

**DIGRA**

PRESENTS THE

EINDHOVEN  
**DIGRA**  
MEETING  
20/05/2011





## INTRODUCTION

This document presents a brief overview of the next DiGRA meeting at the Eindhoven University of Technology on May, 20th 2011, which will be the first meeting in which the Flemish and Dutch chapter join forces to promote collaboration between their members, and to disseminate their work across the border.

The meeting will also introduce a new feature. At the end of the meeting there will be a poster session during the informal drink. Anyone who notifies the organization beforehand will be able to show his or her work in the form of a poster.

We look forward to another interesting DiGRA meeting and hope to welcome you there.

(Please read the 'practical information' section of this document for information about registration.)

# PROGRAMME

- 12:30-13:00 **Arrival with coffee and tea**
- 13:00-13:30 **Prisoners' Media Use as a Coping Style: Game Play as an Atypical Mode of Escapism**  
Wannes Ribbens & Steven Malliet  
*K.U.Leuven & University of Antwerp*
- 13:30-14:00 **Putting Brands into Play: How Player Experiences Influence the effectiveness of In-Game Advertising**  
Laura Herrewijn & Karolien Poels  
*University of Antwerp*
- 14:00-14:15 **Break**
- 14:15-14:45 **How to Win Friends – Gaming as a Socially Situated Experience**  
Yvonne de Kort  
*Eindhoven University of Technology*
- 14:45-15:15 **Kungfu Kitchen: Digital Games for Physical Therapy**  
Luc Geurts & Vero Vanden Abeele  
*e-Media Lab, GROUP T - Leuven Engineering College (Association K.U.Leuven)*
- 15:15-15:30 **Additional discussion, Announcements and Conclusion**
- 15:30-16:00 **Tour of the Game Experience Lab at Eindhoven University of Technology**
- Starting at 16:00 **Informal drink and poster session**

# ABSTRACTS

## 1 Prisoners' Media Use as a Coping Style: Game Play as an Atypical Mode of Escapism

Steven Malliet & Wannes Ribbens

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Incarceration is painful. The specific characteristics of the prison context give rise to social and psychological needs that inmates will try to address. Television, radio and print media use have been forwarded as possible coping strategies to deal with these pains of imprisonment. Notwithstanding that the functions of digital games in terms of gratifications,

stress relief and mood management have been discussed and investigated, little is known about how these functions are distributed in extreme circumstances such as the prison context. In the current study we investigate, based on a series of in-depth interviews, whether long-term sentenced detainees use digital games to cope with the pains and stress situations that arise in the extreme circumstance of detention. The results indicate that escapism is the principal coping strategy adopted by inmates, mainly because approach strategies and problem-focused strategies are considered frustrating and useless. We conceptualize digital game play as an atypical mode of escapist behavior in a prison context, as it does not concur with previous elaborations of escapism. Because the need to escape the frustrations of imprisonment contrasts with a number of other needs, including the need to be prepared for a possible life outside of prison and the need to practice one's mental skills, escapist behavior is strongly directed towards media contents that are not perceived as factual, but that are nevertheless perceived as useful. The results indicate that the virtual challenges met during video game play comprise a good combination of both elements, which renders digital game play into a highly valued coping strategy.

## 2 Putting Brands into Play: How Player Experiences Influence the effectiveness of In-Game Advertising

Laura Herrewijn & Karolien Poels

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Although many studies have examined the impact of context characteristics on advertising effectiveness in traditional media, research on context effects in in-game advertising (IGA) is limited. This study investigates the link between the effectiveness of IGA and one specific context characteristic: player experiences during gameplay. Gaming

is an active experience where a person is drawn into a virtual world and confronted with numerous emotions and experiences (e.g. pleasure, frustration, immersion, competence). It is argued that these experiences might have an impact on how players process the game environment, including in-game ads. An experimental design was employed in which

participants had to play an online computer game that contained several billboards. Results show that manipulating player experiences had an effect on IGA effectiveness in terms of brand recognition and brand likeability, supporting the notion that player experiences are important context characteristics that have to be taken into account while studying the effectiveness of in-game advertising.

### 3 How to Win Friends – Gaming as a Socially Situated Experience

Yvonne de Kort

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*Eindhoven University of Technology*



Not all games are created equal: one is more fun, the other more challenging, yet another more engaging. In our Game Experience Lab, we have been investigating how the same game can induce very different experiences, depending on the social context in which they are played. Through a series of experiments, we have studied whether social configurations translate into different player experiences. Moreover, we tried to uncover through which psychological pathways such manipulations took their effect. Theoretically and empirically, contingencies between player and co-player were explained in terms of the experience of social presence, the feeling of being with another person. If a game or game configuration was able to induce this experience, players experienced more fun, more challenge, and more engagement. The studies demonstrate that gaming is clearly a situated experience, and that in the end it serves the same fundamental goal as traditional play, and in fact most of the activities we perform in daily life: relating and belonging to others.

### 4 Kungfu Kitchen: Digital Games for Physical Therapy

Luc Geurts & Vero Vanden Abeele

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With the advent of computer games involving the movement of the player's whole body or body parts, an opportunity arises to develop games for people with motor disabilities. We present four mini games developed for people suffering from spasticity and loss of motor control. These mini games are intended to enhance physical and occupational therapy, and to motivate the players to do physical exercises that focus on stretching and strengthening of muscles. During the presentation we will also focus on the input devices, sensor signal processing and mapping of players' actions on events in the game. In order to adapt the game to the player's motor skills and goals, specific attention should be paid to calibration procedures and adjustable parameters. We illustrate how this can be done and simultaneously, we demonstrate the feasibility for the development of digital games for physical therapy with currently available commercial input devices.

### 5 Tour of the Game Experience Lab of Eindhoven University of Technology

The Game Experience Lab at Eindhoven University of Technology is an interdisciplinary group of scholars working together to better understand the captivating player

experiences associated with digital games. We explore digital gaming from a variety of perspectives, including conceptualisation and measurement of player experiences, positive and negative effects of games and gaming, gaming as spectator sports, new gaming interfaces and their effects on player experience, gaming for special or unexpected user groups, and social phenomena around digital gaming.

## **6** **Poster Session**

A poster session will be held during the informal drink at the end of the meeting. Anyone who notifies the organization will be able to present his or her poster. For further information about this session, please contact Wouter van den Hoogen ([W.M.v.d.Hoogen@tue.nl](mailto:W.M.v.d.Hoogen@tue.nl)).

# PRACTICAL INFORMATION

## Contact information

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<http://www.digra.org/chapters/dutchchapter>

<http://digra.gameonderzoek.be>



There is no entrance fee, but registration is required in order for us to estimate attendance. To register, please visit the following webpage: <http://register.digra.gameonderzoek.be>

## Location

**Eindhoven University of Technology**

Den Dolech 2

5612 AZ Eindhoven

IPO Gebouw

Hal en zaal 0.98

For more information about the location and how to get there, please look here: <http://hti.ieis.tue.nl/nodeorder/term/6>

## Proceedings

The papers and slides of the lectures will be posted on the DiGRA Flanders Google group (<http://digra.gameonderzoek.be>) if their respective authors grant us the permission to do so.