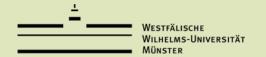
# MULTI.PLAYER 2



COMPETE - COOPERATE - COMMUNICATE

#### **Conference program**

### WEDNESDAY, AUGUST 13

Informal Get together 19:00-open end 'PINKUS' BREWERY - BEER GARDEN

# THURSDAY, AUGUST 14

Registration REGISTRATION DESK, FOYER	8:45-9:30			
Opening AULA	9:30-9:45	THORSTEN QUANDT University of Münster, Germany		
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   S 8		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	TORILL ELVIRA MORTENSEN IT University of Copenhagen, Denmark	
		Envisioning the other: A grounded exploration of social roles in digital game play	Rules beyond the game arena	
	11:30-12:00	JOCERAN BORDERIE, NICOLAS MICHINOV Rennes 2 University, France	FALTIN KARLSEN The Norwegian School of Information Technology, Norway	
		Identifying social forms of flow in multi-user videogames (Top Student Paper)	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	KRISTINE JØRGENSEN University of Bergen, Norway Seriously playful	
		Socially displacing or augmenting? The impact of social video game play on adolescent players	sensus, playid	
Lunch Break	12:30-13:45			
Afternoon Keynote	13:45-14:30	JOHN L. SHERRY Michigan State University, USA		
AULA		We Have Met the Brave New World and It Is Us: MN Ultimate Dynamic Communication Lab and Incubato		
Break schloss	14:30-14:45			
Parallel Session II SENATSSAAL   S 8		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	JEDRZEJ P. CZARNOTA Manchester Business School, υκ	
		Cheating and creative play in EVE Online	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	ANDRÉ MARCHAND University of Münster, German	
		Customization, perceived choice and motivation in an extended study with ммо players	Do multiplayer features influence the short- and long-term success of video games?	
Coffee Break	15:45-16:00			
Business Meeting schloss	16:00-17:00	ECREA Temporary Working Group Digital Games Research, business meeting		
	18:30-open end	ECREA Temporary Working Group Digital Games Res	earch, business meeting	

# FRIDAY, AUGUST 15

Morning Keynote	09:45-10:30	CHRISTOPHER J. FERGUSON Stetson University,	USA	
AULA	-9.19	Competing, cooperating and communicating among		
		The time has come to study media effects researchers themselves		
Coffee Break	10:30-11:00			
Parallel Session III		P 1.3 MMORPGS	P 2.3 GENDER ISSUES	
SENATSSAAL   S8		Chair: JOHN L. SHERRY SENATSSAAL	Chair: JAN VAN LOOY S8	
	11:00-11:30	WEIMIN TOH National University of Singapore, Singapore	RACHEL KOWERT, JOHANNES BREUER, RUTH FESTL & THORSTEN QUANDT University of Münster, Germany	
		An analysis of open world PvP in LOTRO'S PvMP as a case study for PvP games	Sexism and the gender divide within the video game playing community.	
	11:30-12:00	GEORG VALTIN, BENNY LIEBOLD &  DANIEL PIETSCHMANN Chemnitz University of Technology, Germany	GABRIELA T. RICHARD University of Pennsylvania, USA	
		'What is still social about mmorpes? The issue of casualization and its consequences for social interactions	Play like a girl: Female gaming communities and their role in reshaping play, across gender	
Lunch FOYER	12:00-13:30			
Parallel Session IV SENATSSAAL   S8		P 1.4 COOPERATION AND COMPETITION Chair: THORSTEN QUANDT SENATSSAAL	P 2.4 IDENTIFICATION AND PERCEPTION Chair: RACHEL KOWERT \$8	
	13:30-14:00	IMRAN BEG & JAN VAN LOOY Ghent University, Belgium	GEORG VALTIN, SARAH WEIMEISTER & BENNY LIEBOLD Chemnitz University of	
		Me, us and them: Evaluation of cooperation and competition in a location-based serious game	Technology, Germany  Beautiful is good: Evidence of the halo effect in attractiveness evaluations of avatars	
	14:00-14:30	JUDITH ACKERMANN University of Siegen,	ANDREW K. PRZYBYLSKI University of Oxford, U	
		Germany  Digital gaming as group performance – Theatrical aspects of single- and multiplayer-games	Prosocial and antisocial behavior in electronic games: Examining the roles and effects of game affordances, player values, and character identification	
	14:30-15:00	HERYLANN EDWARDS Griffith University,	FREDERIK DE GROVE Ghent University, Belgium	
		Australia  It's just a game: An exploration of conflict in temporary groups in a virtual community	The friends we play with. An exploration of the friendship networks of video game players	
Coffee Break SCHLOSS	15:00-15:30	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
Session V AULA		P 1.5 (UN)CONTROLLED USE  Chair: CHRISTOPHER J. FERGUSON AULA		
	15:30-16:00	EVELIEN DE FERRERRE, STIJN VAN PETEGEM	& JAN VAN LOOY Ghent University, Belgium	
		Parents and their child, a co-op game or not: Outco	omes of (in)appropriate parental mediation	
	16:00-16:30	HALLEY M. PONTES, ORSOLYA KIRÁLY, ZSOLT DEMETROVICS & MARK D. GRIFFITHS Nottingham Trent University, υκ		
		The DSM-5 and Internet Gaming Disorder: A new psychometric approach		
Short Break	16:30-16:45			
Closing Comments	16:45-17:30	RICHARD BARTLE University of Essex, UK Closing Comments		
		THORSTEN QUANDT University of Münster, Germany		
		Farewell		
Barbecue/Dancing/ Farewell Party SCHLOSSGARTEN	18:00-open end	BAND: D'ARTAGNAN JAZZ TRIO (playing your favorite video games tunes)		