

# designing for mod development

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# imperative of production

- user participation on the firm-hosted platform
- mod development
- complex learning

just 1 m0re level

VALVE

 Linden Lab

NINTENDO  DS™

**THQ**

**FusionFall**  
CARTOON NETWORK UNIVERSE™

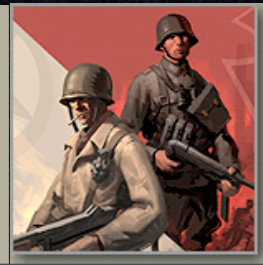
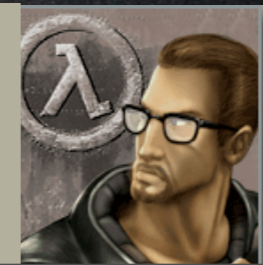
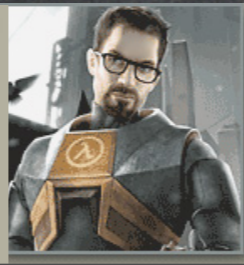
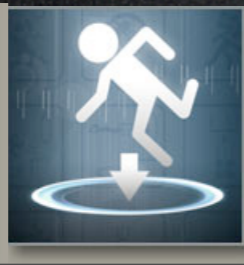
valve

half life in 60 sec

homer in css

portal goes css

portal



linden lab

griefzilla

patriotic nigras

first look



# playground dynamics

- design capabilities
  - formation. membership. extent of innovation.
- design space
  - functionalities. role of toolkit. firm perception. transferability.
- learning by design
  - communicative action. relational dynamics. agenda setting.

# mod culture

Appeal of playing Valve games

Why do you play Valve games? <sup>a</sup>	Mean (N=136)
Exploring different worlds	2.12
Social interactions	2.55
For mod activities	2.69
Reduce stress	1.96
Themes and plots	1.75
Weapons	2.34
Great graphics	1.80
Pretend to be someone else	3.15
Help others to mod	3.05
Communication with developers	2.82
Practice skills	3.43
Reputation building	2.96
Innovative	2.01
Valve's SDK	2.74

<sup>a</sup> Values range from 1-5 (Statements, 1=strongly agree; 5=strongly disagree).

play mods 55%. make mods 23%. tcm 50%. maps 22%. minor changes 19%. misc 9%. curiosity 21%. boredom 6% new xp 34%. readiness to \$ for mods 42%. (n=136).

mod devs

functionalist 15%

newbie 26%

pro 17%

power rezzer 9%

facilitator 11%

experience broker 22%

Appeal of Second Life	
Why does Second Life appeal to you? <sup>a</sup>	Mean (N=434) <sup>b</sup>
I can enjoy social interactions with others	1.55
It is innovative	1.58
I like to build, script, and/or texture	1.74
I like that we can retain intellectual property rights	2.06
I can build a reputation	2.27
I can help others with building, scripting, and texturing	2.35
I can pretend to be someone else	2.95
I can modify Second Life Open Source	3.07

<sup>a</sup> See appendix for statistics.  
<sup>b</sup> Values range from 1-5 (Statements, 1=strongly agree; 5=strongly disagree).

Appeal of Second Life: Rank	
Rank in order of <u>importance</u> <sup>a</sup>	Mean (N=420) <sup>b</sup>
<u>Socializing</u> with other members	2.40
Creating things	2.55
Visual appearance of avatar/home	3.81
Attending in-world events	3.97
Making money	3.99
Buying items for avatar/land	4.27

<sup>a</sup> See appendix for statistics.  
<sup>b</sup> Values range from 1-6 (Statements, 1=highest; 6=lowest).

