Who We Are

Ian Bogost, Ph.D.

Mia Consalvo, Ph.D.

Jane McGonigal, Ph.D.

Why Game Studies?

Game researchers are **very smart people** who **care a lot about games** the people who play them, and **the future of the medium**.

They have **targeted expertise** in: HCI, economics, computer science, psychology, narrative, anthropology, artificial intelligence, architecture, and more.

Get Ready

- We looked at **hundreds of new articles and studies**

- This is our **rapid fire Top 10 Countdown**!

- It's **10 big ideas** & **10 practical takeaways**

- **Download the slides** later: **www.avantgame.com/top10.htm**

#10 Top Research Finding

The best content understands how the player likes to play -- and makes it slightly harder

# "How do you keep players at the very edge of performance?"

Julian Togelius, Renzo De Nardi and Simon M. Lucas, University of Essex

"How do you keep players at the very edge of performance?"

The big insights:

- ♻ Optimization is uninteresting!

- ♻ Fun tracks are the ones in which the player almost loses control

- ♻ Player behavior can be sources for generation during play — or before play, as archetypes

Julian Togelius, Renzo De Nardi and Simon M. Lucas, University of Essex
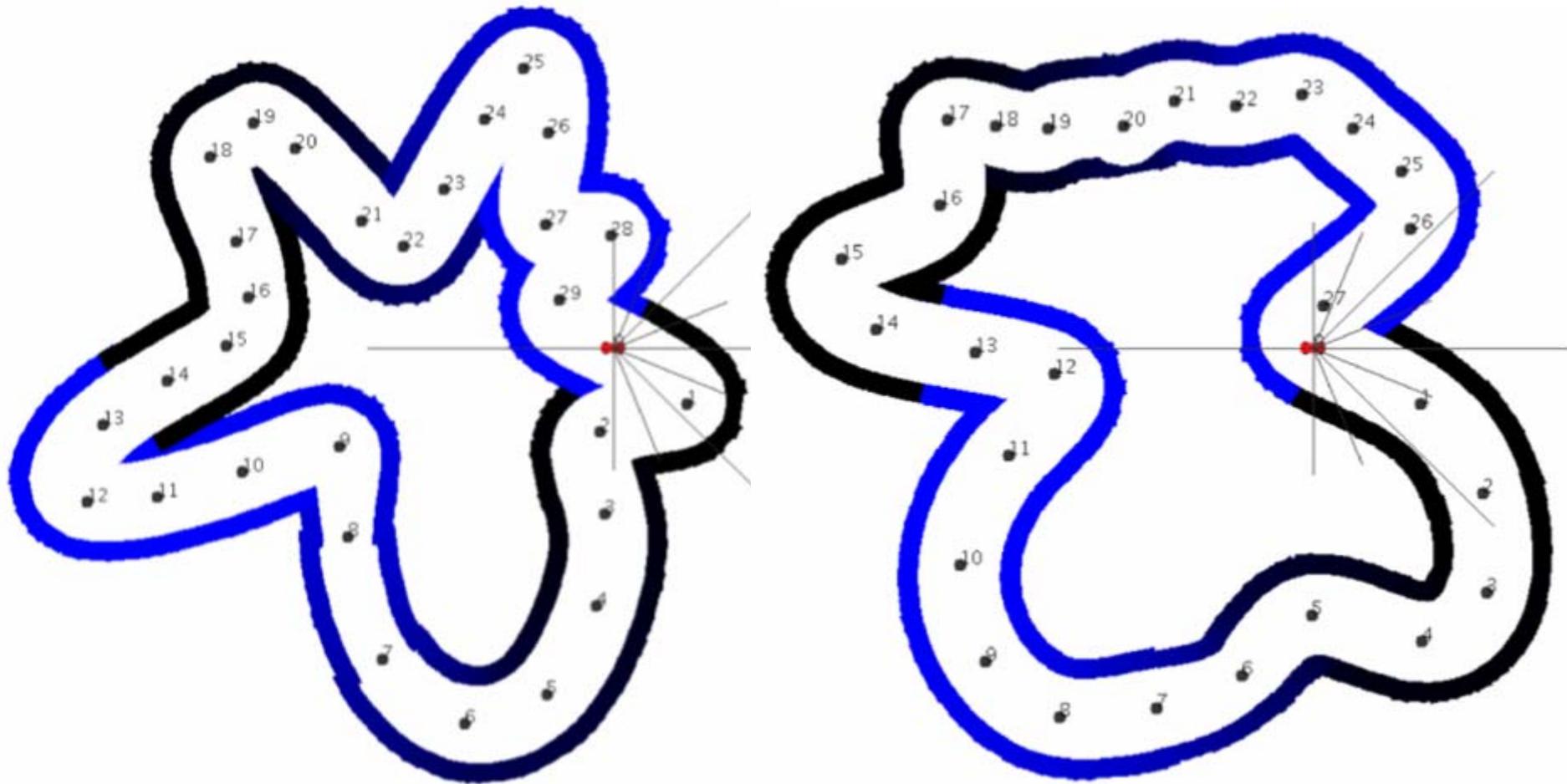
Julian Togelius, Renzo De Nardi and Simon M. Lucas, University of Essex

#10 Top Design Takeaway

Custom procedural variations in a limited environment can be more fun than big environments & open worlds.

