

### Script generated by TTT

Title: groh: profile1 (16.04.2014)

Date: Wed Apr 16 08:15:30 CEST 2014

Duration: 90:32 min

Pages: 26

	Hardcore	Casual	Pervasive	Serious
Simulation				
On-line				
Social				
Mobile				
Location-based				

adaptated from (1)

## Genres of Digital Games

[Järvinen, 2008; in (1)]: **Rapid analysis method (RAM): 40 types of game mechanics:**

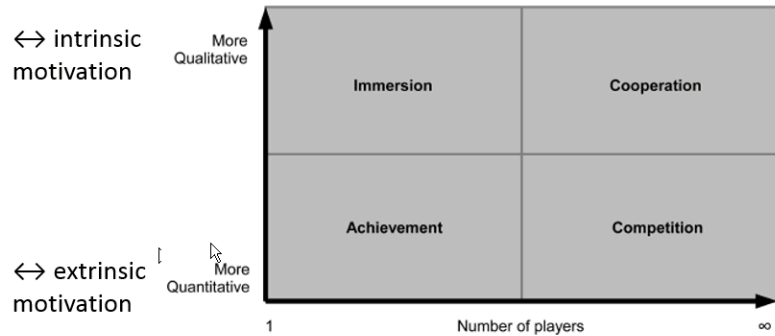
*„accelerating / decelerating, aiming & shooting, allocating, arranging, attacking / defending, bidding, browsing, building, buying / selling, catching, choosing, composing, conquering, contracting, controlling, conversing, discarding, enclosing, expressing, herding, information-seeking, jumping, maneuvering, motion, moving, operating, performing, placing, point-to-point movement, powering, sequencing, sprinting / slowing, story-telling, submitting, substituting, taking, trading, transforming, up-grading / down-grading, voting”*

## Socio-Psychological Domain: Players

- most players **develop into socializers** over time [Radoff, 2011; in (1)]
- [Yee, 2006 (various); in (1)]: statistics based: **three motivational components** for **MMOG player type definition**:
  - **Achievement**: desire for **advancement**, mastery of game **mechanics**, love of **competition**
  - **Social**: **socializing**, building **relationship**, **teamwork**.
  - **Immersion**: urge for **discovery**, love of **role-playing**, need for **customization**, motive of **escapism**.

**Motivation: types**

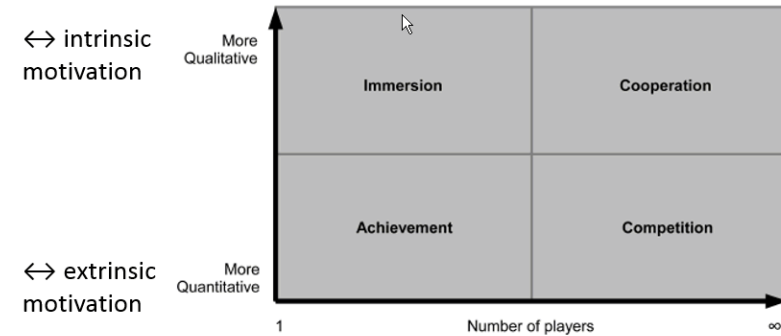
- [Reiss, 2004; in (1)]: **16 motives:**  
*power, curiosity, independence, status, social contact, vengeance, honor, idealism, physical exercise, romance, family, order, eating, acceptance, tranquility, saving*
- [Radoff, 2011; in (1)]: **social → more powerful motivators: acceptance or status**



Radoff's Player Motivations. [Radoff, 2011; in (1)]

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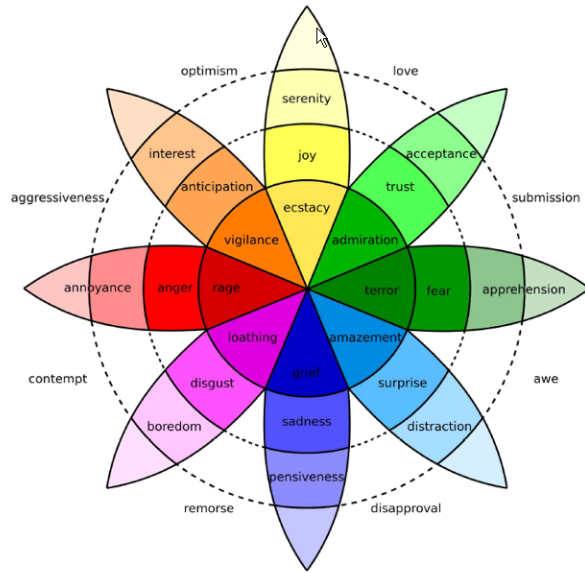
**Motivation: rewards**