# design space

- building 52%
- texturing 27%
- scripting 18%
- OS viewer 2%
- OS 1%

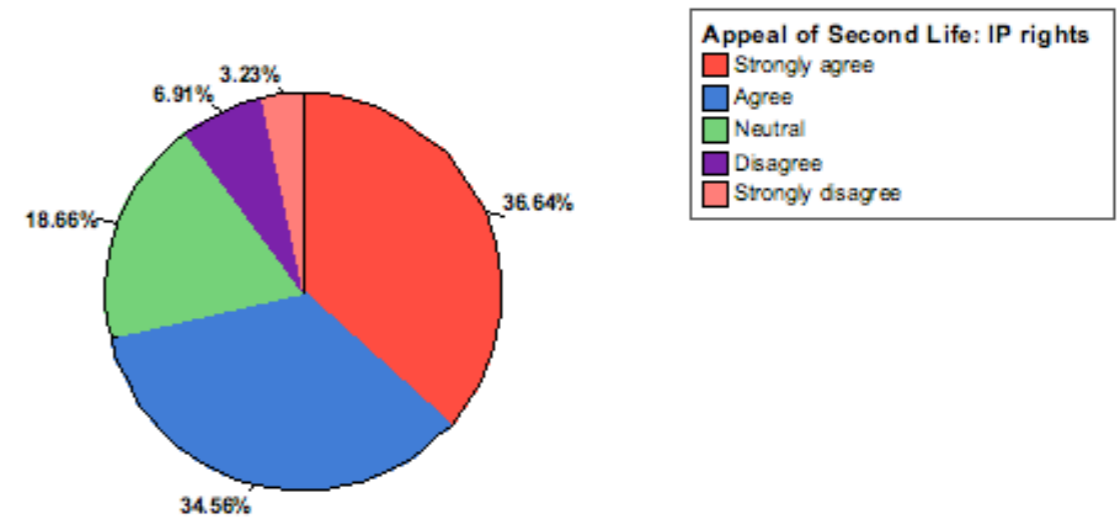


Figure 6-9: Distribution of Second Life respondents according to their interest to retain IP rights

Source: Second Life survey, N=434

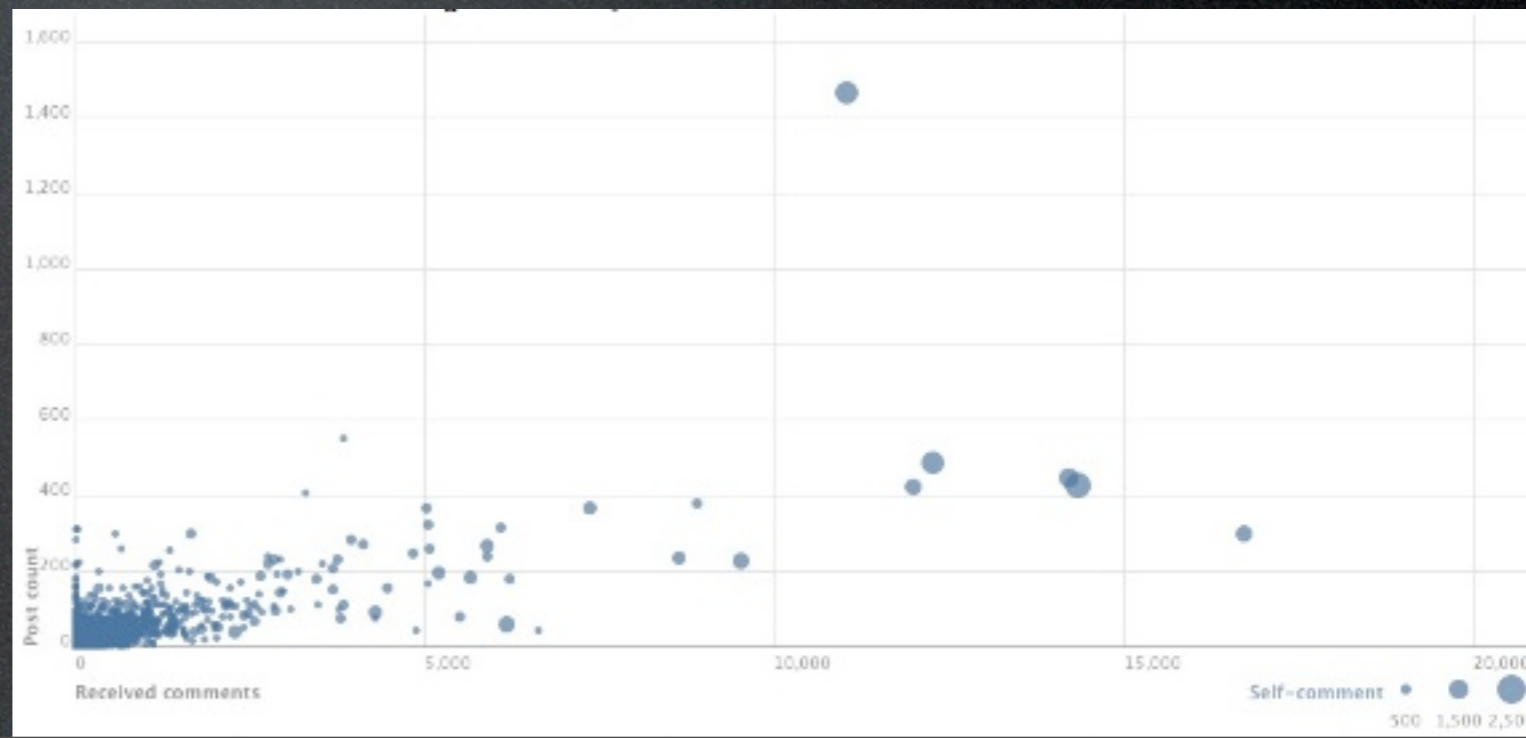
- tos. gplv2 w floss.