#10 Top Design Takeaway

How can your next game use player-inspired procedural variation?

#9 Top Research Finding

Breaking the "immersive spell" can make gameplay *more* engaging.

"Does immersion really have to be seamless?"

Ewan Kirkland, Buckinghamshire Chilterns University College, UK

How can disrupting immersion make a game more engaging?

The big insights:

- Breaking the fourth wall can be good!
- Clumsy controls can heighten fear and frustration, driving emotional reactions
- Games that comment on themselves provide memorable content, atmosphere
- Disruptions can contribute to a unique game style

Ewan Kirkland, Buckinghamshire Chilterns University College, UK

#9 Top Design Takeaway

Making players remember it's a game can heighten their experience.

#9 Top Design Takeaway

Could you engage players by breaking their immersion at least once?

#8 Top Research Finding

Reality-based gaming is already a bigger market than you think.

"Are game players really getting tired of screens?"

Zhao Chen Ding, Academy of Art & Design, Tsinghau University Beijing

"Are game players really getting tired of screens?"

The big insights:

- In China, reality-based games are perceived as a better way to play with friends & family
- Standardized tools facilitate fair gaming → 1.5 million XClub members
- WAN-enabled game engines extend the immersive environment (see Majoy City)
- Consoles & mobile game devices are key to next-gen reality games

Zhao Chen Ding, Academy of Art & Design, Tsinghau University Beijing

#8 Top Design Takeaway

Reality gaming is taking consoles and mobile devices in a more "traditionally social" direction.

#8 Top Design Takeaway

How can your next game go beyond the screen to better facilitate playing with friends and family?

#7 Top Research Finding

Gamers can be altruistic, empathic, and nurturing.

"Can games tap into 'nice' emotions?"

Aki Järvinen, University of Tampere, Finland

"Can games tap into 'nice' emotions?"

According to emotion theory, there are 4 types of emotions to explore:

- "Prospect-based" - tied to an event
- "Attribution" - relating to the emotions of others
- "Fortunes-of-others" - eliciting empathy and altruism
- Attraction - likes and dislikes

Aki Järvinen, University of Tampere, Finland

Prospect-based

©SQUARE ENIX CO., LTD. All Rights Reserved. CHARACTER DESIGN:TETSUYA NOMURA

Attribution

Fortunes-of-Others

Attraction

"Can games tap into 'nice' emotions?"

The big insights:

- ⚙ Current games privilege prospect-based emotions and attribution emotions

- ⚙ There is an unexplored design space in developing fortunes-of-others and attraction emotions.

Aki Järvinen, University of Tampere, Finland

#7 Top Design Takeaway

Empathy, altruism, and attraction can add emotional depth to *any* game.

How can your next game make players want to be nice to game characters?

#6 Top Research Finding

It takes 10 hours of gameplay for women to play with the same spatial attention skill as men.

"How fast can women gamers improve spatial attention?"

Jing Feng, Ian Spence & Jay Pratt, University of Toronto, Canada

"How fast can women gamers improve spatial attention?"

The big insights:

- Spatial attention requires the ability to detect, localize and identify a target
- Gamers are always better than non-gamers at spatial tasks
- Female players achieved spatial attention proficiency in the game after 10 hours of gameplay
- Abilities were maintained over time (5 months)

