



Finnish Institute of
Occupational Health



PARTICIPANT
INFORMATION
SHEET

Reimagining AI-driven Workplace Datafication in the Game Industry - REWODAI

Do you work in the game industry? We invite you to participate in a study by the Finnish Institute of Occupational Health examining how data and artificial intelligence affect work and working conditions in the game industry. The aim is to identify ways they can support creative work and expertise and promote healthier, safer working conditions in the game industry.

This study is part of REWODAI, a Nordic research project (2026–2028) examining how the increasing use of data and artificial intelligence is reshaping working conditions in the game industry. In this project, datafication refers to a development in which work is increasingly supported by data and AI tools. The data and tools may relate, for example, to project progress, work processes, player behaviour, production, feedback, and the use of digital tools.

The project is based on co-development and values the knowledge and experience of people working in the industry. The discussions will be held at a general level, and confidential information of individual workplaces will not be addressed. All information relates to participants' work experiences, and individuals cannot be identified in the research publications.

What is the purpose of the study?

The project pursues two interrelated objectives:

1. **Examine how artificial intelligence and data are changing working conditions in the game industry, particularly from the perspectives of creative work and occupational well-being.**

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2. Explore how artificial intelligence and data can be used to improve working conditions in an employee-centered way, for example by developing new operating models and practical recommendations.

The study benefits participants and the labor market by producing concrete knowledge and practical tools for using data and artificial intelligence in creative and knowledge-intensive work. For participants, the study offers an opportunity to reflect on and develop their own work practices, share their experiences and concerns, and contribute to the development of employee-centered solutions.

The study focuses on game industry professionals working in Finland and Denmark, such as designers, programmers, artists, producers and testers, as well as representatives of trade unions and employee organizations.

Based on the results, practical models and recommendations will be developed to support fairer, more transparent and more sustainable ways of working. The results will be shared in scientific publications, conference presentations and other expert channels.

How is the study carried out?

Phase 1: Research Interviews

In the first phase, remote interviews lasting approximately one hour will be conducted with game industry professionals via Teams or Zoom. The interview themes will focus on how data and artificial intelligence affect everyday work and working conditions. The interviews will also explore how data and artificial intelligence could be used to improve working conditions. The interviews will be conducted in either Finnish or English, according to the interviewee's preference. The interviews will take place at a time chosen by the interviewee and on their own time. It is advisable to reserve a quiet space for the interview.

Phase 2: Workshops

In the second phase, workshops lasting approximately three hours will be organized in English. The workshops will explore in greater depth the themes that emerged in the interviews together with employees, researchers and project partners. The workshops will examine everyday work situations and challenges, discuss the use of data and artificial intelligence, and jointly develop employee-centered solutions and operating models to support better working conditions.

Participation requires informed consent, which will be requested from participants either in writing or verbally. You may withdraw your consent at any time without giving a reason. The Finnish Institute of Occupational Health will receive your contact details and other information related to participation only from you, if you choose to register for the study yourself. Your information will not be disclosed to any other parties.

What information will be collected?

The research data consists of audio recordings of the interviews, written transcripts of these recordings, and the researchers' interview notes. The information relates to participants' work experiences and is provided voluntarily. The audio recordings will be used only to support accurate transcription and analysis.

In the interview, we will discuss participants' work in the game development industry and how data, metrics, and artificial intelligence affect everyday work. Topics include working conditions, workload, and the use of data and AI in work practices. As part of the background information collected, we will ask for your age and years of work experience. The interview also covers questions about well-being at work, such as stress or workload, if you choose to discuss these issues.

Research Interviews

In the individual interviews, the themes will include working conditions, workload, and the use of data and artificial intelligence in everyday work. As background information, we will ask about the interviewee's age and years of work experience. In addition, the interview may address issues related to occupational well-being, such as stress or workload. The interviews may include discussions of work tasks and situations, particularly those involving data, metrics, or AI-based tools. Participants may be asked to describe how such tasks are carried out in their own work environment, and to describe related situations, experiences, thoughts and expectations. Through follow-up questions, the researchers aim to deepen their understanding of everyday work practices and working conditions in data- and technology-mediated work environments.

Workshops

In the group workshops, participants will reflect on current data practices and decision-making processes. They will also consider how data and artificial intelligence affect creative work and well-being. Participants may put forward ideas related, for example, to data tools, governance principles, or alternative ways of using data at work. Any personal experiences will be discussed at a general level. As in the interviews, experiences related to occupational well-being will be addressed only if participants wish to share them voluntarily. The data collected from the workshops will not include trade secrets or individual participants; rather, the aim is to jointly generate ideas for new ways to use data and artificial intelligence.

