



Aesthetic and ethical value stances in sport, play, and movement-games

Lars Elbæk and René Engelhardt Hansen are proud to announce the publication of our proceeding paper from the ECGBL2019 at the University of Southern Denmark. Find the presentation [here](#). If you like an author version of the article, you are very welcome to contact me on lelbaek@health.sdu.dk

Innovation in sport and movement has established itself as a multidisciplinary practice in which part of the innovation are various digital artefacts supporting physical activity, also termed movement games and exertion games. People using artefacts such as heart rate monitors, GPS trackers, and other fitness trackers all acts for the quantifiable self. Similarly, mobile games, exergames, exertion-games, and play installations for physical activity have found their way into private and public spaces. These movement-games have a somewhat utilitarian user approach often designed mainly for health gains, not harvesting the full potential of seeing the users as social and physical moving human existences. This restricted user approach raises the question; what value stances may enhance the design of sustainable movement-games? Value stances are defined as philosophically embracing virtues, values, logics or lenses.

The Danish existentialist philosopher Søren Kierkegaard stated that the aesthetic dimension denotes that humans strive to perform and feel well and to have pleasurable experiences. The ethical dimension refers to the human aspiration to do good based on interhuman normative standards. In our contemporary society, we aim mainly at the aesthetic – pleasurable experiences – and perhaps too little "being" – "as an ethical dimension of life".

Our analysis takes its point of departure in sport and health students' reflections on their stances of doing movement and, further, their forming of value stances for five different proto-personas.

The identified value stances that we merged into ten-value stands unfolded in an ethical-aesthetic continuum. The identified value stances are; Fellowship, Empathy, Recognition, Play, Compete, Fun & Happiness, Mastery, Self-realisation, Health, and Immersion.

In conclusion, we propose four distinct movement and design recommendations that we find valuable to include in the development of digital movement-games. The four recommendations are:

- Investigate people's cultural practices and see, feel and hear about their value stances in movement.
- Bring yourself and your participants into a state of fundamental embodied freedom that will enable movement creativity – aiming for a state of embodied presencing (Scharmer 2008).
- Apply foundational movement value stances validating the movement-game solutions.
- In the evaluation and investigation of the anchoring of movement-games, use an aesthetical and ethical balanced focus of different measurement methods. We think the value stances in sport, play, and movement for the specific end-users should be used in the validation of the designed movement-game or service.



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