NEWSGAMES AGAINST HATE SPEECH IN THE REFUGEE CRISIS

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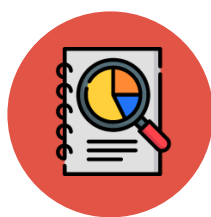
INTRODUCTION

Hate speech
public expression of derogatory, humiliating and offensive content towards a person for being part of a vulnerable group

The media
should react and deactivate racist content and false news, but their reaction has not been very effective so far

Newsgames
new narrative that involves ludonarrative strategies that integrates informative content in interactive and immersive genres

SUBJECTS AND METHODOLOGY

- Analyse the message of the game-based interactive offerings developed by the media to complement their information strategy on the situation of refugees in Europe

- Assess their potential effectiveness in combating racist and xenophobic hate speech

atlas.ti | **Multimodal analysis model for newsgame discourse**
5 newsgames newsgames developed by leading media

Theoretical perspective	Conceptualisation of newsgames	Levels of analysis
Media Studies	Informational product	Formal parameters
		News discourse analysis
Narratology	Audiovisual narrative	Dramatic construction
Ludonarrative	Procedural rhetoric	Interactivity analysis
Game Studies	Ludic nature	Immersion Agency Transformation

RESULTS

The newsgames player has access to truthful information as in other journalistic formats
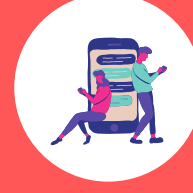
The user has another type of closer and more emotional information (circumstances, feelings, family ties)

These data do not appear in isolation, but are integrated into the game experience

CONCLUSIONS

The interaction between information and Immersion of the newsgames that make up the sample and greater control of the player within the story allows for the introduction of nuances that encourage empathy with refugees

Greater freedom in the gaming experience moves newsgames away from the classic informational model with the risk of distortion of the ideas they are trying to defend

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