Participate: Games, Missions and Participation

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“A pervasive game is a game that has one or more salient features that expand the contractual magic circle of play socially, spatially or temporally”

[IPerG project]
Design issue: Seams

“Can You See Me Now?”, ACM Transactions on CHI, 2006
Design issue: Framing

Design issue: Episodic Play

“Temporal Trajectories in Shared Interactive Narratives”, CHI 2008
Design issue: Mode of Travel
Today’s design issue: Participation and “UGC”

- Mobile phones offer a powerful platform for user generated content
  - Uploading and sharing images, sounds, videos and annotations
  - Associating these with contextual data - location, time
  - Potentially communicating with sensors (in the environment and on the body)
- We have evolved the approach of “missions”
Hitchers

• A location-based game based on the metaphor of digital hitch-hiking

• Players create Hitchers …

Choose a name … destination … and question
• Other players search for Hitchers, pick them up, carry them off and answer their questions

Search … pick up … … answer

• They drop them at a location, answering “Where are we now?”
“Hitchers” in Ubicomp 2006
Mobimissions:
Setting and completing missions
Reviewing and rating missions

“Mobimissions” in PerGames 2007
Participate

• Explores how convergence in pervasive, online and broadcast media can support mass-participatory campaigns
• Produce demonstrators, design knowledge and a platform
• Initial trials: community, schools and games
• Final trial: “Bicker Manor” further extends the approach of missions
Prof Tanda’s Guess-a-Where
Engaging people in eco-missions
Bicker Manor

- Integrating narrative of the Bicker family
- Missions
  - Three types with scheduling
    - Daily
    - Weekly
    - Pool
  - Six formats:
    - Multiple choice
    - View and rate
    - Measure and count
    - Capture and comment
    - Answer and explain
    - Learn and test
  - Threaded missions take you up the participation chain
• Multiplatform
  – Web
  – Mobile
  – IPTV
• Social networking
  – Friends list
    • Compare against friends
    • Mission challenges to friends
  – Campaign invitations
  – Highlighting top rated missions
Eve's Cardboard Henge Mega Mission

Get creative with your rubbish and make an eco sculpture for my green gallery. Will you make a mini Stonehenge made from cereal packets or perhaps a cat food can kittern submarine?

The Challenge

I want you to collect all the recyclable rubbish you generate over the next two days and then create a green sculpture from it. Once you’ve created you eco masterpiece take a photo or video and send it to me. I can’t wait to see what you’re gonna make!

Your answer

You can respond to this mission with media you’ve uploaded into ‘Your Media’.

To upload videos and photos to ‘Your Media’ go to ‘Your Media - Media Uploader’. Did you know that you can also upload videos and photos directly into ‘Your Media’ using MMS from your mobile phone? To do this, first register your phone by entering your phone number into ‘Your Profile’, then MMS your media to...
Summary

- Key design challenges for pervasive games
- Missions support participation and UGC
- Combining narrative, gaming, various types of missions, and multiple platforms to create a campaign structure
More Information

- [www.participateonline.co.uk](http://www.participateonline.co.uk)
- **Specific papers:**
  - “Hitchers: Designing for Cellular Positioning” at Ubicomp 2006
  - “Professor Tanda: Greener Gaming & Pervasive Play” at DUX 2007
  - “Addressing Mobile Phone Diversity in Ubicomp Experience Development” at Ubicomp 2007