- also important **rewards:** [Wang & Sun, 2011; in (1)]: *“provide social meaning within and outside of games”*
- **forms of rewards:**
  - *“score systems,*
  - *experience point reward systems,*
  - *item granting system rewards,*
  - *resources, achievement systems,*
  - *feedback messages,*
  - *plot animations and pictures,*
  - *unlocking mechanisms.”*

**Emotions**

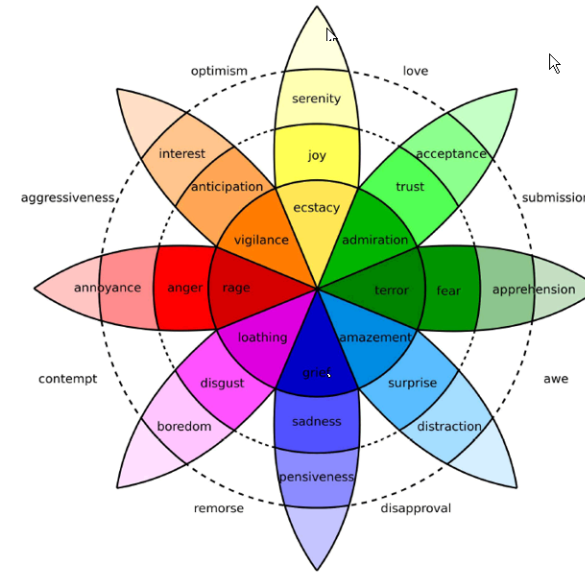
- ↔ **Affective Computing** [Picard, 1995; in (1)], **Social Signal Processing** [Vinciarelli 2011], **Emotion Synthesis** (Robotics)
- **Ekman's six key emotions** [Ekman, 1972; in(1)]:  
*frustration (anger), fear, surprise, sadness, amusement (happiness)*
- **Pluchik's wheel of emotions** [Plutchik, 2011; in (1)]: **eight basic emotions:**  
*joy, trust, fear, surprise, sadness, disgust, anger, anticipation*

## Socio-Psychological Domain : Emotions



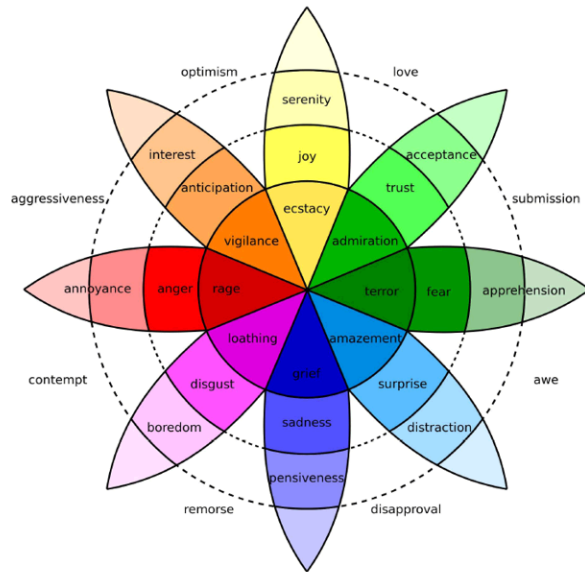
Plutchik's Wheel of Emotion. Source: [Plutchik, 2012; in (1)]

## Socio-Psychological Domain : Emotions



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## Socio-Psychological Domain : Involvement

### Forms of Engagement: Flow

#### ○ characteristics of Flow [Nakamura and Csikszentmihalyi, 2002; in (1)]:

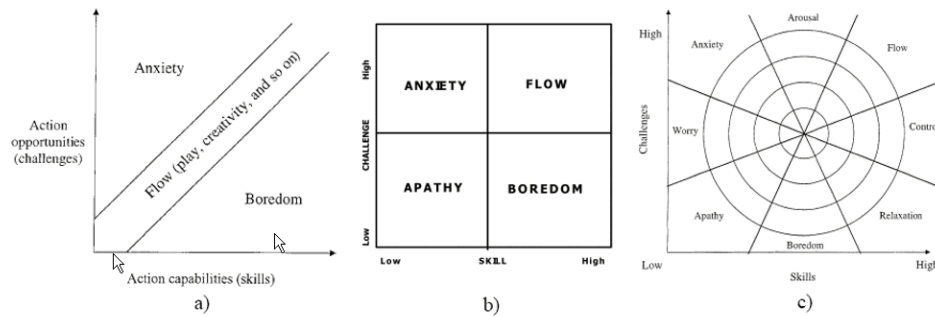
- Intense and focused **concentration**
- **merging** of action and awareness.
- **loss** of reflective self-consciousness
- sense of **total control** of one's actions
- **distortion** of **temporal** experiencee
- experience of the activity as **intrinsically rewarding**

