

## Publications

1. Ketamo, H. (2013). Sharing Behaviors in Educational Games: A Framework For Eedu Elements Mathematics Game. *International Journal of Information and Education Technology*, vol. 3(2), pp.156-161.
2. \*Ketamo, H. (2011). Sharing Behaviors in Games and Social Media. *International Journal of Applied Mathematics and Informatics*, vol. 5(1), pp. 224-232.
3. \*Ketamo, H. & Kiili, K. (2010). Conceptual change takes time: Game based learning cannot be only supplementary amusement. *Journal of Educational Multimedia and Hypermedia*, vol. 19(4), pp. 399-419
4. Kiili, K., Multisilta, J., Suominen, M. & Ketamo, H. (2010). Learning Experiences on Mobile Social Media. *Journal of Mobile Learning and Organisation*, vol. 4(4), pp. 346-359.
5. \*Ketamo, H. & Suominen, M. (2010). Learning-by-Teaching in an Educational Game: The Educational Outcome, User Experience and Social Networks. *Journal of Interactive Learning Research*, vol. 21(1), pp. 75-94.
6. \*Ketamo, H. (2009). Semantic networks -based teachable agents in an educational game. *Transactions on Computers*, vol 8(4), pp. 641-650.
7. Ketamo, H. & Alajääski, J. (2008). Revising Basic Mathematics in a Network Environment, an Empirical Study with Finnish Technology University Students. *Journal of Computers in Mathematics and Science Teaching*, vol 27 (21), pp 149-162.
8. Koivisto, A., Ketamo, H., Hammis, E. & Salli, J. (2013 /in press). Literature Race - NFC Based Mixed Reality Game. In proceedings of the 7th European Conference on Games Based Learning. 3-4 October, Porto, Portugal, pp.
9. Ketamo, H. & Koskela, M. (2013/in press). User Generated Character Behaviors in Educational Games. *Serious Games & Social Connect 2013*. 26-28 August 2013, Singapore Management University, pp.
10. Ketamo, H. (2013). Agents and Analytics. In proceedings of 5th International Conference on Agents and Artificial Intelligence, vol2 (ICAART 2013), 15-18 February 2013, Barcelona, Spain, pp. 377-383.
11. Ketamo, H., Kiili, K., Arnab, S. & Dunwell, I. (2013) Integrating Games into the Classroom: Towards New Teachership. In Freitas, Ott, Popescu & Stanescu (eds.) *New Pedagogical Approaches in Game Enhanced Learning: Curriculum Integration*. IGI Global: Hershey, PA, pp. 114-135.
12. Ketamo, H. (2012). Eedu Elements: Finnish Primary School in a Mobile Game. In proceedings of Online Educa Berlin 2012, 28-30 November, Berlin, Germany.
13. Ketamo, H. (2012). Eedu elements, a Finnish K-6 school in a mobile game. In proceedings of mLearn 2012: the 11th World Conference on Mobile and Contextual Learning. 16-18. October, Helsinki, Finland, pp. 318-319.
14. Ketamo, H., Koskela, M., Teimonen, T. & Thiel, K. (2012) Eedu Elements: A School in a Game. In proceedings of the 6th European Conference on Games Based Learning. 4-5.October, Cork, Ireland, pp. 228-234.
15. Kiili, K., Koivisto, A., Finn, E. & Ketamo, H. (2012) Measuring User Experience In Tablet Based Educational Game. In proceedings of the 6th European Conference on Games Based Learning. 4-5.October, Cork, Ireland, pp. 242-249.
16. Kiili, K., Ketamo, H. & Lainema, T. (2011). Reflective Thinking in Games: Triggers and Constraints. In Connolly, T. (ed.) *Leading Issues in Games-Based Learning Research*. Ridgeway Press, UK, pp. 178-192.
17. \*Ketamo, H. (2011). Managing Information Overload - Teachable Media Agents. In Proceedings of the 8th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning – ICICKM 2011. 27-28 October 2011, Bangkok, Thailand, pp. 301-308.

