

Design:

Designing for Social Expansion

Mobile and Ubiquitous Games

ICS 163

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Content adapted from:

Pervasive Games: Theory and Design

Experiences on the Boundary between Life and Play



Designing for Social Expansion

- Social Expansion
 - Can be intentional or derived
 - “How is my game going to affect outsiders?”
 - “How are outsiders going to affect my game?”



Designing for Social Expansion

- Temporal Expansion
 - Blurs the line between **playing** and **not playing**
- Spatial Expansion
 - Blurs the line between **inbounds** and **out of bounds**
- Social Expansion
 - Blurs the line between **player** and **non-player**
 - Introduces the idea of a **participant**



Designing for Social Expansion

- Social Expansion
 - Requires temporal and spatial expansion
- Non-players can be
 - obstacles
 - witnesses
 - an audience
 - tokens (to be collected)
 - converted to players



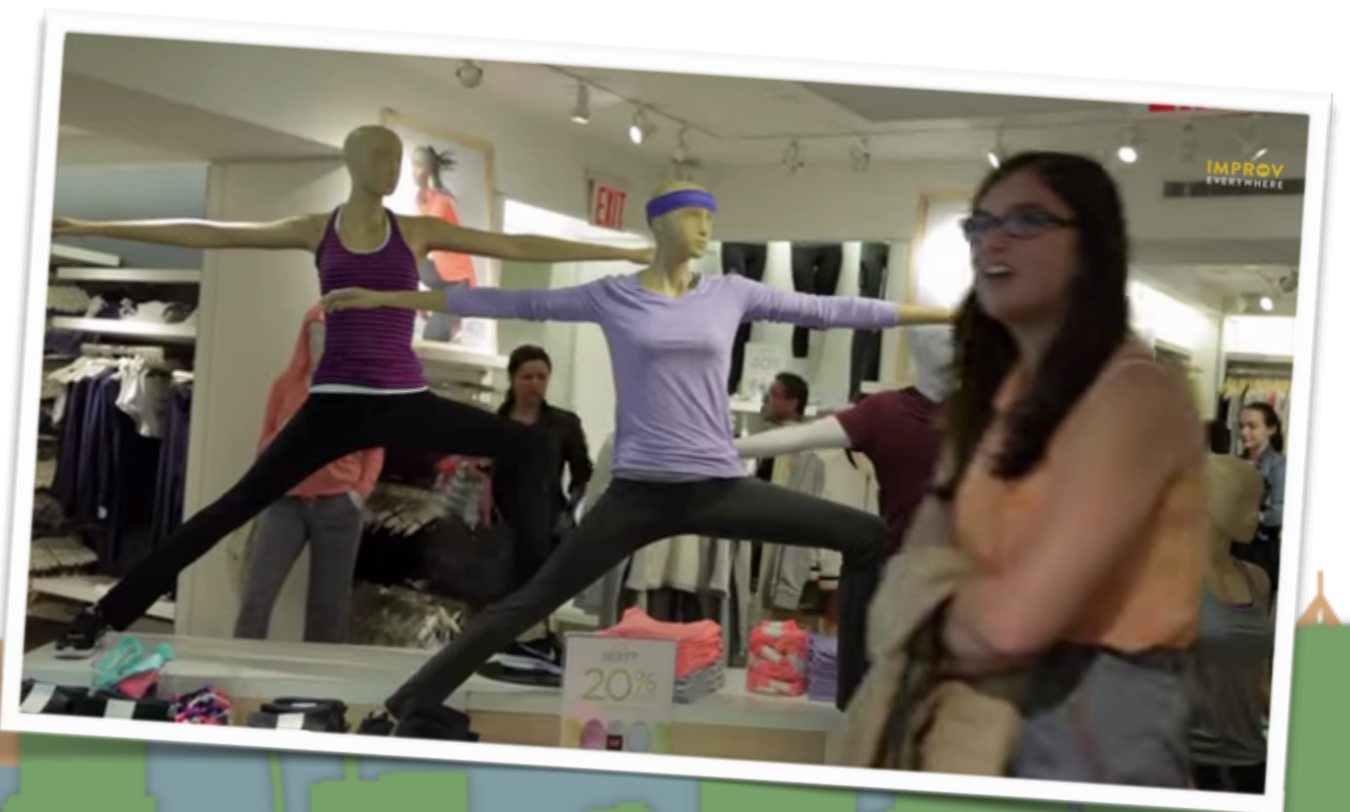
Designing for Social Expansion: Game Awareness

