Social Paper: Max V. Birk

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ABSTRACT

Max Birk is an Assistant Professor in the Department of Industrial Design at Eindhoven University of Technology. With an interdisciplinary background, Max draws from psychology, interaction design, data science, and game design, to investigate the effects of game-based design strategies on mental processes and design-induced behaviour change [3, 4]. He is interested in projects contributing to a healthy society, improving entertainment experiences, and developing tools and methods for researching interactive experiences. During his Ph.D., Max investigated avatar customization as a motivational design strategy to increase engagement with technology-enabled services for health. Max has organized internationally recognized workshops on the use of video games in the context of mental health [6, 8]. He received several awards, including the GSA Excellence of the Science Award and 4 ACM honorable mentions or best paper awards. His research contributes to games user research, digital health [2, 7], and motivational interface design [1, 5].

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