Jing Feng, Ian Spence & Jay Pratt, University of Toronto, Canada
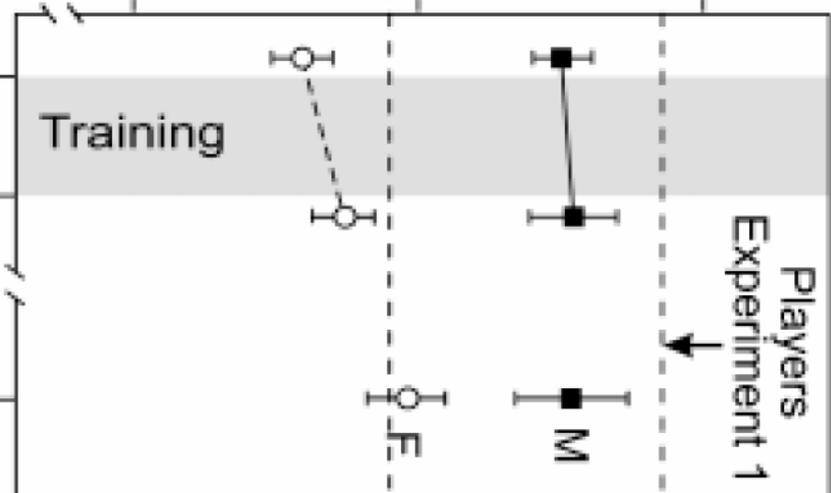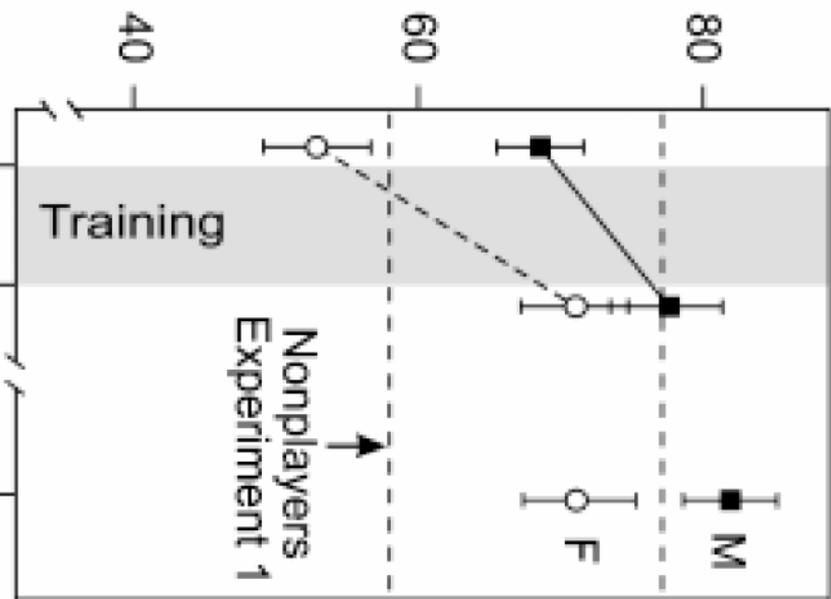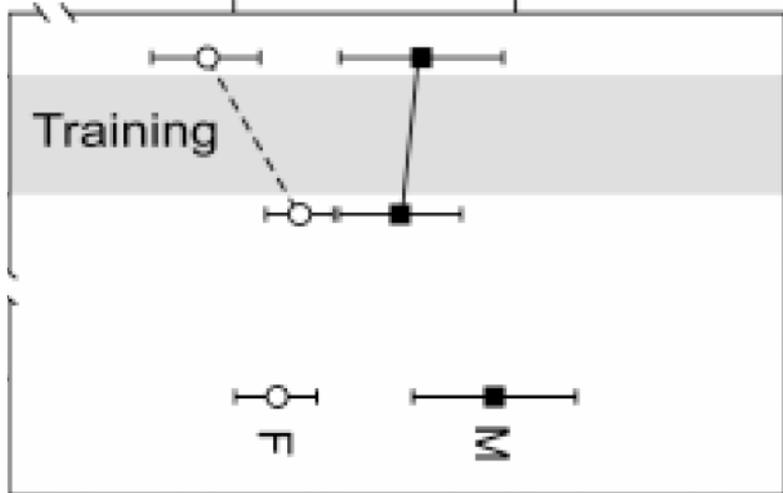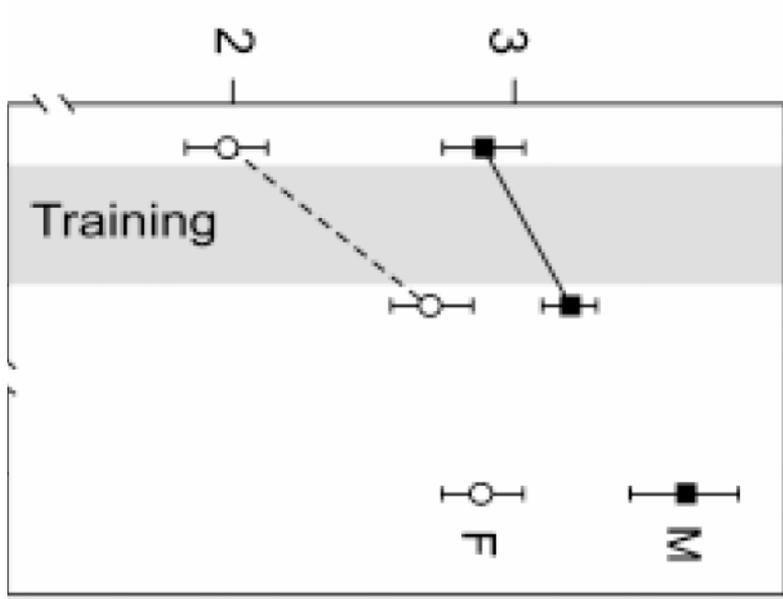
#6 Top Design Takeaway

Women **can** excel at spatial attention games, given time with the game.