#### ○ conditions for Flow [Nakamura and Csikszentmihalyi, 2002; in (1)]:

- sense of engaging **challenges** at **appropriate level** (neither overmatching nor underutilizing) to skills & capacities.
- **clear proximal goals**
- **immediate feedback**

Plutchik's Wheel of Emotion. Source: [Plutchik, 2012; in (1)]

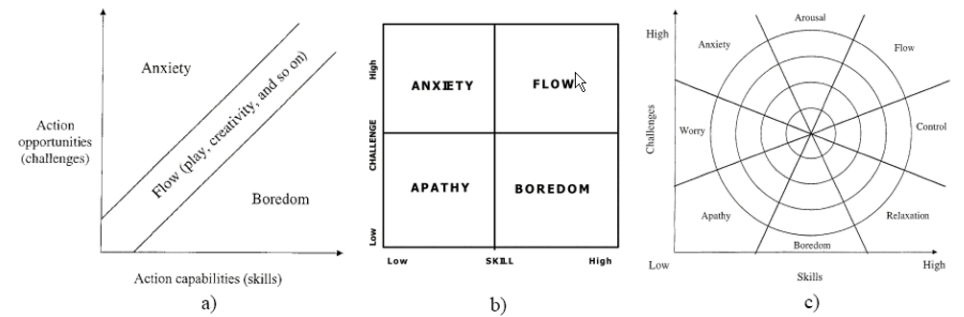
Forms of Engagement: Flow



Different Models of Flow: (a) Original Three Channel Flow Model, (b) Four Channel Flow Model and (c) Eight Channel Flow Model. Sources: a) and c) [Nakamura and Csikszentmihalyi, 2002], b) [Novak *et al.*, 1997]. (all in (1))



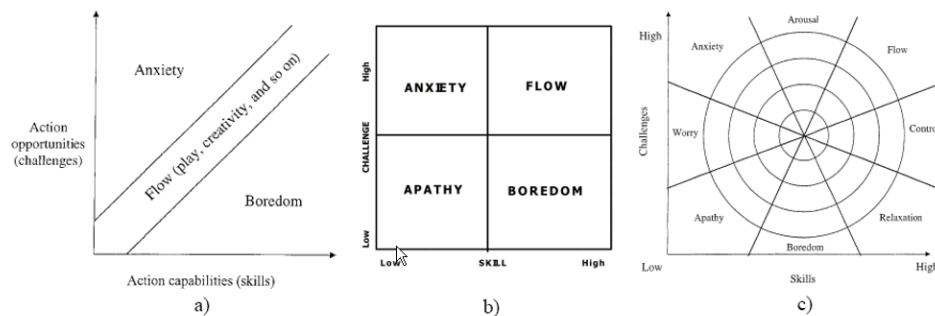
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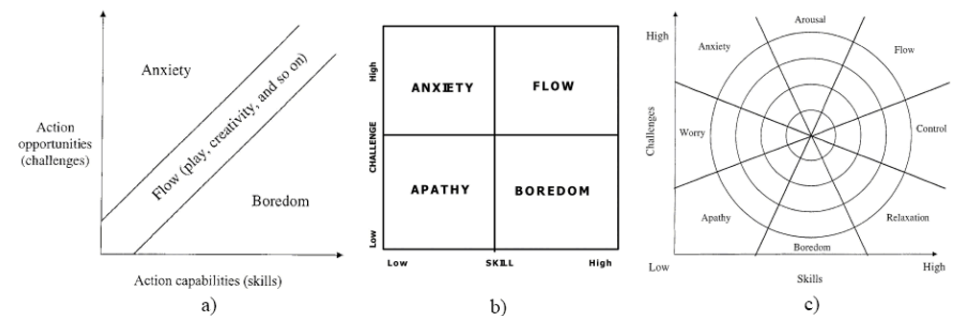
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### Fun

