

Conference program

WEDNESDAY, AUGUST 13

Informal Get together 19:00–open end
‘PINKUS’ BREWERY – BEER GARDEN

THURSDAY, AUGUST 14

Registration 8:45–9:30
REGISTRATION DESK, FOYER

Opening 9:30–9:45 **THORSTEN QUANDT** *University of Münster, Germany*
AULA

Morning Keynote 9:45–10:30 **FRANS MÄYRÄ** *University of Tampere, Finland*
AULA
Mixed Pleasures: Interdisciplinary Perspectives into ‘Social Games’

Coffee Break 10:30–11:00

Parallel Session I
SENATSSAAL | S8

**P 1.1 SOCIAL FORMS OF
DIGITAL GAMING**

Chair: **JOHANNES BREUER** SENATSSAAL

**P 2.1 INVOLVEMENT AND FUN:
SEEKING THE SWEET SPOT OF
PLAYFULNESS**

Chair: **FRANS MÄYRÄ** S8

11:00–11:30

**JASMIEN VERVAEKE, FREDERIK DE GROVE,
JAN VAN LOOY** *Ghent University, Belgium*

Envisioning the other: A grounded exploration of
social roles in digital game play

TORILL ELVIRA MORTENSEN *IT University of
Copenhagen, Denmark*

Rules beyond the game arena

11:30–12:00

JOCERAN BORDERIE, NICOLAS MICHINOV
Rennes 2 University, France

Identifying social forms of flow in multi-user
videogames (Top Student Paper)

FALTIN KARLSEN *The Norwegian School of
Information Technology, Norway*

How social are they? The ephemeral nature of
game involvement: a critical cross-disciplinary
approach to quests

12.00–12.30

**RACHEL KOWERT, EMESE DOMAHIDI,
RUTH FESTL & THORSTEN QUANDT** *University
of Münster, Germany*

Socially displacing or augmenting? The impact of
social video game play on adolescent players

KRISTINE JØRGENSEN *University of Bergen,
Norway*

Seriously playful

Lunch Break 12:30–13:45
FOYER

Afternoon Keynote 13:45–14:30
AULA

JOHN L. SHERRY *Michigan State University, USA*

We Have Met the Brave New World and It Is Us: MMOGs as the
Ultimate Dynamic Communication Lab and Incubator

Break 14:30–14:45
SCHLOSS

Parallel Session II
SENATSSAAL | S8

P 1.2 MMOS

Chair: **FREDERIK DE GROVE** SENATSSAAL

P 2.2 INDUSTRY & DESIGN

Chair: **RACHEL KOWERT** S8

14:45–15:15

DANIEL PARGMAN & PER NYGREN *KTH Royal
Institute of Technology, Stockholm, Sweden*

Cheating and creative play in EVE Online

JEDRZEJ P. CZARNOTA *Manchester Business
School, UK*

Designing player-studio interactions for co-
creation: Reviewing academic theory with
industrial practice (Top Student Paper)

15:15–15:45

SELEN TURKAY *Harvard University, USA*

Customization, perceived choice and motivation
in an extended study with MMO players

ANDRÉ MARCHAND *University of Münster, Germany*

Do multiplayer features influence the short- and
long-term success of video games?

Coffee Break 15:45–16:00

Business Meeting 16:00–17:00
SCHLOSS

ECREA Temporary Working Group Digital Games Research, business meeting

Dinner/Cocktail Reception 18:30–open end
RESTAURANT KLEMENS IM STADTHAUS

FRIDAY, AUGUST 15

Morning Keynote AULA	09:45–10:30	CHRISTOPHER J. FERGUSON <i>Stetson University, USA</i> Competing, cooperating and communicating among video game scholars: The time has come to study media effects researchers themselves
Coffee Break	10:30–11:00	
Parallel Session III SENATSSAAL S8		<p>P 1.3 MMORPGS Chair: JOHN L. SHERRY SENATSSAAL</p> <p>11:00–11:30 WEIMIN TOH <i>National University of Singapore, Singapore</i> An analysis of open world PvP in LOTRO's PvMP as a case study for PvP games</p> <p>11:30–12:00 GEORG VALTIN, BENNY LIEBOLD & DANIEL PIETSCHMANN <i>Chemnitz University of Technology, Germany</i> 'What is still social about MMORPGS? The issue of casualization and its consequences for social interactions</p>
		<p>P 2.3 GENDER ISSUES Chair: JAN VAN LOOY S8</p> <p>RACHEL KOWERT, JOHANNES BREUER, RUTH FESTL & THORSTEN QUANDT <i>University of Münster, Germany</i> Sexism and the gender divide within the video game playing community.</p> <p>GABRIELA T. RICHARD <i>University of Pennsylvania, USA</i> Play like a girl: Female gaming communities and their role in reshaping play, across gender</p>
Lunch FOYER	12:00–13:30	
Parallel Session IV SENATSSAAL S8		<p>P 1.4 COOPERATION AND COMPETITION Chair: THORSTEN QUANDT SENATSSAAL</p> <p>13:30–14:00 IMRAN BEG & JAN VAN LOOY <i>Ghent University, Belgium</i> Me, us and them: Evaluation of cooperation and competition in a location-based serious game</p> <p>14:00–14:30 JUDITH ACKERMANN <i>University of Siegen, Germany</i> Digital gaming as group performance – Theatrical aspects of single- and multiplayer-games</p> <p>14:30–15:00 HERYLANN EDWARDS <i>Griffith University, Australia</i> It's just a game: An exploration of conflict in temporary groups in a virtual community</p>
		<p>P 2.4 IDENTIFICATION AND PERCEPTION Chair: RACHEL KOWERT S8</p> <p>GEORG VALTIN, SARAH WEIMEISTER & BENNY LIEBOLD <i>Chemnitz University of Technology, Germany</i> Beautiful is good: Evidence of the halo effect in attractiveness evaluations of avatars</p> <p>ANDREW K. PRZYBYLSKI <i>University of Oxford, UK</i> Prosocial and antisocial behavior in electronic games: Examining the roles and effects of game affordances, player values, and character identification</p> <p>FREDERIK DE GROVE <i>Ghent University, Belgium</i> The friends we play with. An exploration of the friendship networks of video game players</p>
Coffee Break SCHLOSS	15:00–15:30	
Session V AULA		<p>P 1.5 (UN)CONTROLLED USE Chair: CHRISTOPHER J. FERGUSON AULA</p> <p>15:30–16:00 EVELIEN DE FERRERRE, STIJN VAN PETEGEM & JAN VAN LOOY <i>Ghent University, Belgium</i> Parents and their child, a co-op game or not: Outcomes of (in)appropriate parental mediation</p> <p>16:00–16:30 HALLEY M. PONTES, ORSOLYA KIRÁLY, ZSOLT DEMETROVICS & MARK D. GRIFFITHS <i>Nottingham Trent University, UK</i> The DSM-5 and Internet Gaming Disorder: A new psychometric approach</p>
Short Break	16:30–16:45	
Closing Comments AULA	16:45–17:30	<p>RICHARD BARTLE <i>University of Essex, UK</i> Closing Comments</p> <p>THORSTEN QUANDT <i>University of Münster, Germany</i> Farewell</p>
Barbecue/Dancing/ Farewell Party SCHLOSSGARTEN	18:00–open end	BAND: D'ARTAGNAN JAZZ TRIO (playing your favorite video games tunes)