- Being **aware** of the game changes the participant's response
- Participants can be
 - unaware
 - ambiguous
 - aware
- This can shift and is seen in flash mobs



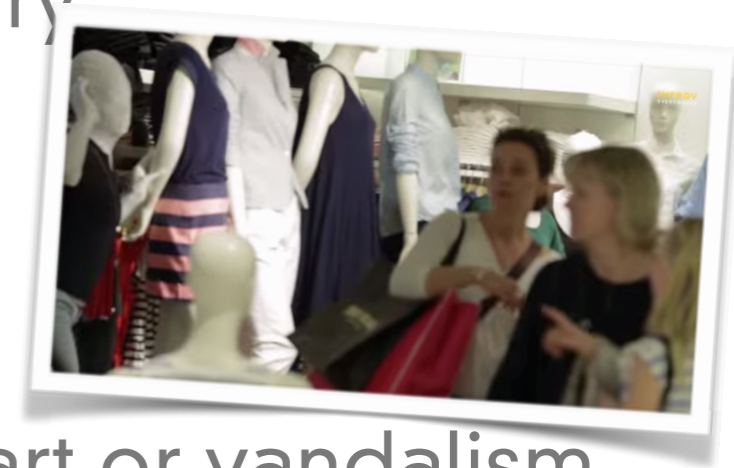
Designing for Social Expansion: Game Awareness

- Unaware
 - Everything is ordinary and real
 - Game experiences can be scary
 - No protection from knowledge of game
 - Don't know the full range of options
 - Still **participants**



Designing for Social Expansion: Game Awareness

- Ambiguous
 - Recognize something is out of the ordinary
 - Watching details
 - Searching for explanations
 - Can treat the event as a performance or art or vandalism
 - May confront the players
 - May call the police if things remain unexplained
 - Behavior is difficult to predict
 - Designing for this kind of experience is ethically dangerous



Designing for Social Expansion: Game Awareness

- Aware participants
 - Know the game is going on
 - Understand the special social rules
 - Can bring unaware participants into the game
 - May still not have a holistic view of the game
 - Explain strange events against knowledge of game



Designing for Social Expansion: Game Awareness



Designing for Social Expansion: Game Awareness: Game Invitations

- Changes in awareness occur through **invitations**
- Invitations can be
 - **explicit**
 - conversation with a player
 - rabbit hole
 - **implicit**
 - intervening in a public portion of the game



Designing for Social Expansion: Game Awareness: Game Invitations

- Invitations should be **refusable**
- Trivial for aware participants
 - Refusing to participate with someone dressed up like a zombie
- Difficult for unaware participants
 - e.g, if a game involves an elevator breakdown and a bystander is in the elevator, then...



Designing for Social Expansion: Game Awareness: Game Invitations

- Playing with unaware participants can be fun for aware players
- Especially if the players are not known
- Actions must be simultaneously appropriate in both the game world and the real world



Designing for Social Expansion: Game Awareness: Game Invitations

- What do you think are the ethical boundaries around creating fun experiences for unaware participants?



