

Do You Want To Play?

How making sense of entertainment innovations relates to engaging with media products

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Do You Want To Play?

How making sense of entertainment innovations relates to engaging with media products

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My Research Questions

- 1) How Do People Make-Sense of Virtual Worlds?
- 2) How Virtual Worlds Innovate On, Are Innovative Media?
- 3) What is Entertainment?
- 4) How do People Make Sense of Virtual Worlds as Entertainment?

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Quasi-experiment structure

Compare across & go in-depth experiences with 4 media products:

Movie: Film of Their Choice

Video game: Nintendo Wii

MMOG: Online role-playing game

MUVE: Constructed island in Second Life

Before sessions, answered survey on experience levels

During each session, responded to questions in real time

After each session, completed Post-Session Questionnaire of open & close ended items

After all sessions, interviewed using Dervin's Sense-Making Methodology

Convenience sampling: 7 men and 7 women, ages ranged from 17-58

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Film of Their Choice

Selected from 15 recent superhero titles movie
they had not seen

Watched at own convenience

Instructed to fill out Minutia Reception Worksheet for
every reaction aware of while watching

R1	Timecode:	Film Moment Description:	Reaction Strength 1 = weak, 7 = strong
Reaction Description:			



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Superhero Movies Selected by Participants For First Session

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Nintendo Wii Game

Two-player platform game,
main player is Spider-Man,
choose sidekick from variety
of canon friends and foes

Furtherest Pps got: Tangaroa
level 1, the 5th level

Range time spent playing: 30-
110 minutes

Avg. time spent playing: 59 min





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Playing as Spider-Man on Nintendo Wii

Online role-playing game

Choose to play as hero or villain

Pps played as Heroes vs Villains:
evenly split!

Creation of character (powers &
appearance), followed by deciding
to enter gameplay or enter tutorial

