The Power of Play: Motivational Uses and Applications

Pre-Conference for the 63rd International Communication Association (ICA) Annual Conference, London, UK

17 June 2013, Monday   Hilton Metropole, London, UK

Jointly organized by:

- ICA Game Studies Special Interest Group

- ECREA Digital Games Research Temporary Working Group

Sponsored by:

- Annenberg School of Communication, University of Southern California
- Brian Lamb School of Communication, Purdue University
- Department of Communication Studies, Northwestern University School of Communication
- ERC Project SOFOGA / Thorsten Quandt, Westfälische Wilhelms-Universität Münster
- Telecommunication Information Studies and Media, Michigan State University

Cost of attendance: Registration cost is $50 per person. Registration fee includes food and beverages throughout the day as well as pre-conference admittance for all panel sessions, the roundtable discussion, and the game design workshop.

Limit of attendees: The Power of Play Pre-Conference is limited to 70 attendees. Please register as early as 3 May, 2013.

The Power of Play: Motivational Uses and Applications

Overview:

Ever since their public appearance some four decades ago, digital games have been considered to be a unique medium that provides a specific type of experience which evokes high levels of motivation: Motivation to play repeatedly to gratify a need, and motivation to change attitudes, beliefs, and behaviors. On the one side, this motivational aspect of digital games has led to claims of them being addictive, and evoking anti-social tendencies due to their contents. On the other side, digital games are seen as tools that could radically improve learning and training outcomes, modify perceptions and behaviors, and consequently could be used in various types of interventions. For the player, the motivation to play a digital game, and the motivation to let its contents and features change their real life beliefs, perceptions, and even behavior do not have to be mutually exclusive. Hence, the ways in which digital gaming experience could be shaped to evoke motivation to play, and their various applications for entertainment and other purposes need to be better understood.

The goal of the pre-conference, "The Power of Play," is to shed light on the motivational aspects of digital games and gameplay, how they relate to the ways in which games are used for entertainment and other purposes, the domains in which they are applied, the challenges in their design and application, and the ways in which they are studied.

Pre-Conference Format:

2013 ICA Game Studies Pre-conference incorporates concurrent sessions of panels, a roundtable discussion over lunch, and an interactive workshop:

Concurrent panel sessions focus on various aspects of motivational uses and applications of digital games with various theoretical backgrounds, methods and perspectives. All submissions were blindly peer reviewed by members of the ECREA TWG and ICA GSIG, and accepted competitively. Please see the schedule for details of each panel session.

The roundtable luncheon discussion is facilitated with discussion topics allocated for each round table. Participants are asked to seat at a table of their interest to discuss the allocated topic and exchange contact information with other participants, and finally share their conclusions with the rest of the participants and facilitators. The roundtable discussion takes approximately two hours. After the session, the conclusions will be compiled by interested participants to create a complete model as collectively authored manuscript. Please see the schedule for details of the roundtable discussion.

The interactive game design workshop introduces participants to the practical aspects of the motivational power of play. After listening to a short introduction on basic motivational game design elements, participants collaborate to create a game with learning objectives of their choice by utilizing the design-test-redesign cycle principle of game production. The workshop takes approximately three hours. Workshop attendance is limited to 50 participants, so please e-mail icaprecon2013@digital-games.eu in order to secure a spot. Please see the schedule for details of the workshop session.

Pre-conference proceedings will be published on ICA GSIG's website after the pre-conference and will be publicly accessible free of charge.

Pre-Conference Schedule of Events:

All panel, discussion and workshop sessions will be held at the Hilton London Metropole Hotel, London, UK.

