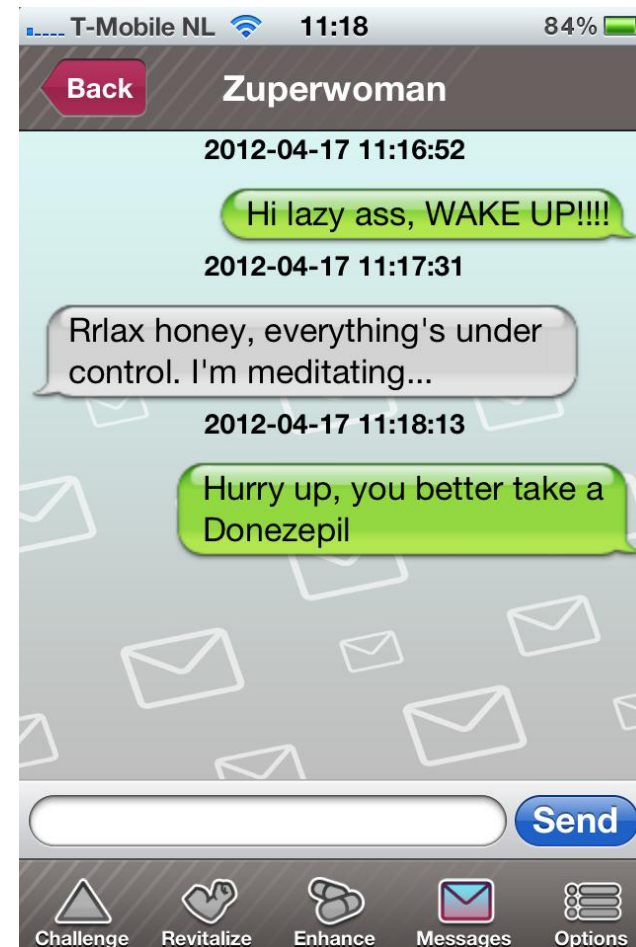
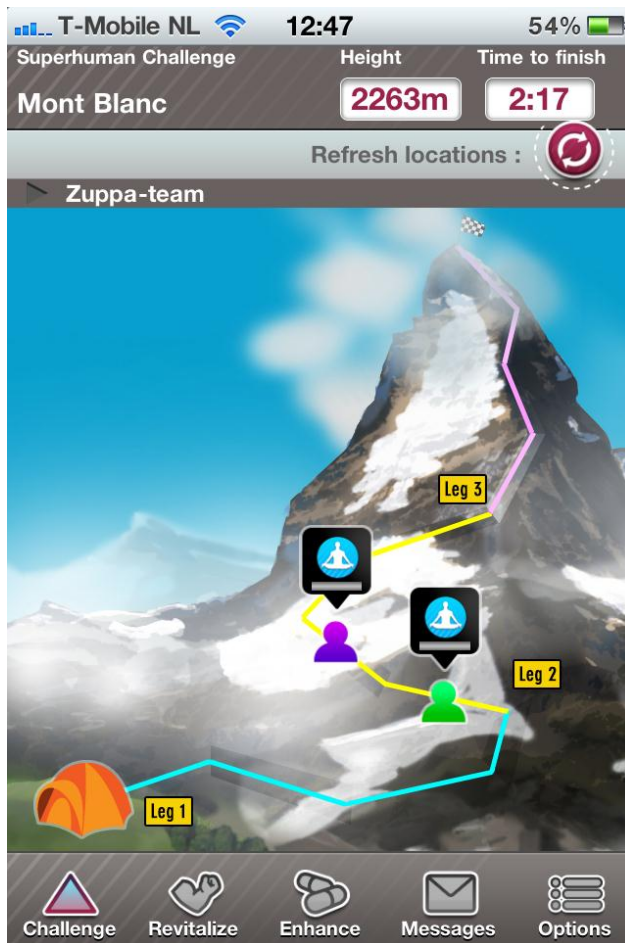
# COMMUNICATION

