

## Vil du spille med?

Do you want to play?

Reinhard, CarrieLynn D.

*Publication date:*  
2009

*Document Version*  
Publisher's PDF, also known as Version of record

*Citation for published version (APA):*  
Reinhard, C. D. (2009). *Vil du spille med? Do you want to play?*. Poster session presented at Forsknings- og Innovationsstyrelsen, Copenhagen, Denmark.

### General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain.
- You may freely distribute the URL identifying the publication in the public portal.

### Take down policy

If you believe that this document breaches copyright please contact [rucforsk@ruc.dk](mailto:rucforsk@ruc.dk) providing details, and we will remove access to the work immediately and investigate your claim.

# Vil du spille med? Do You Want To Play?



Forsknings- og  
Innovationsstyrelsen  
Ministeriet for Videnskab  
Teknologi og Udvikling

**CarrieLynn D. Reinhard, PhD.**

Virtual Worlds Research Group, Roskilde University, Roskilde

Blog: <http://worlds.ruc.dk>

Twitter: inWorld\_Nova

Facebook: inWorld Innovations

## How Do People Make Sense of Virtual Worlds as Entertainment?

Method: Dervin SMM Interviews within an Experimental Framework

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

- Movie: Film of Their Choice
- Video game: Nintendo Wii
- MMOG: Online role-playing game
- MUVE: Constructed Second Life island

Online RPG: City of Heroes

- Range time spent playing: 30-95 min
- Avg. time spent playing: 70 min

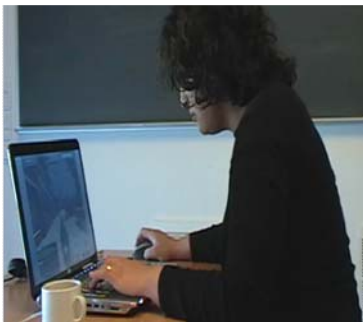
Second Life: Metrotopia island

- Range time spent playing: 30-100 min
- Avg. time spent playing: 59.5 min

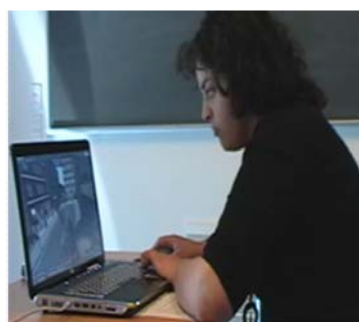
Below are examples of avatars from: *City of Heroes* sessions  
Could be hero or villain – even split in study.



*Metrotopia* in *Second Life* sessions



City of Heroes



Second Life

## Charting the averages of responses to Post-Session Questionnaires

Pattern: as sense of confusion goes up, sense of being entertained goes down;

Although Second Life session least entertaining, perhaps confusion driving desire to engage again and with similar, to answer unanswered questions.