Further information on 2013 ICA Game Studies Pre-Conference can be inquired by e-mailing icaprecon2013@digital-games.eu

Time	Regents	St. James	Chelsea/Richmond	Food & Beverages
		Room		
08:30 AM - 08:45 AM	Registration & Meet and Greet[i]			Coffee
08:45 AM - 08:55 AM	Introductory Comments			
09:00 AM - 09:45 AM	**Panel A** Motivational Applications[ii]	**Panel B** Motivated Modification[iii]	**Panel C** Motivational Effects[iv]	
10:00 AM - 10:45 AM	**Panel D** Identification as a Motivator[v]	**Panel E** Motivated Playing Experience[vi]	**Panel F** Motivation and Affect[vii]	
11:00 AM - 11:15 AM	Break			Lunch buffet
11:15 AM - 12:15 PM	**Roundtable Discussion (2 hr.)**			
12:15 AM - 01:15 PM	An Exercise in Crowd-Theorizing[viii] *Facilitators: Klimmt, Reinecke & Vorderer*			
01:15 PM - 01: 30 PM	Break			Coffee
01:30 PM - 02:15 PM	**Game Design Workshop (3 hr.)** Designing Engaging Games[ix] *Facilitators: Sturrock & Wallis*	**Panel G** Measuring Motivation[x]		
02:30 PM - 03:15 PM		**Panel H** Social Motives[xi]		
03:30 PM - 04:15 PM		**Panel I** Gender and Motivation[xii]		
04:15 PM - 04:30 PM	Closing Comments[xiii] *by Richard Bartle*			

2013 ICA Pre-Conference Organization Committee Members are looking forward to see you in London!

2013 ICA Pre-Conference Organization Committee Members:

Zeynep Tanes-Ehle, Ph.D., Duquesne University

Jan Van Looy, Ph.D., iMinds-MICT-Ghent University

Thorsten Quandt, Ph.D., Westfälische Wilhelms-Universität Münster

Amy Shirong Lu, Ph.D., Northwestern University

Rabindra Ratan,Ph.D., Michigan State University

Mathias Crawford, Stanford University

Special thanks to James Ivory, Nicholas Bowman, and Gerald Voorhees as well as all the dedicated reviewers of this year's pre-conference for their contributions and support in this organization.

2013 ICA Pre-Conference Sponsors:

We would also like to thank our sponsors below for their generous contributions to this year's Game Studies Pre-Conference.

Pre-Conference Session Details

[i] **Registration & Meet and Greet, Introductory Comments**

On 17 June 2013, Monday between 08:30 AM - 08:55 AM at Hilton Metropole Regents Room

ICA Game Studies Pre-Conference registration materials and further information can be obtained from the ICA Game Studies Desk at the Hilton Regents Room.

Please also join us for the introductory comments between 8:45-8:55 in the Hilton Regents Room

[ii] **Motivational Applications**

On 17 June 2013, Monday between 09:00 AM - 09:45 AM at Hilton Metropole Regents Room

Chair: Rabindra Ratan, Michigan State University

Session Description: This session focuses on the application and measurement of game mechanics to generate engagement.

Presentations:

Game rewards in non-game settings: Extrinsic, intrinsic or social motivators?

Presenters: Allison Eden, Jeana Frost, VU University Amsterdam

Measuring Engagement in a Serious Game

Presenters: Norah E. Dunbar[1], Matthew L. Jensen[1], Javier Elizondo[1], Cameron Piercy[1], Elena Bessarabova[1], Nathan W. Twyman[1], Judee K. Burgoon[2], Joseph Valacich[2], Bradley Adame[2], Claude Miller[1], Scott Wilson[1], [1]University of Oklahoma, [2]University of Arizona

Gamification of Smart Meter Home Display Units Using Targeted Reward Mechanics

Presenters: B.D. Fletcher, B. James, N. Wearn, Staffordshire University

[iii] **Motivated Modification**

On 17 June 2013, Monday between 09:00 AM - 09:45 AM at Hilton Metropole St. James Room

Chair: Nicholas D. Bowman, West Virginia University

Session Description: This session focuses on various ways in which video games can (be used to) modify behaviors, representations and cognitions.