Only one did not choose tutorial,
later said regretted it

Range time spent playing: 30-95 min

Avg. time spent playing: 70 min

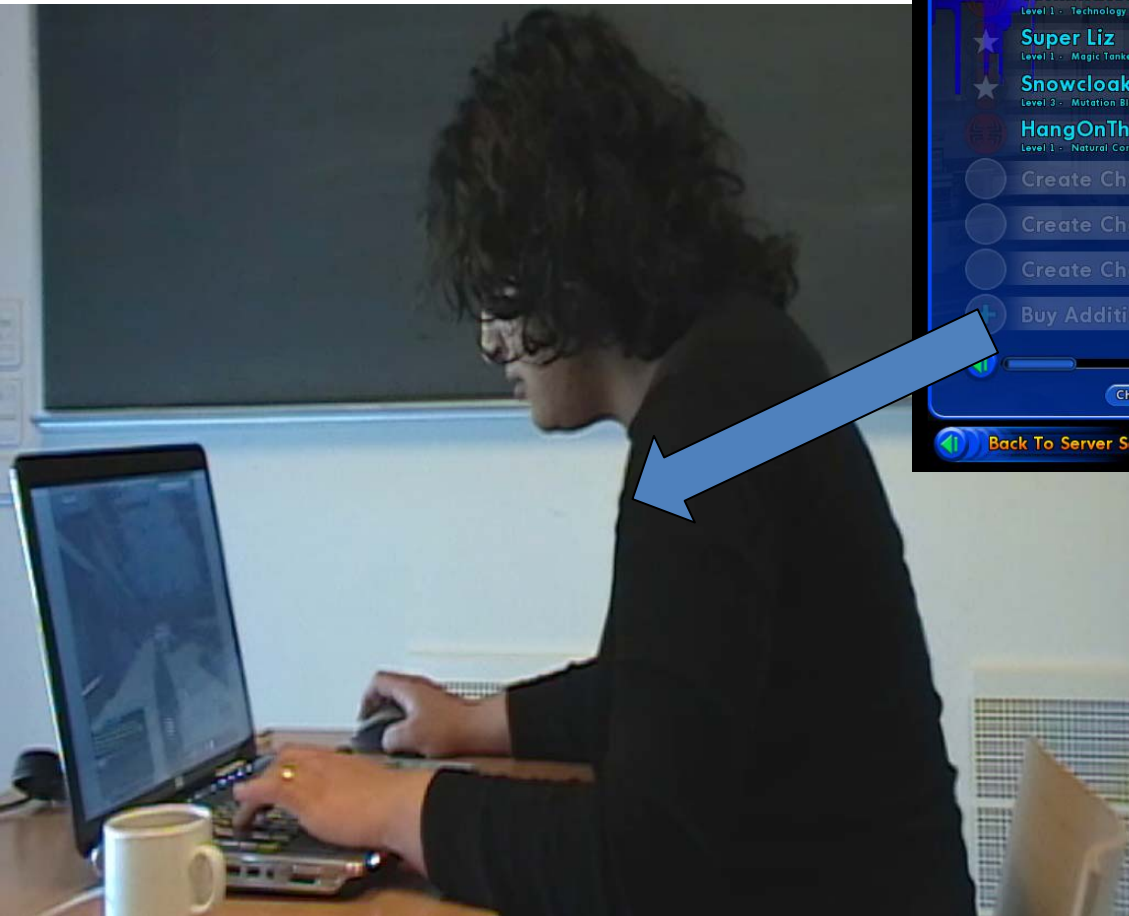


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Playing City of Heroes, as Hero





Two Examples of Villains
Torben, 58 & Eva, 25

Two Examples of Heroes
Sofie, 27 & Nikolaj, 31

Constructed island in Second Life

Metrotopia: Island constructed with various activities to relate to superhero genre, but Pps told only had to put on superhero costume

