

## EINLADUNG

Zeit: Donnerstag, 31.09.2010, 17.00 Uhr

Ort: AH I, Ahornstr. 55

Referent: Dr. Lennart Nacke  
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Titel: Affective Computing, Fun and User Experience in  
Digital Gaming

### Abstract:

Digital gaming provides the most engaging interactive experience. Entertainment computing and games research, especially gameplay experience research, is stimulated from the research communities of science and technology (e.g., HCI, physiological computing and social science).

Dr. Lennart Nacke will discuss and explain his work in the field of affective computing, fun and user experience in games, which focuses on game analysis and player-centered design. He will revisit concepts of fun in games and talk about flow and immersion models, then he will have a closer look at affect and emotion and how this can be studied in a gaming context. The combined results of cognitive and emotional investigations for describing, defining, and classifying the interactive relationship between players and games are described.

You will be able to take away three methodologies for measuring user experience in games from this talk. First, the objective

assessment of physiological user responses together with automated event-logging techniques will show how to collect essential player- and game-related variables for a comprehensive understanding of their interaction.

Second, using psychometric questionnaires will allow assessment of players' subjective emotion and cognition. Third, the combination of the two approaches allows cross-correlations and inferences to be made about gameplay experience with focus on HCI. We will briefly discuss the many possibilities that open from this research, such as the inclusion of more complex and detailed gameplay metrics together with psychophysiological metrics will enable a comprehensive analysis of player behavior, attention, and motivation.

Es laden ein: Die Dozenten der Informatik