18. \*Ketamo, H., Nurmi, C. & Kallama, K. (2011). User Generated AI in Sports Education. In proceedings of the 5th European Conference on Games Based Learning. 20-21 October 2011, Athens, Greece, pp. 306-314.
19. Ketamo, H. (2011). Sharing Behaviors in Games. In proceedings of The 5<sup>th</sup> European Computing Conference (ECC '11), April 28-30, Paris, France, pp. 120-125.
20. \*Ketamo, H. (2010). Educational Data Mining: Tools to Support Learning 3.0. In proceedings of Online Educa Berlin 2010, 1-3 December, Berlin, Germany.
21. \*Ketamo, H. & Kiili, K. (2010). Mining educational game data: Uncovering complex mechanisms behind learning. In proceedings of the 4th European Conference on Games Based Learning. 21-22 October 2010, Copenhagen, Denmark, pp. 151-159.
22. Kiili, K. & Ketamo, H. (2010). Eye-tracking in educational game design. In proceedings of the 4th European Conference on Games Based Learning. 21-22 October 2010, Copenhagen, Denmark, pp. 160-167.
23. \*Ketamo, H. (2010). User Generated AI's for sport games: Framework with semantic networks. In Wiemeyer, J. & Göbel, S. (eds.). Serious Games for Sports and Health: Proceedings of GameDays 2010, 25-26 March 2010, Darmstadt, Germany. pp. 77-90.
24. Ketamo, H. (2010). Balancing adaptive content with agents: Modeling and reproducing group behavior as computational system. In proceedings of 6th International Conference on Web Information Systems and Technologies, WEBIST 2010, 7-10 April 2010, Valencia, Spain, vol 1, pp. 291-296.
25. Ketamo, H., Kiili, K. & Alajääski, J. (2010). Reverse market segmentation with personas. In proceedings of 6th International Conference on Web Information Systems and Technologies, WEBIST 2010, 7-10 April 2010, Valencia, Spain, vol 2, pp. 63-68.
26. Ketamo, H. (2009). Suffering from Information Overload? Try Teachable Media Agents. In Proceedings of Online Educa Berlin 2009, 2-4.12.2009, Berlin, Germany.
27. Kiili, K., Multisilta, J., Suominen, M. & Ketamo, H. (2009). Learning Experiences on Mobile Social Media. In Proceedings of The 17th International Conference on Computers in Education ICCE 2009. 30.11.-4.12., 2009, Hong Kong, pp. 535-542.
28. Ketamo, H. (2009). Teachable Virtual Characters in Educational Game. In Proceedings of 1st International Open Workshop on Intelligent Personalization and Adaptation in Digital Educational Games. October 14, 2009, Graz, Austria, pp. 35-42.
29. Ketamo, H. & Kiili, K. (2009). New Teachership in Game Worlds. In Proceedings of 3rd European Conference on Educational Game Based Learning, Graz, Austria, 12-13. October 2009, pp.211-219.
30. Kiili, K. & Ketamo, H. (2009). Learning is not Self-Evident: Conceptual Change Demands Time and Support. In Proceedings of 3rd European Conference on Educational Game Based Learning, Graz, Austria, 12-13. October 2009, pp. 227-233.
31. Kiili, K., Ketamo, H. & Suominen, M. (2009). Mobile Video Blogging in HCI Education. In Proceedings of MobileHCI 2009 workshop on Sharing Experiences with Social Mobile Media, 15.9.2009, Bonn, Germany, pp.35-39.
32. Ketamo, H., Alajääski, J. & Kiili, K. (2009). Self-Organizing Learning Material on Teacher Education. In Proceedings of EdMedia 2009, 22-26.6.2009, Honolulu, Hawaii, pp. 3658-3667.
33. Ketamo, H. (2009). Self-organizing content management with semantic neural networks. In Recent Advances in Neural Networks: Proceedings of the 10th

WSEAS International Conference on Neural Networks (NN'09), Prague, Czech Republic, 23-25.3. 2009, pp.63-69.