# mastery. leadership.

- participation
- innovation
- learning

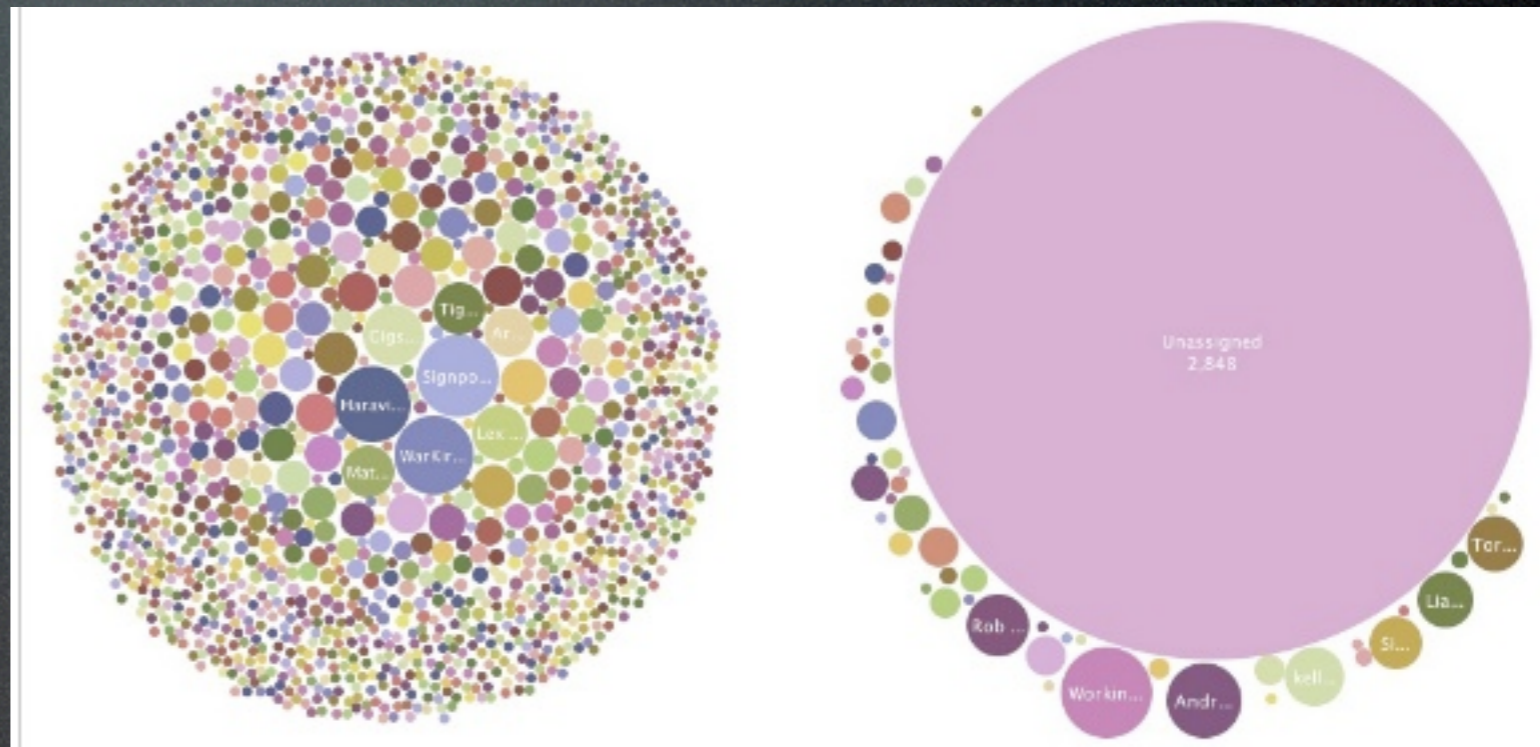
Overview factors, explained variance, and reliability (N= 421)