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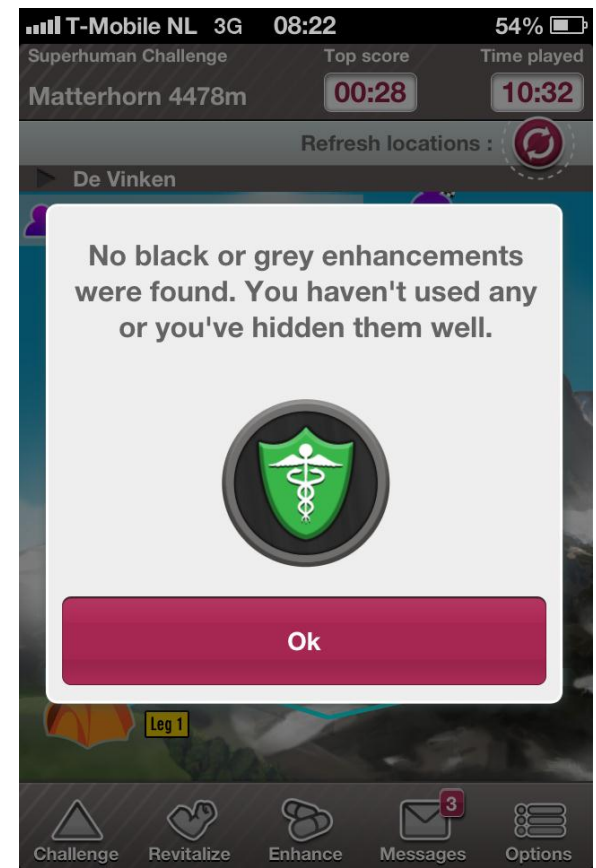
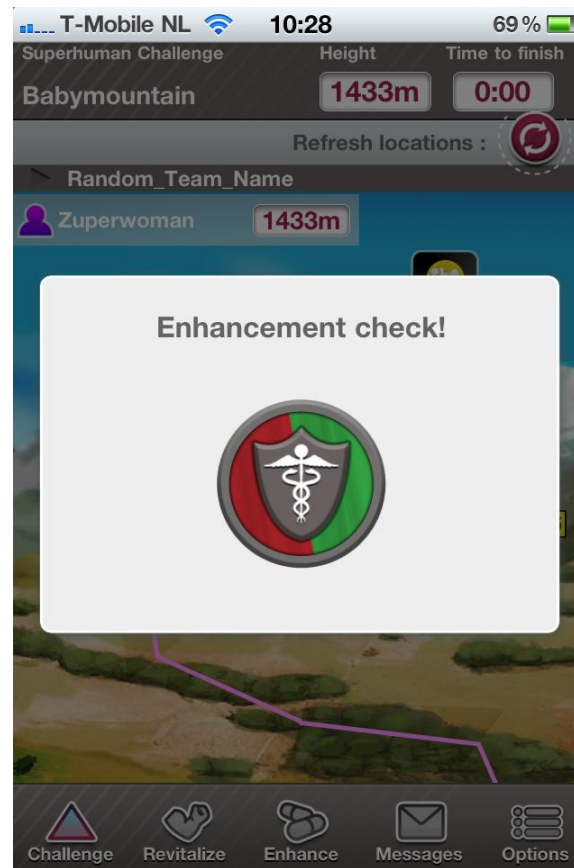
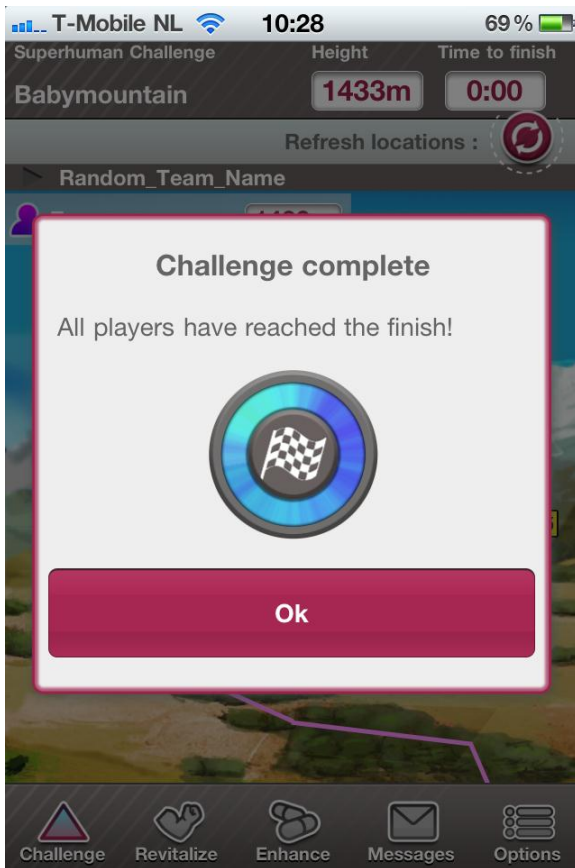
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# REACHED THE TOP!