#6 Top Design Takeaway

How can you get new gamers to invest 10 hours in your game while they improve their spatial attention?

#5 Top Research Finding

The exit screen matters.

340 275 100 50 Bronze Age Diplomacy

Are you sure you want to quit this game?

Yes No

Egyptian Farmer
0
9
25/25

MYST ONLINE
URU
— L I V E —

Are you sure you want to quit Uru?

Logout Quit No

TIM

ALERT

You are now leaving Phungoria!

OK CANCEL

DAIKATANA

SINGLE PLAYER
MULTI PLAYER
LOAD GAME
SAVE GAME
SOUND
VIDEO
MOUSE
KEYBOARD
JOYSTICK
OPTIONS
CONFIG
CREDITS
RESUME
QUIT

Are you broken?

Yes No

"How do players experience the moment they exit a game?"
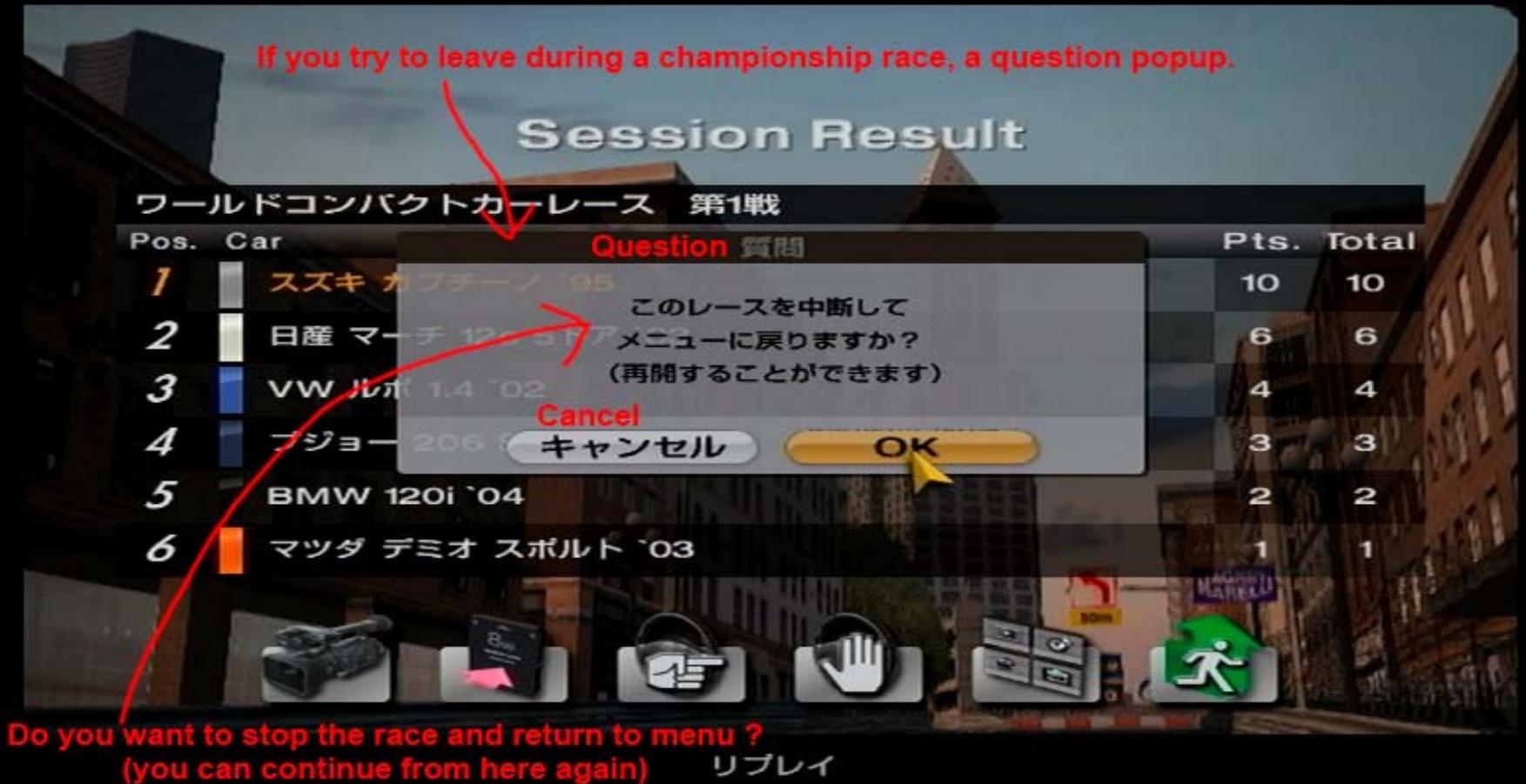
Mark Wigley, Graduate School of Architecture, Columbia University