Factor	% of Variance	<u>Cronbach's <math>\alpha</math></u>
Meta	17.41	.880
Scripting	8.98	.901
In-world orientation	6.82	.895
Building & texturing	4.77	.850
Organizational character	3.54	.835
Features (& tools)	3.39	.843
<u>Other-directedness</u>	3.19	.858
Perceived innovative character	2.58	.849



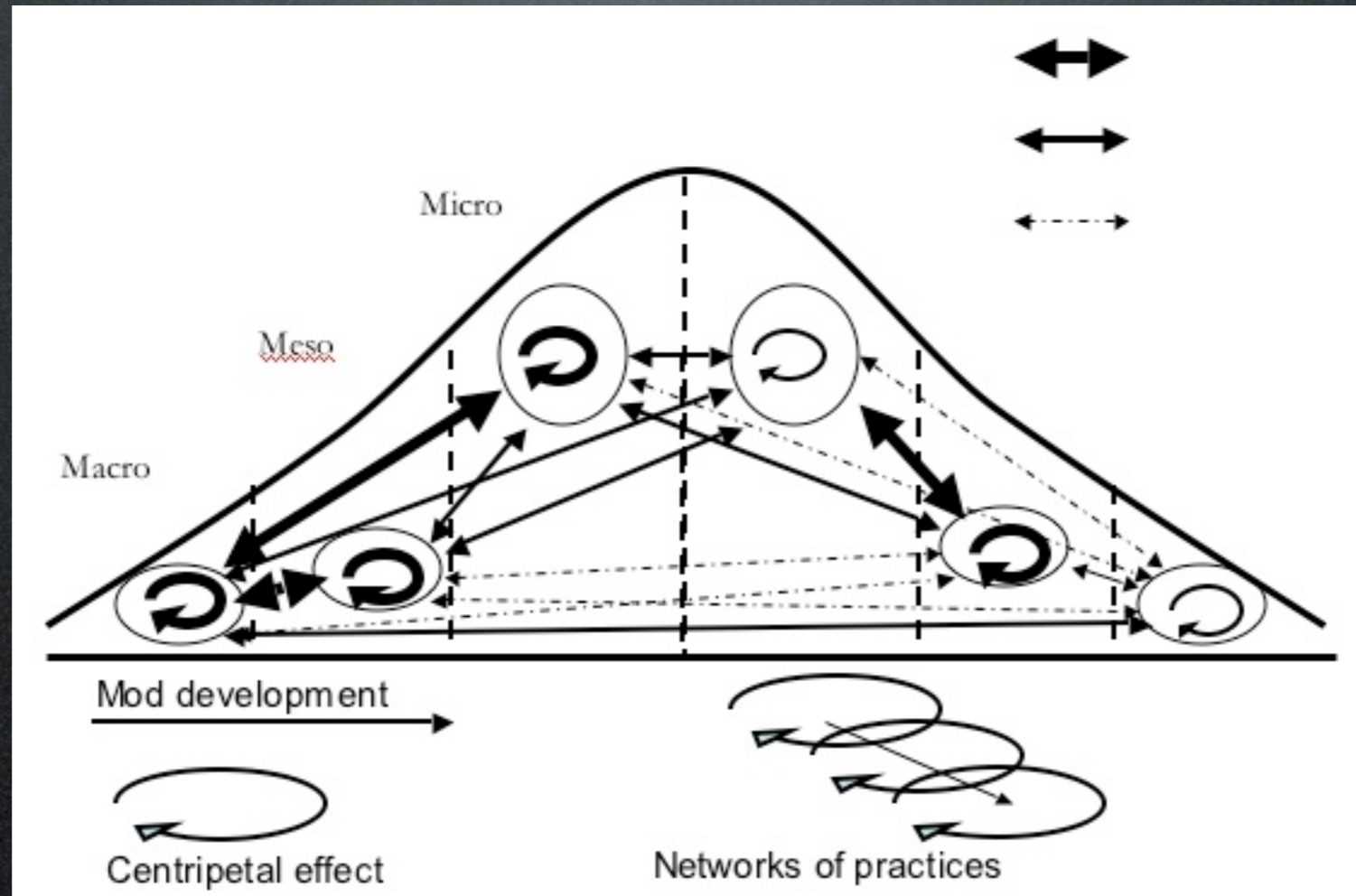
# (serial) dig entrepreneurship

- dol. outsourcing 2.0. competition
- the developer firm as employer



- the developer community as employer

# mod development on the firm-hosted platform



# playlist

- mod dev is not unimodal
- derivative knowledge (& code...)
- community validation
- inverted-u shape (professionalization)  
mod dev.
  - reverse participation
  - trade off biz models & firm learning