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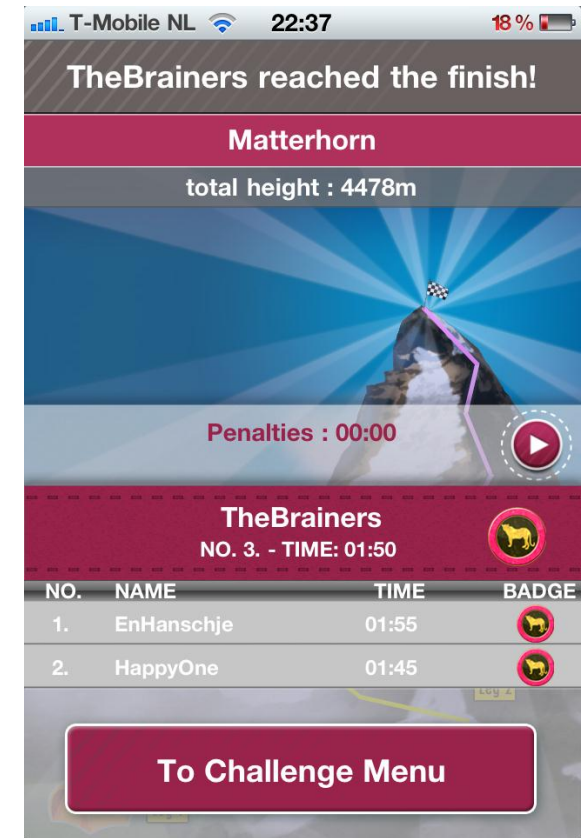
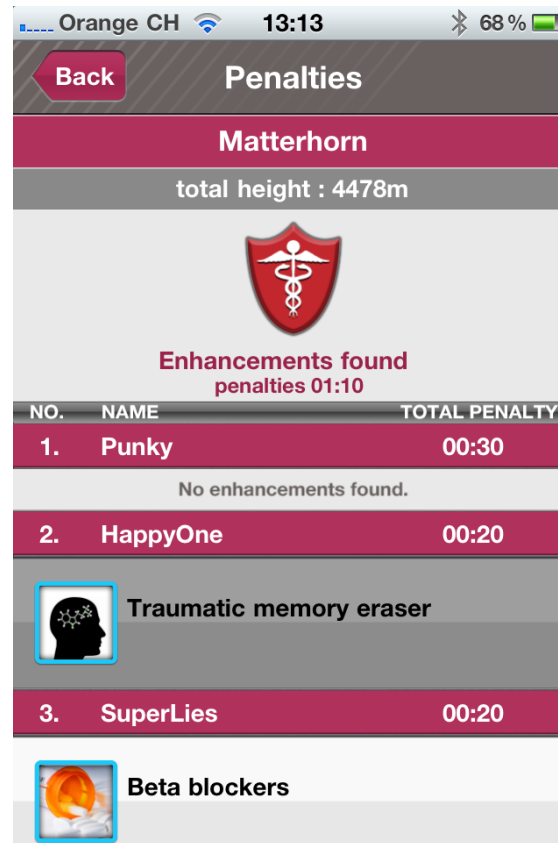
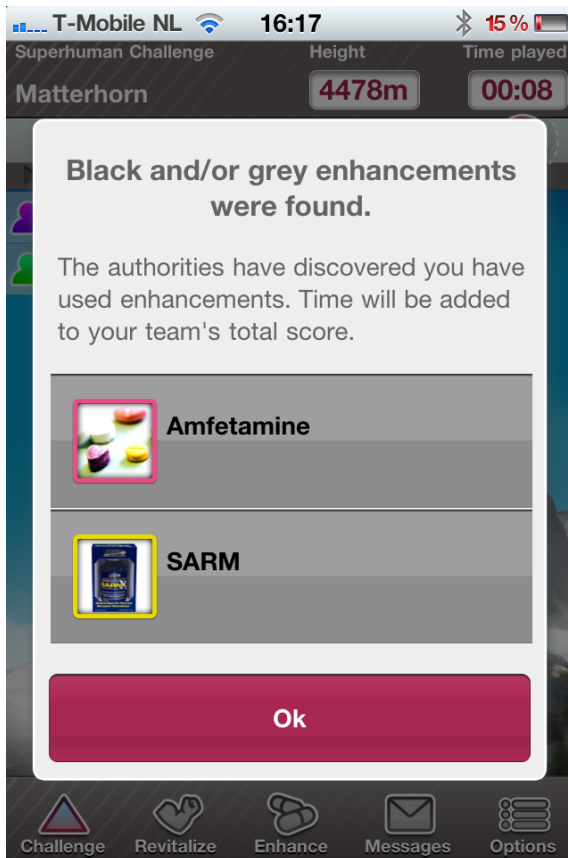
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# STRATEGIES TO MARKET THE GAME