Participants went to places other than our island

Range time spent playing: 30-100 min

Avg. time spent playing: 59.5 min

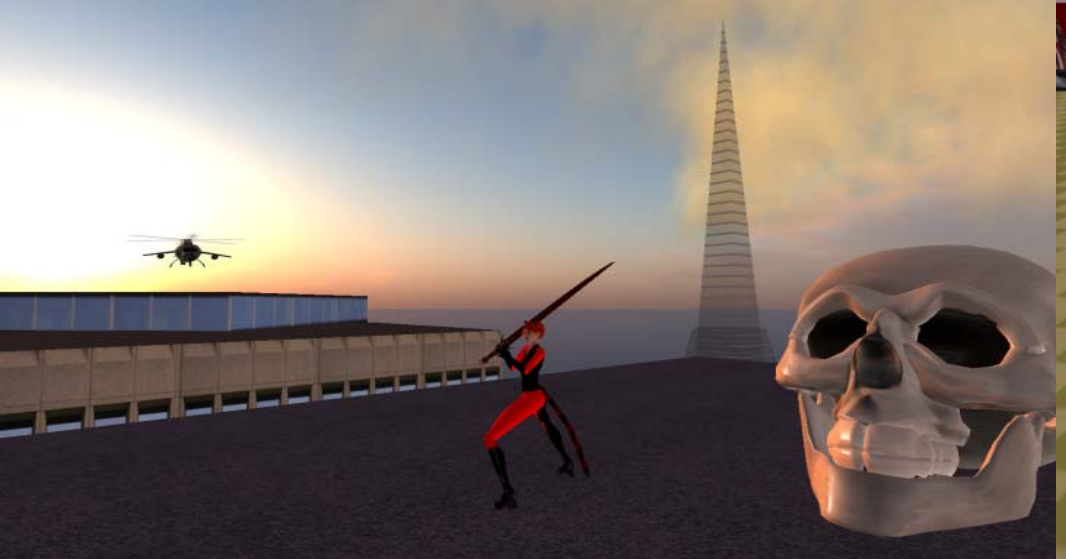




METROTOPIA: City of Superheroes

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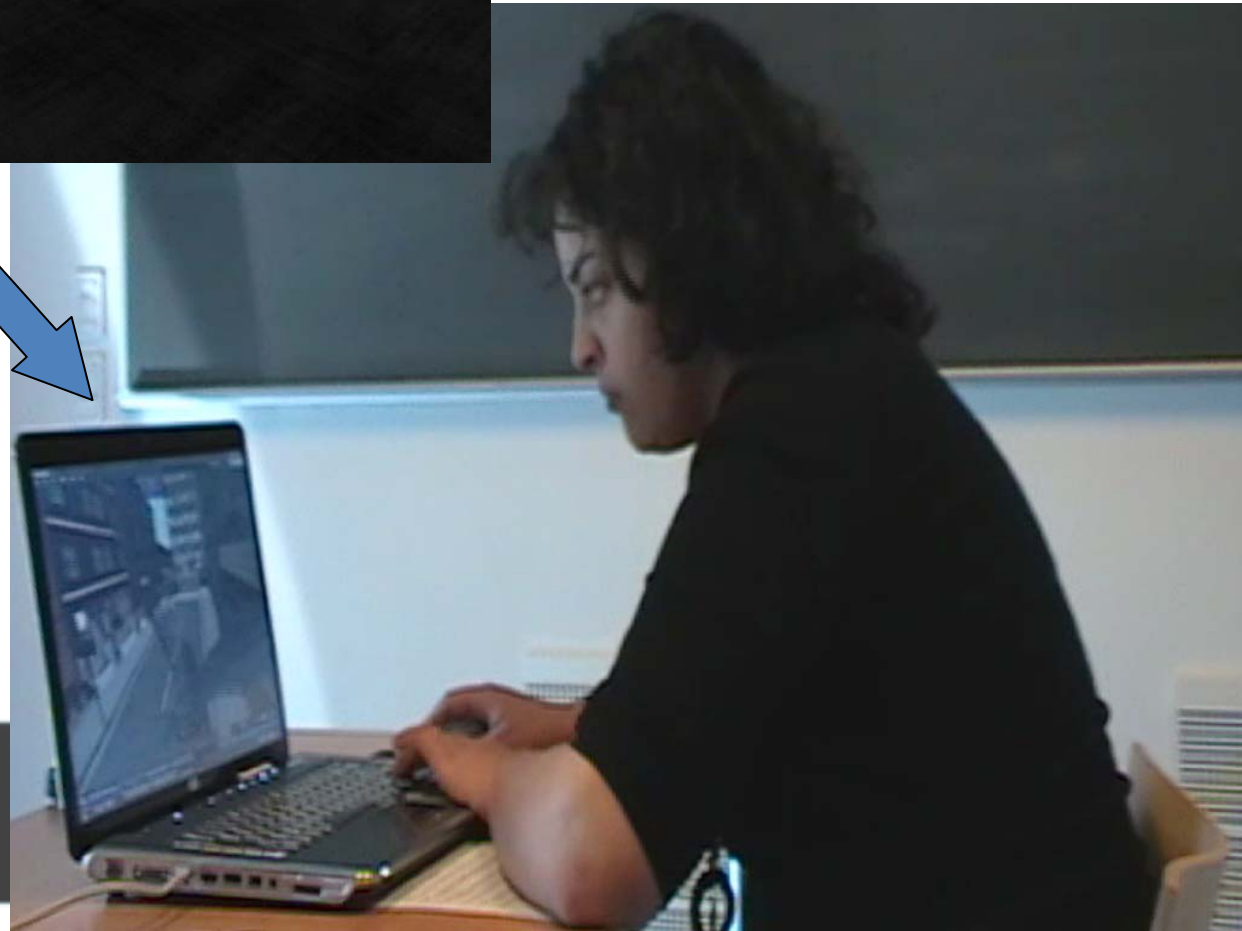
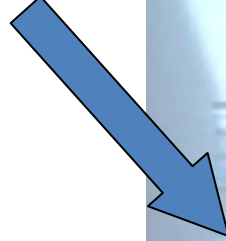