NOT OKAY

- FAKE SUPERNATURAL
 - FORCED PARTICIPATIONS
- DISRUPTION TO ROUTINE
- DOING FOR SHOCK VALUE
- NO TOUCHING

OKAY

- IMPROV DANCE
 - WITNESS OR WALK AWAY
- WORST POSSIBLE REACTION IS INDIFFERENCE
- DOESN'T EXPOSE PRIVATE INFO
- DOESN'T FORCE PARTICIPATION
- DOESN'T LOOK DANGEROUS TO UNAWARE PEOPLE

CULTURAL NORMS

Designing for Social Expansion: Game Awareness: Modes

- Some games support multiple modes of participation
 - watching a recap/documentary of the game
 - watching the game live or in person
 - playing sub-games, possibly technologically mediated
 - playing regional sub-games
 - commentary in forums



Designing for Social Expansion: Game Awareness: Modes

- An onion or ring model
 - Invitations bring you into more participation
 - Each level should be refusable
 - Moving into more participation could be part of the game itself



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You earn reputation when people vote on your posts

Your reputation score goes up when others **vote up** your questions, answers and edits.

 John Doe
United States
245 ● 3 ● 22 ● 74

+5	+10	+15	+2
<i>question voted up</i>	<i>answer voted up</i>	<i>answer is accepted</i>	<i>edit approved</i>

As you earn reputation, you'll **unlock new privileges** like the ability to vote, comment, and even edit other people's posts.

Reputation	Privilege
15	Vote up
50	Leave comments
125	Vote down (costs 1 rep on answers)

At the highest levels, you'll have access to special **moderation tools**. You'll be able to work alongside our **community moderators** to keep the site focused and helpful.

2000	Edit other people's posts
3000	Vote to close, reopen, or migrate questions
10000	Access to moderation tools

[see all privileges](#)

Designing for Social Expansion: Playing with Outsiders

- For social expansion
 - players need to gain benefit from interacting with others
 - missions can require interaction
 - photographs
 - inducing behavior
 - gaining knowledge
 - collectable tokens
 - e.g., Cruel 2 B Kind
 - informed outsiders or outer ring players



Designing for Social Expansion: Playing with Outsiders: Pronoia

- Positive Paranoia -> “Pronoia”
 - The idea that people are conspiring to help you
 - game organizers
 - outer ring participants
 - informed outsiders
- Read the case study excerpt



Designing for Social Expansion: Playing with Outsiders: Pronoia

- Positive Paranoia -> “Pronoia”
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- Read the case study excerpt (p 122)



Designing for Social Expansion: Playing with Outsiders: Emergent Interaction

- Positive Paranoia -> “**Pronoia**”
- Creates **Emergent Interaction**
- “When players are provided with specific instructions that require them to take an adventurous attitude toward public places, this allows them to surprise themselves with their own daring and ingenuity.” McGonigal
- **Apophenia**: the belief that unrelated elements in a game are related
- It’s nearly impossible to design these are requirements



Designing for Social Expansion: Playing with Outsiders

- “Brink games”
 - games that empower players to break social conventions
 - e.g., Twister
 - allow actions that wouldn't be okay outside of a game context
- “Secret Lives”
 - Works well in pervasive games
 - creates togetherness and privilege in being part of a secret



Designing for Social Expansion: Social Play

- Pervasive games don't have to be mysterious
- Outsiders can know it's a game right away
 - and be invited to join in
- **Performative play**
 - For the benefit of the non-players
 - e.g., flash mobs can be this
 - “performing” can be easier than “doing”
 - visible indicators can alleviate embarrassment



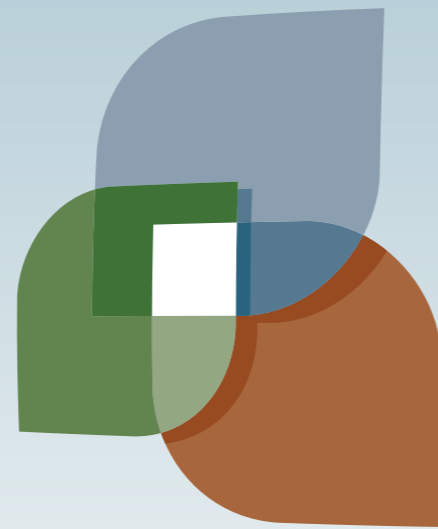
Designing for Social Expansion: Social Play

- “Collective Play”
 - Many people must act together to accomplish a goal



Prosopopeia Bardo 2 "Momentum"





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