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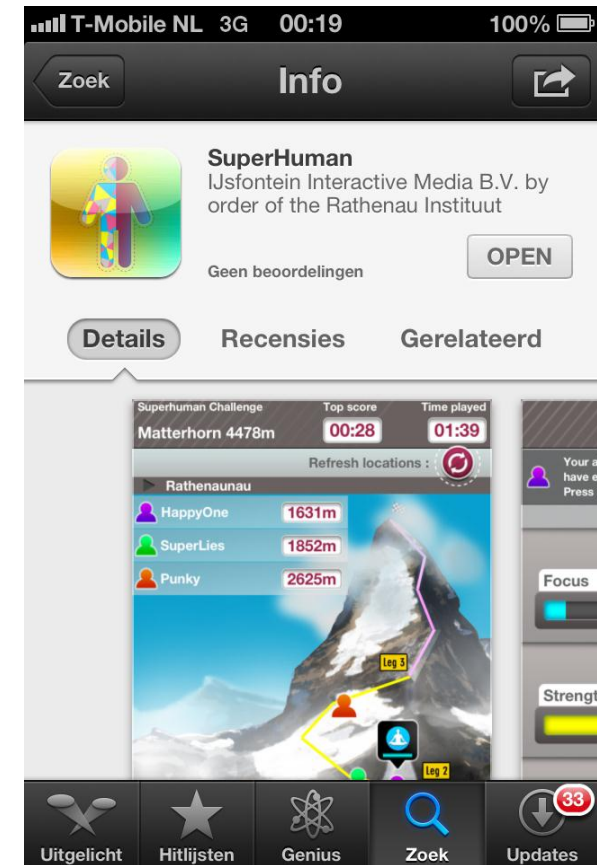
What have we done so far (nationally)?

- ❖ Free publicity (press release)
- ❖ Social media (twitter, facebook)

**Resulting in nearly 1000 downloads so far...**

What are we still going to do ((inter)nationally)?

- ❖ Free publicity (international press release)
- ❖ Social media (twitter, facebook international)
- ❖ Advertise (other app, student magazines)
- ❖ Snowball effect (science community)

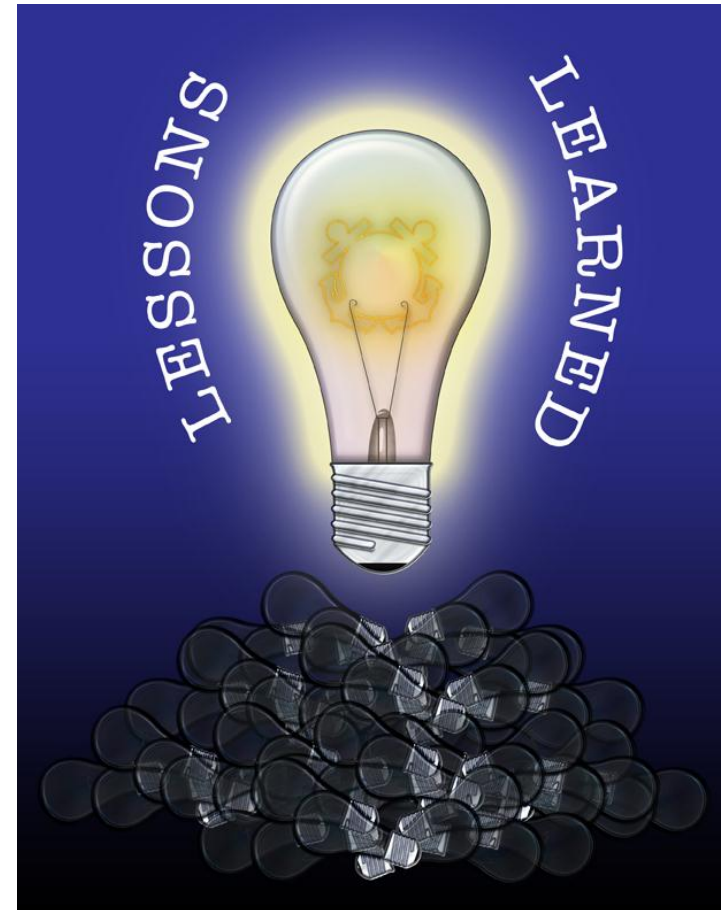


# LESSONS LEARNED (SO FAR)

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- ❖ Take your time (if it's a new medium for you...)
  - Formulate a clear goal on forehand and a list of demands → when is your game a success?
  - Organize auxiliary troops for yourself → don't depend only on your game developer!
  - Proof of the pudding is in the testing → ask for demo a.s.a.p.
- ❖ Keep the game play simple and fun → if **you** don't get/like it, **they** won't get/like it





# JOIN US AT THE TOP!

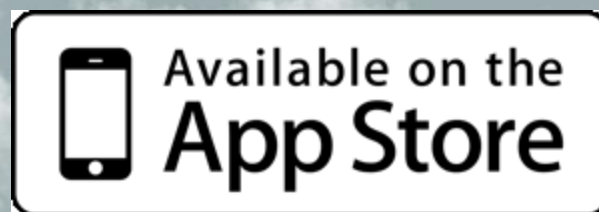


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You can download SuperHuman right now... if you have an iPhone or iPad! Please let us know what you think...



[www.rathenau.nl/superhuman](http://www.rathenau.nl/superhuman)

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