"How do players experience the moment they exit a game?"

The big insights:

- Exiting a game is not like turning off the TV or putting down a book
- The abruptness of exiting a game reveals how deeply you have been immersed
- The only real risk in games is to exit!
- Like any other architecture, the real key to game space is the design of the entrance and the exit

Mark Wigley, Graduate School of Architecture, Columbia University

#5 Top Design Takeaway

The exit experience is an under-designed game space.

#5 Top Design Takeaway

If you try to leave during a championship race, a question popup.

Session Result

ワールドコンパクトカーレース　第1戦

Pos.　Car

Question 質問

このレースを中断して
メニューに戻りますか？
（再開することができます）

Cancel
キャンセル　　OK

Pos.	Car	Pts.	Total
1	スズキ カプチーノ '95	10	10
2	日産 マーチ 12	6	6
3	VW ルポ 1.4 '02	4	4
4	プジョー 206	3	3
5	BMW 120i '04	2	2
6	マツダ デミオ スポルト '03	1	1

Do you want to stop the race and return to menu ?
(you can continue from here again)　リプレイ

How will you architect a grand exit to your next game?

#4 Top Research Finding

Musical instrument tutoring can make you a REAL music hero.

"Can music games teach you to play for real?"

G.Percival, G.Tzanetakis University of Victoria,
Y.Wang National University of Singapore

"Can music games teach you to play for real?"

The big insights:

- Explain **why** a performance gesture is wrong, not just **that** it was wrong

- Practice can be enhanced by generating exercies based on computational analysis of pitch problems

- 3 goal areas for future work: teacher's lessons, student's practice, and student motivation

G.Percival, G.Tzanetakis, Y.Wang
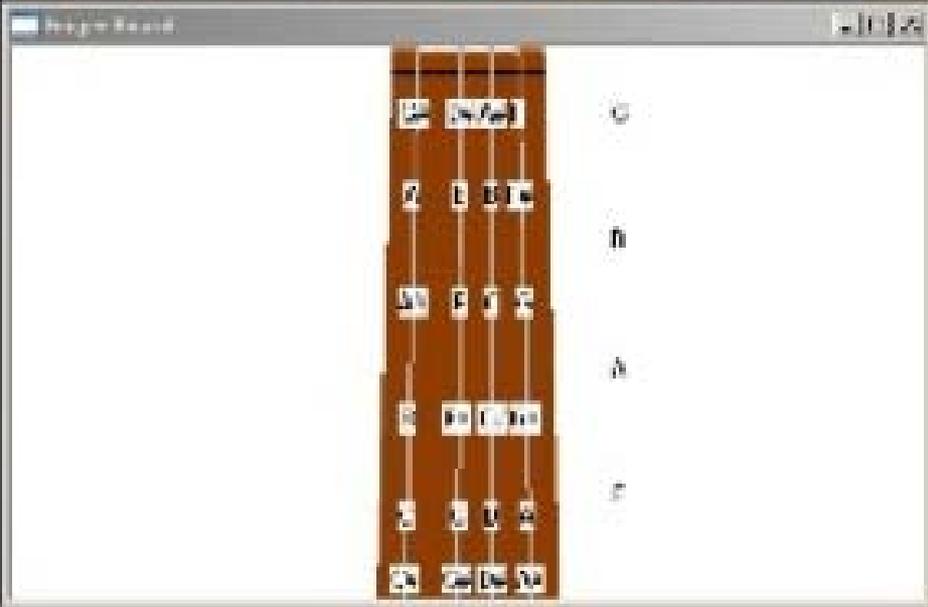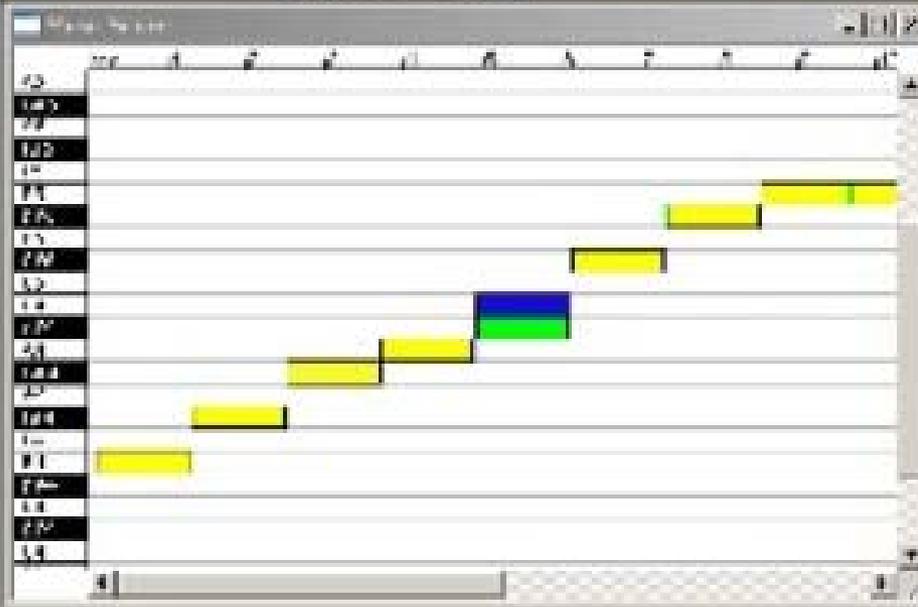
#4 Top Design Takeaway

