just 1 m0re level...

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18 March 2008
Happy U Year!

< 14
Countdowns
Shout-outs
Music videos

Vegas

Samantha, 10, Las
FusionFall

Ages 8-14 (6-11)

Game
Drawn To Life

7+
Godmode
Tools

(**SpongeBob SquarePants Drawn To Life)
Playground <playing>

-Creativity
-Information quality
(-Copyright)

Interviews>podcast/vodcast/clips/contest
Playground <participation ‘gap’>

-“I don’t have anything great to write…”
-“It takes sooo much time…”
-“I don’t know how to do it…”
-“I only have access in school and it’s blocked there”
Playground <player>

Firms invite users to co-design suggests need for an investigation into the ways trajectories of participation, collectivism, and creativity are implemented and emergent in commercial firm-hosted online platforms; suggests a delicate balance between control and user-involvement
Playground <playlist>

- How are relations and practices between different groups of contributors organized and maintained?
- How are the ideas of peripherality and centrality experienced and constructed?
- How does learning structure access and participation?
- What impact does commercialization have on development and community dynamics and how are the resulting tensions accommodated within a community’s structure and processes?
Playground <playlist>

First Person Shooters
World of Warcraft
Second Life
Web 3.0?
‘Cabals’

- Knowledge as a key source of competitive advantage
- Informal exchange of ideas and information (‘creative knowledge resource’)
- Defined as a cross-discipline group that comes together to solve some design problems or some specific problems surrounding a specific game
“They have the power to design and eventually to execute on it. People outside the cabal can have input into that process by providing feedback, however the cabal is expected to give others insight into the various stages throughout the project so that others can give feedback, which has to get listened to, but ultimately the cabal gets to make the call as the cabal has to do the work.” (RW)
“Once you get into the state of each play test it prioritizes your next week of work, so you’re not trying to work towards, you know, building something for 6 months.”
“We are also part of the larger game community. You have to create it in cooperation with the audiences. A game engine is not just the platform for the game itself, but a platform for all the MODs that come along to extend the life and enjoyment of the experience.” (GN)

(Semi-)externalization of the labor process
Examples of mod tools

- Valve’s Source SDK
- Epic’s UnrealEd 3.0
- Linden Lab’s Second Life
Examples of mods
Hypotheses
- Dynamic firm boundaries
- Opening up platforms yet a very closed meaning
- Understanding of networks of practice that simultaneously constitute collaborative and egalitarian user creativity & centralized and dispersed, corporate and subversive
- Mod development is not open, commerce is
- What are firm’s expectations of us?
when I don’t play games…