[LeBlanc, 1999; in (1)]: **eight kinds of fun** (→ part of MDA framework ('Aesthetics')) [Hunicke *et al.*, 2004; in (1)]:

- **Sensation:** *game as sense-pleasure*
- **Fantasy:** *game as make-believe*
- **Narrative:** *game as drama*
- **Challenge:** *game as obstacle course*
- **Fellowship:** *game as social framework*
- **Discovery:** *game as uncharted territory*
- **Expression:** *game as self-discovery*
- **Submission:** *game as pastime*



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### Social Play

**key elements** of social play [Isbister, 2009; in (1)]:

- **Emotional contagion:** [Hatfield *et al.*, 1994; in (1)]: *tendency to automatically **mimic** and **synchronize** expressions, vocalizations, postures, and movements with those of **another person's** and, consequently, to **converge emotionally***. Also applicable to HCI and NPCs [Reeves and Nass, 1996 in (1)], [Nass *et al.*, 1996 in (1)]
- **Performance:** humans **perform better when they are watched** by other humans [Cottrell, 1972; in (1)]. Also applicable in HCI [Rickenberg and Reeves, 2000; in (1)].  
↔ **Hawthorne effect** [Landsberger, 1958; in (1)]: **change** in human behavior just by the fact that the people **know** that they are being observed.



## Studies of Communities and Social Networks in Digital Games

- long history of **Virtual Community research** (see e.g. [Klastrup, 2003; in (1)])
- **example** in games: **MMO(RP)G** (WoW etc.): **cooperation** in game may be necessary; models of **emotion** expression etc.
- Social Media, Social Games: → large **datasets** to study human social behavior
- **in-game vs out-game** social relations → related [Jakobsson and Taylor, 2003; in (1)]

## Studies of Communities and Social Networks in Digital Games: **research methods**

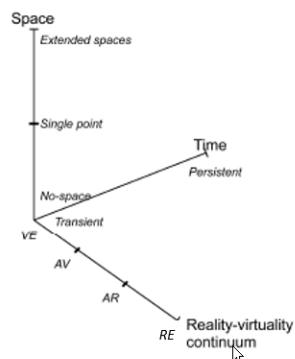
[Warmelink and Siitonen, 2011; in (1)]: MMORPG research: **four groups** of methods:

- **ethnography / participant observation**: direct or indirect **interviews**, gathering of **field data** (e.g. chat logs), use of **external sources** such as manuals or player forums., **video taping**, **focus groups (qualitative research)**
- **surveys** in and outside of the virtual worlds; → qualitative or quantitative results.
- **data analytics**: data collection (crawling) and quantitative analysis (data mining, machine learning)
- **social network analysis** → later in lecture in detail; example gold farming detection [Keegan *et al.*, 2010].

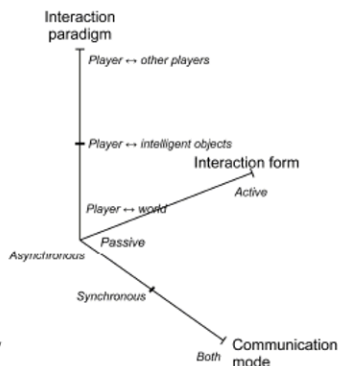
## Social Play as Descriptive Aspect of Digital Games

### social play: three characterizing properties

#### spatio-temporal context



#### interaction



#### game play

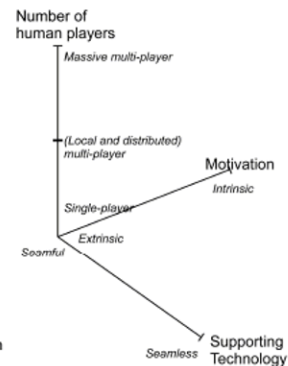
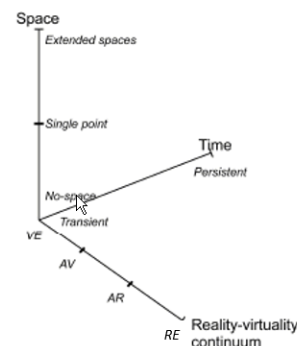


figure from (1)

