
Games and Entertainment

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**Abstract**

The community of games and entertainment includes researchers and practitioners focusing on player-centered development and evaluation of all forms of games and applications that focus on entertainment. Games and entertainment have been represented in all CHI venues including workshops, tutorials, papers, and notes; in fact this community at CHI is already present, but as yet only loosely connected and defined as such.

Keywords

Entertainment, game, play, serious games

ACM Classification Keywords

H5.m. Information interfaces and presentation (e.g., HCI): Miscellaneous.

General Terms

Entertainment, game, play, serious games

Introduction

The community of games and entertainment includes researchers and practitioners focusing on player-centered development and evaluation of games and entertainment applications. Games and entertainment have been represented at CHI during the past 20 years in almost all venues including workshops, tutorials, papers, notes and demonstrations. The community is already visible at CHI, but only loosely connected.

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CHI 2011, May 7–12, 2011, Vancouver, BC, Canada.

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The games and entertainment community are researchers and practitioners focusing on player-oriented games development including analysis, design, development, and evaluation of desktop games, mobile games, mixed reality games, table top games, serious and educational games, exertion games, affective games; avatars, non-player characters (NPCs) and embodied conversational agents (ECAs) for games and entertainment purposes; development of (interactive TV) formats, DVDs and related media; interactive applications for media consumption and usage on the web, in the car, and using mobile platforms; and other entertainment-focused applications.

Why is games and entertainment a special community? Interaction with entertainment-oriented software and applications is different from interaction with standard (productivity focused) information systems, in that players/users of these kinds of applications care most about the moment-to-moment experience, rather than task outcomes, and may be driven just as much by their emotions as by logic and reason. What is usable and satisfying may not always be the easiest or most straightforward interface. For example, failing sometimes and/or being inefficient is a fundamental aspect of an optimal game experience. Games and entertainment applications demand new kinds of design and evaluative techniques that give us a better handle on designing for satisfying and engaging moment-to-moment experiences of this kind.

Also, the games and entertainment community can become an important driver for the larger CHI community, in terms of evolving new interaction techniques and standards. Entertainment services today are developed for a wide range of platforms,

from mobile to web to interactive television in the home. These services quickly adopt new forms of interaction technology (such as multi-touch or accelerometer-based interaction), which may in turn become standard for applications in other fields. Frequently, practitioners and researchers in games and entertainment areas are leading the way in adopting and understanding these new modes of interaction.

Evidence and Estimated Size

There has been a steady stream of games and entertainment-related presentations in the various formats at CHI, over the last few years (see Figure 1). However, members of our community have informally reported frustration with the lack of consistent and coherent programming of games and entertainment papers, inconsistency in the seeming expertise of reviewers (as evidenced by reviews received), and a feeling that CHI is a deeply right place for this community to converge, but is somehow not serving its needs coherently and well. As one game usability professional put it to us: "I went to CHI this year and I was very disappointed. I hope that if I ever go back to CHI, I would find more game-related content."

A tremendous number of games and entertainment-related conferences have emerged in the last few years, as well as sub-communities in major ACM conferences (such as Siggraph), but no venue has emerged that takes Human Computer Interaction as its core concern. Both industry practitioners and researchers that we reached out to, indicated strong support for this proposal. We have included a list of those who responded to an initial informal request for endorsement of the proposal in the next section.

Year	Full/Short Paper	WIP	Workshop (WS) /SIG	Other
2006	22	9	2 WS/ 2 SIG	6 ALT
2007	6	8	1 WS/ 0 SIG	
2008	5	6	3 WS / 0 SIG	2 ALT 4 INT 1 CS
2009	15	7	0 WS / 0 SIG	5 VS
2010	12	8	1 WS / 0 SIG	1 ALT 3 MS

Figure 1: Contributions of the Games and Entertainment community from 2006 - 2010 (ALT=ALT CHI; INT=Interactive, CS=Case Studies; VS=Video Showcase; MS=Media Showcase).

Approach to Stimulate Content and Identify Volunteers

The primary channel we will use to stimulate content is mailing lists. Both authors are members of games and entertainment-related mailing lists (including professional associations), where we can circulate a games and entertainment-specific call for submissions to CHI. Isbister had great success in expanding the number and increasing the quality of papers using this method, for a Games SIG she helped to run at the International Communication Association. Many times the right researchers and practitioners simply are not receiving the call in the first place. Also, the CHI locations for 2011 and 2012, Vancouver, and Austin, are both major centers for game development, which may help to stimulate proposals and participation from local developers as well as researchers.

We would also work to inform course and workshop chairs, about the community, allowing balancing of the program. We would encourage the demo tracks to specifically mention and encourage submission of games and entertainment material, and work to develop some 'all entertainment' events/focal points for future conferences (e.g. by grouping demos, and/or take games as focus on a students competition track). We would also work to establish a formal Games & Entertainment SIG. We have an extensive network of both research and industry practitioners to tap for AC and reviewing work—the list below demonstrates the depth and range of people ready to participate.