METROTOPIA: City of Superheroes

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Engaging with
Second Life, in
Metrotopia during a
session





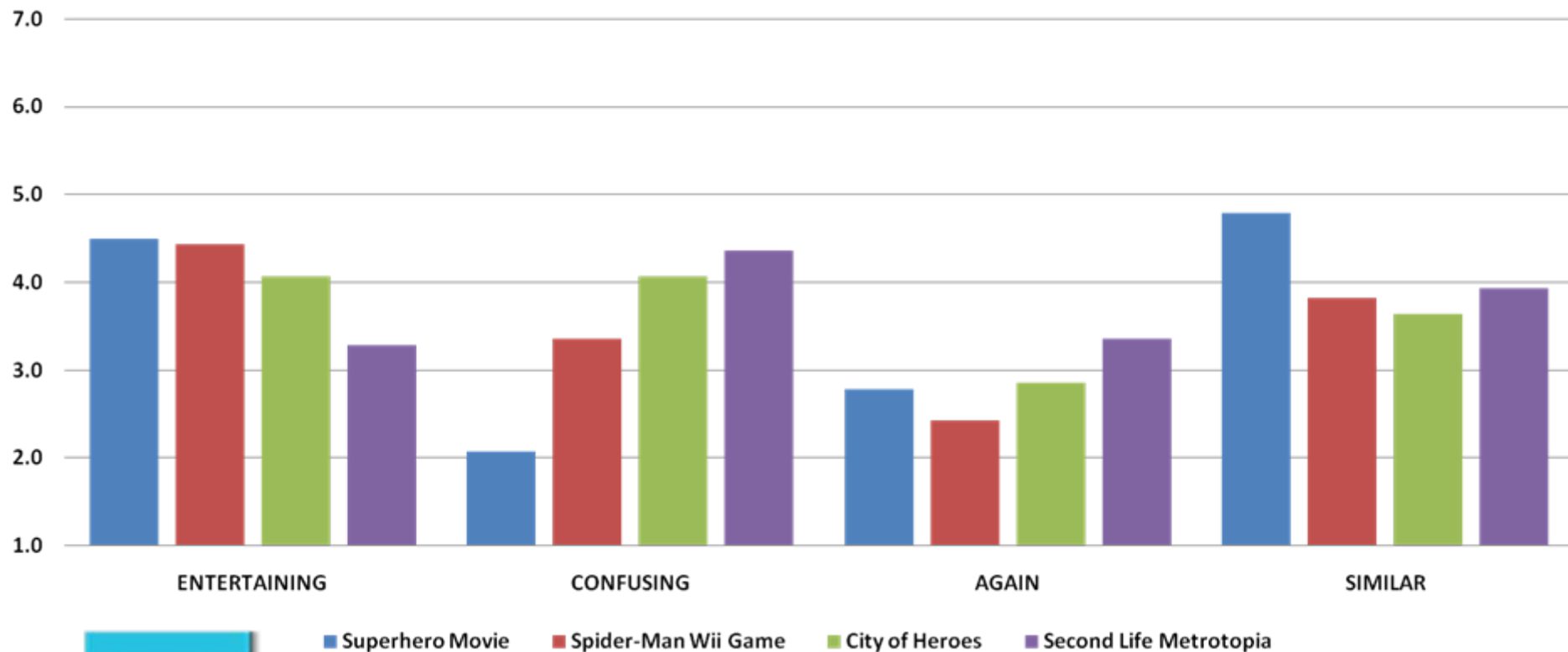
Examples of Avatars Created in Second Life, Clothed in Metrotopia