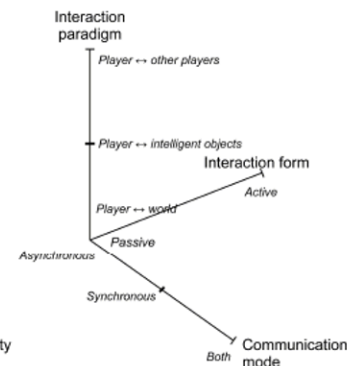
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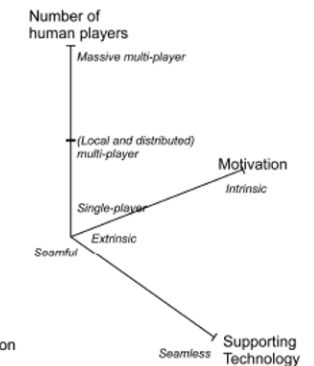
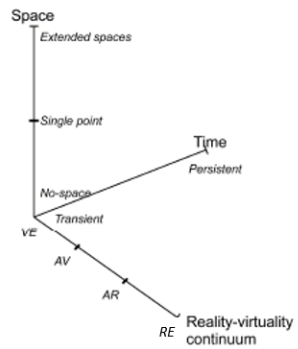


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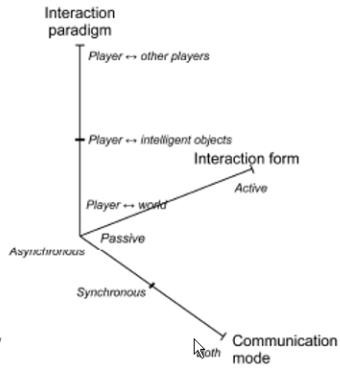
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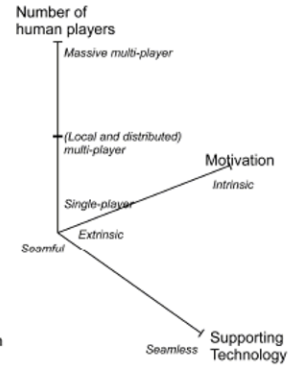


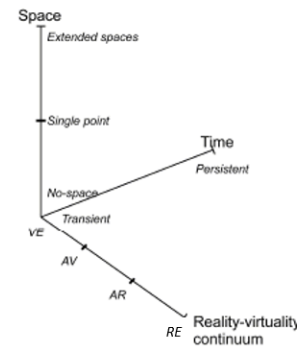
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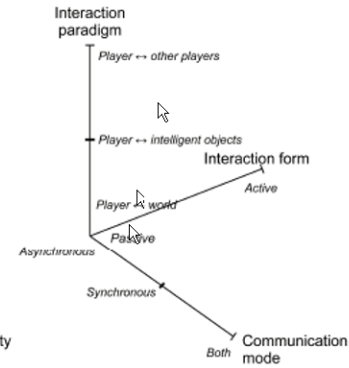
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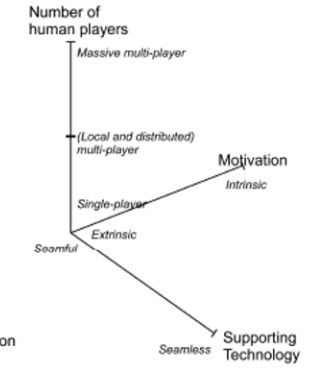


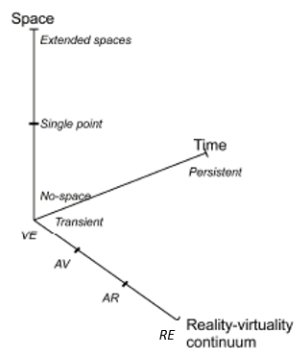
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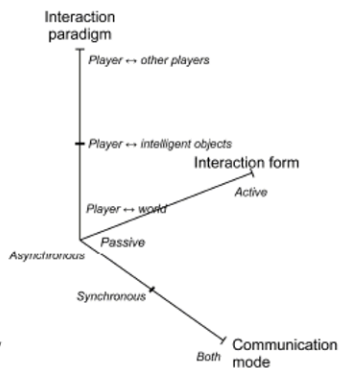
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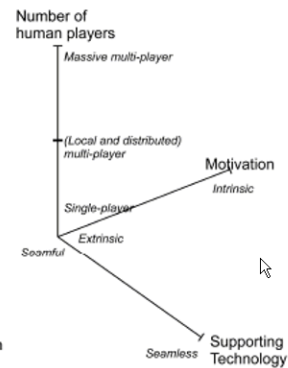


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