34. Ketamo, H. (2009). Teachable characters: Semantic neural networks in game AI. In Recent Advances in Neural Networks: Proceedings of the 10th WSEAS International Conference on Neural Networks (NN'09), Prague, Czech Republic, 23-25.3. 2009, pp.11-17.
35. Ketamo, H. (2009). Self-Organizing Educational Content: Framework, Implementation and Empirical Evaluation. In Proceedings of the IADIS International Conference on Information Systems 2009, 25-27.2.2009, Barcelona, Spain, pp. 89-96.
36. Ketamo, H. & Suominen, M. (2008). AnimalClass: Social Networks in Gaming. In Kankaanranta M. & Neittaanmäki, P. (eds). Design and Use of Serious Games. Springer Science+Business Media B.V., pp. 143-154.
37. Ketamo, H. (2008). Cost Effective Testing with Artificial Labour. In proceedings of 2008 Networked & Electronic Media Summit. Saint-Malo, France, 13-15.10.2008, pp.185-190.
38. Ketamo, H. & Suominen, M. (2008). Learning-by-Teaching in Educational Games. In proceedings of Ed-Media 2008. 30.6.–4.7.2008, Vienna, Austria., pp. 2954-2963. [outstanding paper award].

#### Presentations

39. Ketamo, H. (2013). Next generation of learning analytics: Revealing blind spots in learning. Invited speak at GALA Summer School on Serious Gaming. University of Graz, Austria, 2-6 September 2013.
40. Ketamo, H. (2013). Learning Analytics. Keynote speak at Technologies for Learning -symposium. Helsinki, Finland, 21-23 August 2013.
41. Ketamo, H. (2013). User Generated Character Behaviors in Educational Games. Invited presentation at Mini Conference on Games in Education. Espoo, Finland, 8.5.2013.
42. Ketamo, H., Sankila, T. & Koivisto, S. (2013). Pelejä ja analytiikkaa. ITK - conference, Hämeenlinna, Finland, 10-12.4.2012.
43. Ketamo, H. (2013). Älyhylyt kirjastoissa. Satakunnan kirjastopäivät, 15.3.2013, Pori, Finland.
44. Ketamo, H. (2012). Älytunnisteet kirjastoissa. Opetus ja Kulttuuriministeriön kirjastopäivät. 11-12. December 2012, Helsinki, Finland.
45. Ketamo, H. (2012). School in a game: eedu elements. In Media & Learning 2012. 14-15 October, Brussels, Belgium.
46. Ketamo, H. (2012). No games to school, but school to game. In Unlocking Innovation Through Collaboration -seminar, 26.9.2012, Pori, Finland.
47. Ketamo, H. (2012). Competence Fingerprint: A Complex Adaptive Systems Based Method to Produce Self-Organizing Content and Learning Analytics. In European Educational Publishers Group meeting, 13.9.2012, Helsinki, Finland.
48. Koivisto, A., Ketamo, H. & Suominen, J. (2012) Books with Web 2.0. IFLA World Library and Information Congress: 78th IFLA General Conference and Assembly, 11-17 August 2012, Helsinki, Finland
49. Ketamo, H. (2012). Verkko-opetuksen pullonkaulat ja uusimmat suunnat. Verkko-opetustaitojen kehittäminen -meeting. Kokemäki, Finland, 26.4.2012.
50. Ketamo, H. (2012). Ei pelejä kouluun, vaan koulua peliin. ITK -conference, Hämeenlinna, Finland, 19-20.4.2012.