Who is conducting the study?

The study is conducted by the Finnish Institute of Occupational Health, Finland's leading expert organization on working life. We conduct multidisciplinary research on the relationship between work and health and translate research knowledge into practical solutions that support everyday life in workplaces. Our work contributes to well-being for every working-age person in Finland. The study is carried out in collaboration with Lund University. Researchers from the university participate in the project's scientific planning and the preparation of research publications.

The project is non-commercial and is funded by Tulanet, the consortium of Finnish research institutes. The funder does not participate in data collection, data analysis, or decision-making concerning the interpretation or publication of the results. The Finnish Institute of Occupational Health is the owner of the research data collected in the study.

When is the study carried out?

The project started in 1/2026 and will end in 12/2028. Data collection will be carried out in several phases during the project period. Research interviews and the first workshops will mainly be organized in the early and middle stages of the project, while additional workshops and follow-up activities may be carried out at later stages.

The research data will be used for scientific research in the same subject area throughout the project period, including data analysis, reporting and publication of the results. The data may also be used for follow-up research conducted within the project that addresses the same topic.

Further information

Read more about the project at: <https://www.ttl.fi/en/research/projects/reimagining-ai-driven-workplace-datafication-in-the-game-industry-rewodai>

Do you have any questions? Please contact us!



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TULANET

IN COLLABORATION WITH:

Finnish Institute of Occupational Health

More information about participation in the study and data protection

Do you wish to take part in a voluntary study?

Participation in the study is voluntary. You may decline to participate or discontinue your participation without giving a reason, for example by stopping your responses during the interview. You may also withdraw your consent to participate, in which case you will no longer be contacted. If you discontinue or withdraw your consent to participate, we will use the information collected about you up to that point in the study.

Participation in the study proceeds in phases. In the first phase, participants will be asked to take part only in an interview. A separate recruitment round will be organized for the later workshops, and participants may register for it if they wish. Participation in the interview does not oblige you to take part in the workshops.

Legal basis for processing personal data and the related rights

Personal data will be processed in this study. The purpose of processing personal data is scientific research, and the processing is based on public interest.

The personal data processed in the study include the following: name, email, age, years of work experience, interview responses, and audio recordings. In connection with the interviews and workshops, health-related data belonging to special categories of personal data may arise, such as experiences of stress and workload. To minimize identifiability, we follow the principle of data minimization.

You have the right to access your data, inspect the personal data concerning you and receive a copy of the data. You have the right to request that the data be rectified. You also have the right to request a restriction on the processing of personal data. Furthermore, you have the right to lodge a complaint regarding the processing of personal data with the data protection supervisory authority.

We can carry out these requests if we are in possession of adequate personal data that makes it possible to identify you. If you want to exercise your rights concerning the processing of personal data, contact the Data Protection Officer.

Further information about data protection:

<https://www.ttl.fi/en/privacy-notice/scientific-research-and-development-project-registers>

The data are processed securely

We process your personal data legally, securely and confidentially. We will use the data only for the purpose of scientific research.

We use the services of IT service providers that provide us with technical solutions for data processing. Personal data are processed in IT services suitable and secure for each type of data. The Finnish Institute of Occupational Health has an agreement with each IT service provider, and the terms and conditions for the processing of personal data have been defined. We also use the services of service providers that transcribe audio recordings into written text. For more information about the service providers, contact the study's Principal Investigator or Data Protection Officer.

Reporting the results

We will produce scientific publications and other research-related publications from the data, such as newsletters or information bulletins. We may also report the research results to the funder at a general level. The results will be reported in such a way that individual participants cannot be identified. We will not provide employers with information concerning individual employees.

Data retention, disclosure and further use

The National Archives of Finland has mandated the study materials of the Finnish Institute of Occupational Health along with the related personal data to be stored permanently. Consequently, we will store the materials and personal data permanently in the archives of the Finnish Institute of Occupational Health after the study.

It is possible that the data are used for subsequent studies. The data may be disclosed to other parties conducting scientific research in accordance with the law. Information about further use of the data will be provided personally, if necessary and possible, on the website of the Finnish Institute of Occupational Health or by other parties conducting research.

State here if the data are published anonymously in an open science service.

Contact us

If you have any questions or you want to exercise your rights concerning the processing of personal data, contact the study's Principal Investigator or our Data Protection Officer. We would be happy to provide additional information:

Data controller

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