Music games can answer the criticism "why not play a real instrument" – without sucking.

#4 Top Design Takeaway

How can future music games connect fantasy performance with real-world practice?

#3 Top Research Finding

Voice chat measurably makes you like your guildmates more – *usually*.

How does voice chat impact the social bonds of gamers?

D. Williams, L. Xiong, USC Annenberg; S. Caplan, U Delaware

How does voice impact the online gaming experience?

The big insights:

- Voice chat intensifies social feelings – both positive *and negative*
- "Push to talk" has a strong bonding effect on guildmates…
- … but the annoying become more annoying.

D. Williams, L. Xiong, USC Annenberg; S. Caplan, U Delaware

Feeling thermometer outcomes for treatment versus control.

59.43

57.59

54.55

53.89

53.27

53.11

Wave 1 Wave 2 Wave 3

Voice   ---■--- Text
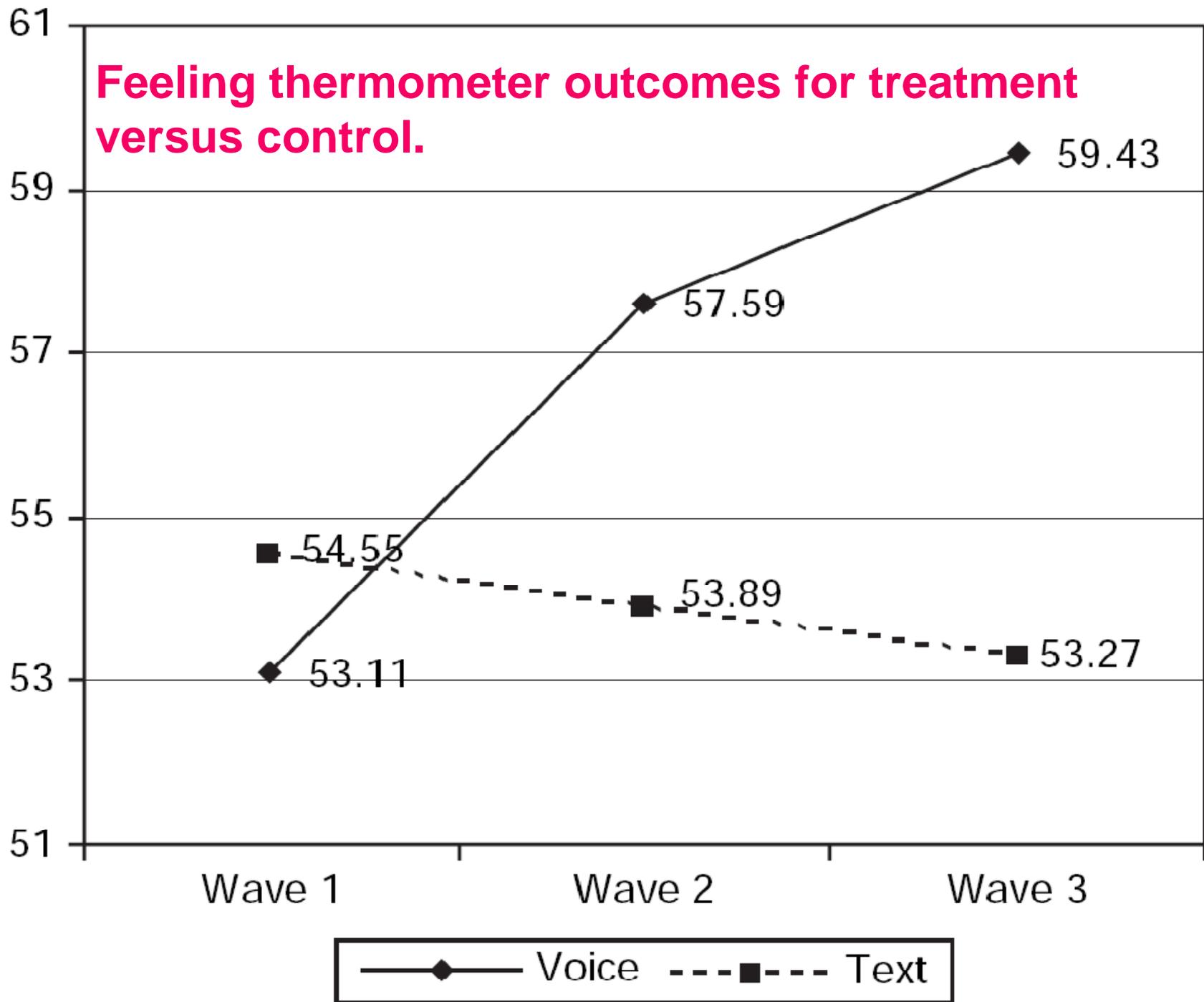
#3 Top Design Takeaway