Presentations:

Cheating The Potentiality and Actuality of Deviant Behaviors in Online Video Games

Presenters: Jeremy Ong, Vivian Hsueh Hua Chen, Nanyang Technological University

Digital games: Ability, disability and research design

Presenter: Diana Carr, University of London

Nightmare Protection as Motivation to Play Video Games

Presenter: Jayne Gackenbach, Grant MacEwan University

[iv] **Motivational Effects**

On 17 June 2013, Monday between 09:00 AM - 09:45 AM at Hilton Metropole Chelsea/Richmond Room
Chair: Thorsten Quandt, Westfälische Wilhelms-Universität Münster
Session Description: This session focuses on various outcomes of the "motivational" nature of gameplay.
Presentations:
The role of playing motives, passion, and playing time on digital game addiction
>   *Presenters: Julia Kneer, Erasmus University Rotterdam; Diana Rieger, University of Cologne*

For the Fun of it: Experimental Explorations of Advergame Effects on Children
>   *Presenters: Alexandra Sowka, Eva Baumann, Christoph Klimmt, Sinja Belgard, Tim Gailus, Hanover University of Music, Drama, and Media*

Minecraft in the Middle: Examining the Life Span of "Play"
>   *Presenter: Maria Cipollone, Temple University*

[v] **Identification as a Motivator**

On 17 June 2013, Monday between 10:00 AM - 10:45 AM at Hilton Metropole Regents Room
Chair: Amy Shirong Lu, Northwestern University
Session Description: This session focuses on the relation between avatar identification and motivation.
Presentations:
Avatar identification in serious games - The role of avatar identification in the learning experience of a serious game
>   *Presenters: Kimmo Oksanen[1], Jan Van Looy[2], Frederik De Grove[2], [1]University of Jyväskylä, [2]Ghent University*

Leveling up on Stereotype Threat: Examining (de)motivation effects of avatar identity
>   *Presenters: Rabindra Ratan, Young June Sah, Michigan State University*

Off the Shelf versus Tailor-Made: Identification with Default and Customized Avatars in Role-Playing Computer Games
>   *Presenters: Malte Elson, Johannes Breuer, Thorsten Quandt, University of Münster*

[vi] **Motivated Playing Experience**

On 17 June 2013, Monday between 10:00 AM - 10:45 AM at Hilton Metropole St. James Room
Chair: Nicholas D. Bowman, West Virginia University
Session Description: This session focuses on how motivation can be related to the dynamic nature of playing experience.
Presentations:
Situational Autonomy Support in Video Game Play: An Exploratory Study
>   *Presenters: Sebastian Deterding, Hans Bredow Institute for Media Research*

Dynamic Regulation of Player States through Adaptive Gaming: A Motivated Cognition Approach
>   *Presenters: James J. Cummings, Leo Yeykelis, Stanford University*

[vii] **Motivation and Affect**

On 17 June 2013, Monday between 10:00 AM - 10:45 AM at Hilton Metropole Chelsea/Richmond Room

Chair: Elena Patricia Nunez Castellar, iMinds-MICT-Ghent University

Session Description: This session deals with the relation between motivation and emotion.

Presentations:

The Relationship between Player Involvement and Immersion: an Experimental Investigation

Presenters: Laura Herrewijn[1], Karolien Poels[1], Gordon Calleja[2], [1]University of Antwerp, [2]University of Malta and IT-University of Copenhagen

Exploring the relations between video games, emotional responses and eye tracking

Presenter: Jeroen Lemmens, University of Amsterdam

Frustration and motivation in Super Mario clone

Presenters: Marcello Gómez Maureira, Dirk P. Janssen, Licia Calvi, NHTV University of Breda

[viii] **Towards a Seriously Complete Model of the Fun of Gaming: An Exercise in Crowd-Theorizing**

On 17 June 2013, Monday between 11:15 AM - 01:15 PM at Hilton Metropole Regents Room

Chair: Jan Van Looy, iMinds-MICT-Ghent University

Roundtable Discussion Description: The purpose of the roundtable discussion is to bring scholars together to share their perceptions on the issue of "fun of gaming," particularly on topics such as interactivity, narrative, and social factors in order to contribute to a "comprehensive model" of the emerging topics. During the session, participants will discuss in groups of 6-8 and list all concept names and brief concept explications of fun factors that belong to 'their' generic category. Using the outcomes of this workshop, the facilitators invite all participants to mass-co-author a thematic review paper on the fun of gaming for the next "Communication Yearbook". Thus, this exercise in "crowd-theorizing" is intended to continue after the London event and to result in a new, comprehensive publication that reflects the collective effort. The collaboration will be realized using an online working platform.