51. Sankila, T. & Ketamo, H. (2012). Aktiivinen sisältö oppimisen tukena – digioppimateriaalien tulevaisuus. ITK -conference, Hämeenlinna, Finland, 19-20.4.2012.
52. Ketamo, H. (2012). Games as a learning environment: Children like them, but why should teachers be interested? Invited speak at OECD Center for Effective Learning Environments, CELE 2012: a Recipe for Success - Transforming Learning Environments Through Dynamic Local Partnership, 22-24.2.2012, University of Turku, Finland.
53. Ketamo, H. (2012). Teaching and Technology (panel discussion). Empowerment through Learning in a Global World Conference, 17-18.1.2012, Stanford University, USA.
54. Ketamo, H. (2011). Luotsi, itseohjautuva oppimateriaali – tuloksia ja kokemuksia. Leraning in the Cloud -seminar, 14.10.2011, Pori, Finland. Ketamo, H. (2011).
55. Ketamo, H. (2011). Mapping the learning: How to build and apply semantic maps about learning process. NDLA, Norsk Digital Learning Arena, annual meeting, Kristiansand, Norway, 30-31.8.2011.
56. Ketamo, H. (2011). Pelit oppimisessa. ITK –conference, Hämeenlinna, Finland, 5-8.4.2011.
57. Pöyri, M. & Ketamo, H. (2011). Facebook-sovellus nuorten työllisyyden ja rekrytinnin edistämiseksi. ITK –conference, Hämeenlinna, Finland, 5-8.4.2011.
58. Ketamo, H. & Rynkä, T. (2011). Itseohjautuva oppimateriaali – tuloksia ja kokemuksia. ITK –conference, Hämeenlinna, Finland, 5-8.4.2011.
59. Ketamo, H. (2010). User generated AI - Next frontier in social media and gaming? Knowledge at Work Conference, 17.11.2010, Heerlen, The Netherlands.
60. Ketamo, H. (2010). Älyhylyprojekti. Kirjastoverkkopäivät 27. - 29.10.2010, Helsinki, Finland.
61. Ketamo, H. (2010). Sharing Behaviors: Examples of User Generated AI. In proceedings of Fun and Games 2010, 15-17 September 2010, Leuven, Belgium.
62. Kiili, K. & Ketamo, H. (2010). Eye-tracking in game-based learning research. In book of abstracts of NORDITEL Nordic symposium on technology enhanced learning, 30-31 August, Vaxjö. Sweden.
63. Ketamo, H. (2010). Pelit opetuskäytössä. Kutsuttu esitelmä: Sivistystoimen talouspäälliköiden opintopäivät. Pori, 9.-11.6.2010.
64. Ketamo, H. (2010). Informaatioähkyy: Oppivat Agentit. ITK –conference, Hämeenlinna, Finland, 21-23.4.2010.
65. Ketamo, H. (2010). User Generated AI's in educational games. Invited presentation at FinnFact's Press Tour: Future School and Life Long Learning in Finland. 12.3.2010, Helsinki, Finland.
66. Ketamo, H. & Multisilta, J. (2010). Oppiminen 2010-2050: suuntaviivoja ja mahdollisuuksia. Kutsuttu esitelmä, Porin kaupunginvaltuusto, 2.2.2010.
67. Ketamo, H. (2009). Teachable agents in on-line games, social media and competence management. Invited speak at New Business Models congress. November 26, 2009, Gent, Belgium.
68. Kiili, K., Ketamo, H. (2009). Pelioppiminen: Ajattelemisen kannattaa aina. ITK –conference, Hämeenlinna, Finland, 22-23.4.2009.
69. Ketamo, H. (2009). Oppimispelit ja oppiminen. Tulevaisuuden koulu – seminaari, 24.2.2009, Helsinki..
70. Ketamo, H. (2009). Teachable characters: Semantic neural networks in game AI. Presentation at Artificial Intelligence, Knowledge Engineering and Databases AIKED'09, 21-23.2.2009, Cambridge, UK.

71. Ketamo, H. & Suominen, M. (2008). Sosiaaliset verkostot ja pelikäyttäytyminen. ITK –conference, Hämeenlinna, Finland, 16.4.-18.4.2008.
72. Ketamo, H., Kiili, K. & Haaparanta, H. (2008). Pelilliset verkko-oppimateriaalit opettamista tukemassa. ITK –conference, Hämeenlinna, Finland, 16.4.-18.4.2008.
73. Ketamo, H. & Suominen, M. (2008). AnimalClass – Oppivat Otukset. In book of abstracts of The Nordic Conference of Serious Games. February 28-29, 2008 University of Jyväskylä, Finland. [OnLine: <http://ktl.jyu.fi/img/portal/9112/AnimalClass.pdf>]