Voice intensifies social impact, which is a mixed blessing.

#3 Top Design Takeaway

How can you help players mitigate potential downsides of voice chat?

#2 Top Research Finding

CHOOSE YOUR AVATAR.

- Big splashy screenshot goes here

There are 3 key ways to increase the monetary value of avatars.

"What's my game character worth?"

CHOOSE YOUR avatar.

T.Kujanpää, T.Manninen, L.Vallius, Game
Design/Research, U. of Oulu

Table 1: Motivations of play in online games [27].

| Achievement	Social	Immersion
Advancement Progress, Power, Accumulation, Status	**Socializing** Casual Chat, Helping Others, Making Friends	**Discovery** Exploration, Lore, Finding Hidden Things
Mechanics Numbers, Optimization, Templating, Analysis	**Relationship** Personal, Self-Disclosure, Find and Give Support	**Role-Playing** Story Line, Character History, Roles, Fantasy
Competition Challenging Others, Provocation, Domination	**Teamwork** Collaboration, Groups, Group Achievements	**Customization** Appearances, Accessories, Style, Color Schemes
		Escapism Relax, Escape from RL, Avoid RL Problems
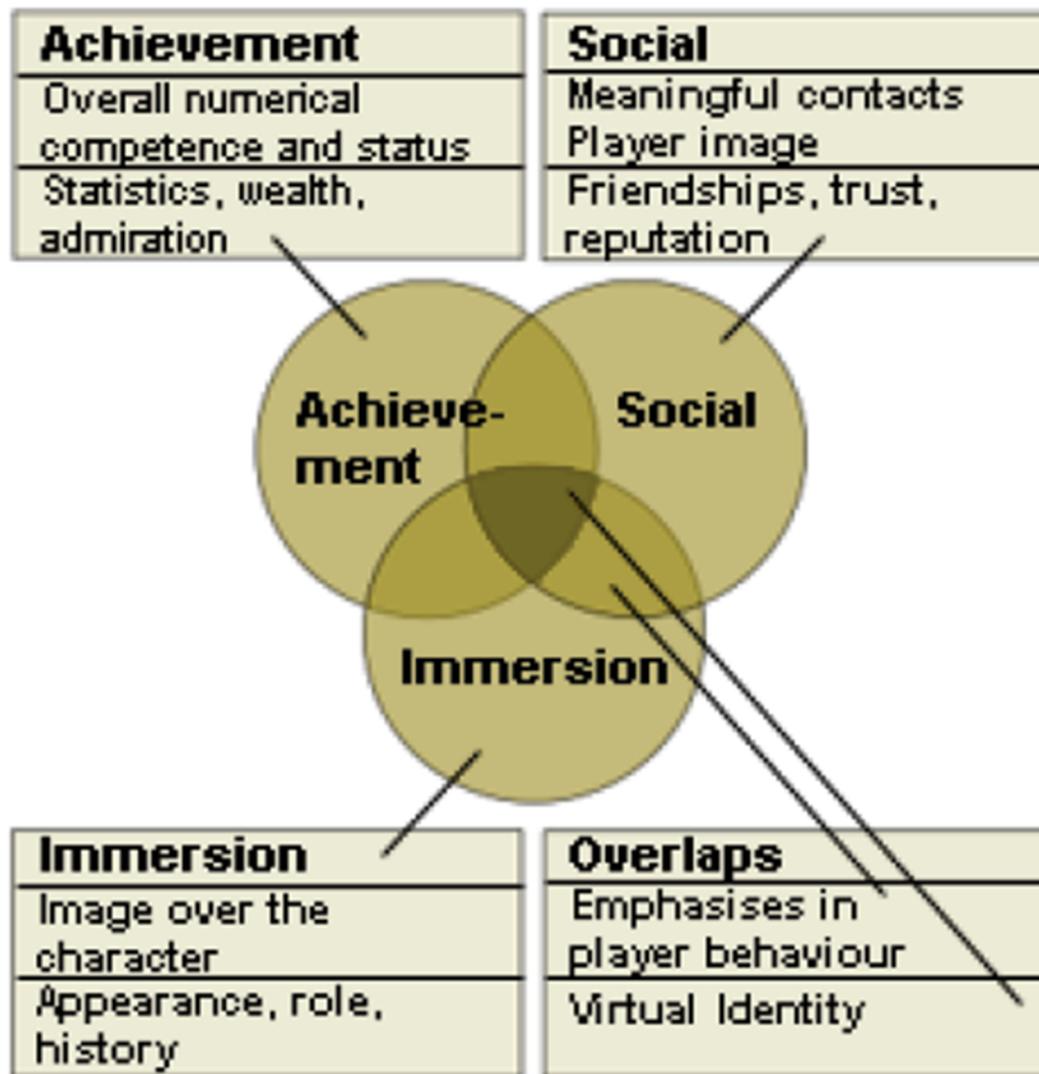
Figure 1: Different value components overlap and sum up as the overall value.