Comparing Reactions to Sessions

Averages of responses to Post-Session Questionnaire

Pattern: as confusing goes up, entertaining goes down

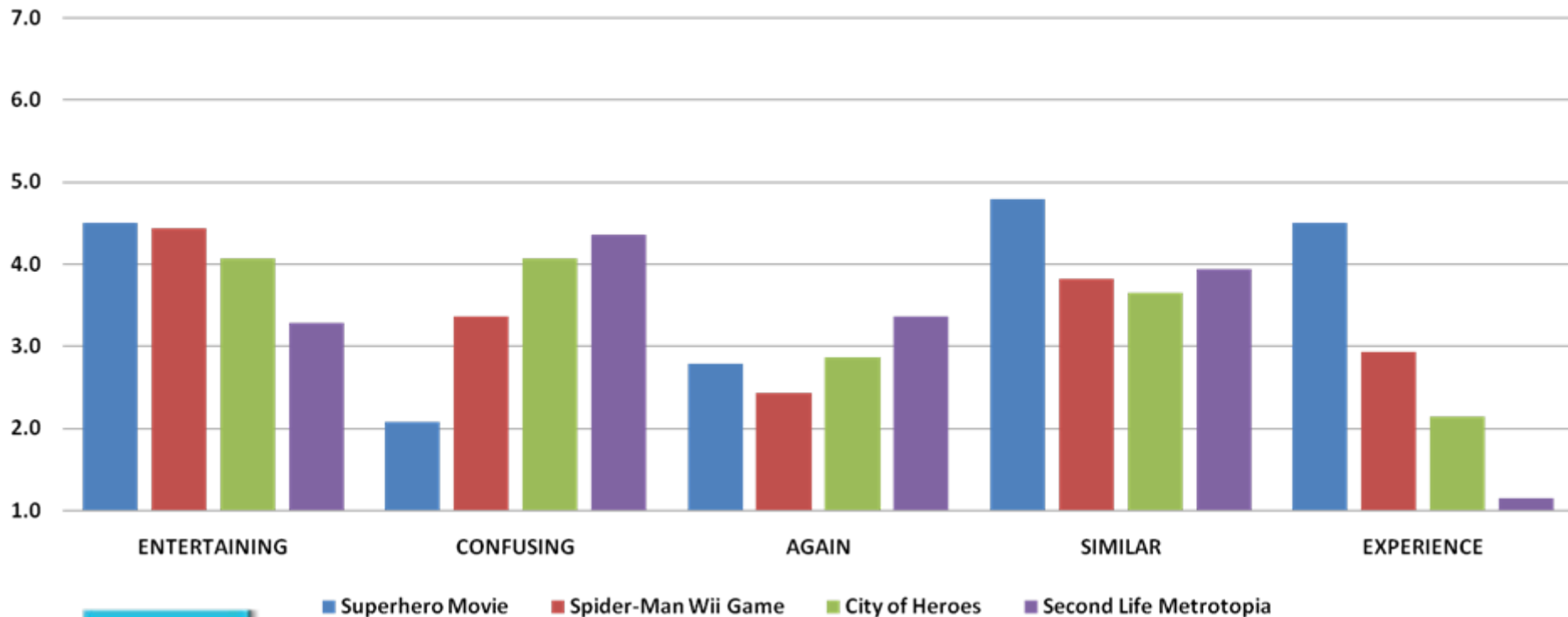
Reactions to Sessions, From "1 Not At All" to "7 Very Much So"



Comparing to Experience Level

Experience levels with each of type of media product
Pattern: as experience goes down, confusing goes up

Including Experience Levels of Sessions, from "1 Not At All" to "7 Very Much So"



Further analyses

- 1) **Entertainment in Virtual Worlds** – How, When & Why Compared to Movie, Video Game?
- 2) **Experience** – Type vs Amount – How Impact?
- 3) **Expectations** – How & Why Impact?
- 4) **Embodiment** – Learning the Physical Interaction Requirements
- 5) **Metaphorizing Virtual Worlds** – How Use Real Life to Make Sense of Virtual Life

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