Discussion Facilitators: Christoph Klimmt, Hanover University of Music, Drama, and Media; Leonard Reinecke, Johannes Gutenberg University of Mainz; Peter Vorderer, University of Mannheim

[ix] **Designing Engaging Games: Informational Feedback, Incremental Change, Autotelic Players**

On 17 June 2013, Monday between 01:30 PM - 04:15 PM at Hilton Metropole Regents Room

Chair: Zeynep Tanes Ehle, Duquesne University

Workshop Session Description: The purpose of the workshop is to generate an understanding of the motivational feedback mechanisms used in game design and have a hands-on experience with the "design-test-redesign" cycle of game production. Following a brief introduction on the practical insights that motivation and learning research can offer to the game designer based on theory and literature, the facilitators will break the workshop down into small groups. Each group will design a non-digital game, intended to increase the intrinsic motivation of its players to either learn a useful skill (education) or perform a desirable activity (exercise / physical activity / socialization / community activity / health-related). After the first design phase, groups will test-play each other's games and then discuss the re-design process. No prior skill or game design knowledge is necessary. The workshop attendance is limited to 50 participants, so please e-mail icaprecon2013@digital-games.eu in order to secure a spot.

Workshop Facilitators: Ian Sturrock, Researcher at the Centre for Creative and Applied Research for the Digital Society; James Wallis, Director of Spaaace the Games Consultancy

[x] **Measuring Motivation**

On 17 June 2013, Monday between 01:30 PM - 02:15 PM at Hilton Metropole St. James Room

Chair: Amy Shirong Lu, Northwestern University

Session Description: This session deals with methodological tools for measuring motivations.

Presentations:

"Did you find what you were looking for?" - Gratifications sought and obtained in computer games

Presenters: Jörg Eichentopf[1], Johannes Breuer[2], Thorsten Quandt[2], [1]University of Hohenheim, [2]University of Münster

Development and validation of a social cognitive motivation scale for playing digital games

Presenters: Frederik De Grove, Jan Van Looy, Verolien Cauberghe, Ghent University

[xi] **Social Motives**

On 17 June 2013, Monday between 02:30 PM - 03:15 PM at Hilton Metropole St. James Room

Chair: Malte Elson, University of Münster

Session Description: This session focuses on the role of social factors in motivation to play.

Presentations:

Seeking Social Comfort: The Social and Emotional Motivations Underlying Online Video Game Involvement

Presenters: Rachel Kowert, University of Münster

Wanted! The relationship between social motives for playing online games and gaming-related friendships

Presenters: Emese Domahidi[1], Ruth Festl[2], Thorsten Quandt[1], [1]University of Münster, [2]University of Hohenheim

[xii] **Gender and Motivation**

On 17 June 2013, Monday between 03:30 PM - 04:15 PM at Hilton Metropole St. James Room

Chair: Rachel Kowert, University of Münster

Session Description: This session focuses on how and why the nature of game play experience motivates female players

Presentations:

Challenging the Other: Females' Motivations for Digital Game Competition and Opponent Type

Presenters: Lotte Vermeulen, Elena Núñez Castellar, Jan Van Looy, Ghent University

Why Girls Go Pink: Game Character Identification and Game-Players' Motivations

Presenters: Eva A. van Reijmersdal, University of Amsterdam; Jeroen Jansz, Erasmus University Rotterdam; Oscar Peters, University of Twente; Guda van Noort, University of Amsterdam

[xiii] **Closing Comments**

On 17 June 2013, Monday between 04:15 PM - 04:30 PM at Hilton Metropole Regents Room

Please also join us for the closing comments by Richard Bartle, a creator of the original MUD online game and a pioneer in game design and theorizing.