List of supporters

Sune Alstrup Johanse, IT University of Copenhagen
 Jeffrey Bardzell, Indiana University
 Shaowen Bardzell, Indiana University
 Nadia Berthouze, University College London, UK
 Andrée-Anne Boisvert, Ubisoft
 Paul Cairns, University of York, UK
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 Heather Desurvire, Principal Behavioristics, USC Faculty
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 Michael Haller, Media Interaction Lab, Upper Austria
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 Kristina Höök, Mobile Life, Stockholm
 Wijnand IJsselsteijn, Eindhoven University of Technology
 Jofish Kaye, Nokia Research
 Michael Lankes, Digital Media/Digital Arts, Upper Austria
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 Amy Jo Kim, USC Film School, Interactive Media Division
 Philippe Lemay, Ludosys

Graham McAllister, University of Sussex and Vertical Slice
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 Byron Reeves, Stanford University
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 Janus Rau Sorensen, User Research manager, Crystal
 Dynamics/Jo Interactive, Redwood City, CA, US
 Karl Steiner, THQ Inc.
 David Tisserand, Sony Computer Entertainment Worldwide
 Studios Europe
 Annika Waern, Mobile Life, Stockholm University
 Charlotte Wiberg, Umea University, Sweden
 Hanna Wirman, University of the West of England
 Dennis Wixon, Microsoft, US
 Nick Yee, PARC

Needs of the Community

Put simply, this group needs a major conference at which to converge, present work, discuss challenges, network, and advance games and entertainment-oriented HCI. CHI's existing core focus and presentation formats can work for this group, but a coherent community framing is needed to help make both developers and researchers in this area feel the conference works for them. We are convinced that this will be a lively and active community that will help to continue the long-term vitality of the CHI conference.

Qualifications of the Proposal Authors

Regina Bernhaupt's main research focus is the development of methods that support design and development of entertainment applications [1, 2, 3].

She published a book on user experience evaluation methods for games and contributes to the broader field of entertainment, especially interactive TV and Internet Protocol Television (IPTV). She is currently an invited professor at IRIT, Toulouse. She has been an active member of the CHI community, serving as courses co-chair for 2010/2011 and she is member of the SIGCHI Conference Management Committee (CMC).

Katherine Isbister's primary research focus is games-related HCI. She has authored one book and edited another on games design and evaluation [4, 5]. She has presented 3 full papers at CHI and one Note, and served as an AC and a reviewer for many years. She is on the Editorial Board of the *International Journal of Human Computer Studies*, and a Senior Member of the ACM. She is a frequent presenter at the game industry's primary design conference (GDC).

Citations

- [1] Bernhaupt, R. User Experience Evaluation in Games: Concepts and methods. Springer, London, 2010.
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- [4] Isbister, K., 2006. Better Game Characters by Design: A Psychological Approach. Morgan Kaufmann.
- [5] Isbister, K. and Schaffer, N. 2008. Game Usability: Advice from the Experts. Morgan Kaufmann.

Description for website:

Games and Entertainment Community

Important Dates:

24 Sep 2010: Submissions are due for Papers and Notes

8 Oct 2010: Submissions are due for Workshop Organizers, Panels, Case Studies, Interactivity

14 Jan 2011: Submissions are due for SIG meetings, Works-In-Progress, alt.chi, Videos

Messages from the Games and Entertainment Community Co-Chairs

Games and Entertainment are part of our daily lives. Contrary to work-oriented information systems, games and entertainment applications are not necessarily task oriented, user experience in games might be more important than usability and player-centered development needs new and adapted methods to allow design and development of successful games and entertainment applications.

The games and entertainment community includes researchers and practitioners focusing on

- (1) Player-oriented game development, including analysis, development and evaluation of all forms of games including (but not limited to) desktop games, mobile games, mixed reality games, exertion games, affective games, and serious games.
- (2) All aspects of design, development, and deployment of game and entertainment-focused virtual characters including avatars, non-player characters (NPCs), and embodied conversational agents (ECAs).
- (3) Use of games as a research method.
- (4) Design, development and evaluation of entertainment applications including interactive TV, multi-media and interactive applications for media and entertainment use whenever, wherever, and on whatever device.

It is our goal as games and entertainment community co-chairs to increase the quality and quantity of submissions from games researchers and practitioners. There is a broad variety of submission possibilities allowing you to discuss with other experts from the field a certain topic (workshops), enabling you to discuss latest trends (panels), show your results from research (papers and notes), demonstrate your game or entertainment application (case studies, Interactivity, Videos) or show your alternative approach to games (alt.chi). Please see below the summary for all possibilities for submissions at CHI. We would be glad to getting to know you at the Special Interest Group (SIG) on Games and Entertainment that is scheduled at CHI 2011.

Regina Bernhaupt & Katherine Isbister; Contact us: [games@chi2011.org]

Types of Submissions

The following forums are available for submission of games and entertainment related contributions:

- * Paper & Notes

- * Workshops (At CHI, workshops are not courses, please see Course or Workshop for clarification)
- * Panels
- * Case Studies
- * Work-in-Progress
- * Special Interest Group meetings
- * Interactivity
- * Videos
- * alt.chi

(if applicable) We are looking for additional games and entertainment researchers and practitioners to review specific submissions. If you would like to make yourself available to review a few submissions, then please volunteer as a reviewer via the PCS reviewing system, using entertainment as keyword.

Preparing your submission

You must prepare your submission in the format that is required for each submission type. If you use the terms "entertainment" and "games and play" in the title, abstract or author's keywords, it will help us to assign appropriate reviewers. Please contact games@chi2011.org if you have questions about your games and entertainment submissions.