"What's my game character worth?"

The big insights:

- ☣ You can increase player investment in your game by building more "social", "achievement" and "immersion value" in your characters

- ☣ Overall value of game characters is increasing due to the persistence of MMO worlds & overall growth in economy

T.Kujanpää, T.Manninen, L.Vallius, Game Design/Research, U. of Oulu

#2 Top Design Takeaway

CHOOSE YOUR AVATAR.

Gamers are inceasingly looking for maximum "character value".

#2 Top Design Takeaway

CHOOSE YOUR AVATAR.

How will you use social, achievement, & immersion value to increase your next game characters' net worth?

#1 Top Research Finding

Videogames are the future of live sports.

How can real sports events mix with virtual ones?

J.Bardzell, S.Bardzell, C.Birchler, Will Ryan, Indiana University

How can real sports events mix with virtual ones?

The big insights:

- Sports viewing is changing. Internet access is pushing TV aside as a dominant way for sports fans to participate with games, teams

- Videogames don't let fans participate except with rosters and the like

- But live sports generates a ton of live data, ready for transmission

J.Bardzell, S.Bardzell, C.Birchler, Will Ryan, Indiana University

How can real sports events mix with virtual ones?

The <u>bigger</u> insights:

- ⚛ There's a whole new world of untapped mixed-reality games

- ⚛ Not wonky augmented reality or telepresence!

J.Bardzell, S.Bardzell, C.Birchler, Will Ryan, Indiana University

RIVALRY GAME

The Weather Channel
weather.com
Showers
104° F

THE BIG GAME

ARIZONA

ARIZONA STATE

SUN DEVIL™ STADIUM

AM 720
NBA Game
Autocast

3 QTR
3:04

FANS   NBA   FANERGY™

CHICAGO   27   51   78

BOSTON   18   67   85

Wiiii
FANERGY™

Gab23: Nice steal, rabbie!
RabidK: Its all in the wrists
You: More like he bribed a ref
SillaSee: Wide open here
SillaSee: Ready for my famous jump shot
Gab23: W00t!

We're not afraid of your jump shot Sill | Send

DEFENSIVE STYLE

#1 Top Design Takeaway

Sports viewing is changing – and videogames have a huge role to play in their future.

#1 Top Design Takeaway

How can your next sports game mix the realities of a live professional sports with a virtual version of it?

#1 Top Design Takeaway

… and really, how might any game mix the realities of a live real events with a virtual version of it?

Download the slides and complete references – and our secret "Top 10 SHADOW List!"

File Download - Security Warning

Do you want to run or save this file?

Name: Top 10 Research Findings
Type: Application, 20.08 MB
From: Bogost, Consalvo, McGonigal

[Run] [Save] [Cancel]

While files from the Internet can be useful, this file type can potentially harm your computer. If you do not trust the source, do not run or save this software. What's the risk?

www.avantgame.com/top10.htm