030303: Collective Play
An Introduction

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030303:
a network of intersecting research, development and design interests

Keywords for 030303

- **Networked games**
  - Played via:
    - Web sites & email
    - Telecommunications & mobile telecommunications
    - Local Area Networks (LANs) and Wireless LANs
    - Global positioning systems
    - Radio frequency identification
  - Genres & examples:
    - MMORPGs and Simulations (*Everquest*, *The Sims Online*)
    - First-person shooters (*America's Army*, *Counterstrike*)
    - Pervasive gaming (*The Nokia Game*, *The Go Game*)
    - Immersive gaming (*The A.I. Web Game*, *Majestic*)

Keywords for 030303

- **Immersion**
  - Layered or mixed reality (NOT virtual reality)
  - Integration (NOT simulation)
  - Pervasive and embedded game play
- **Interactivity**
  - A personal mindset or worldview (NOT just a design component)
  - Transferred from game play to everyday life
  - The perception of a game interface creates agency
  - Meaningful *interaction* leads to meaningful *action*
  - *The Play Paradigm,* a persistence of game vision
  - Smart actors to accompany smart environments

Keywords for 030303

- **Collective play**
  - Distributed information systems & problem-solving environments
  - Small-scale and massively-scaled
  - Not just training; the game may be real world collective problem-solving (*Ender's Game*)
  - Collective intelligence, not "hive mind"; multiplicity, not mob mentality

Competing **reality paradigms** for networked games

- **"This is not a game"**
  - Viral marketing and distribution
  - No non-diegetic information (rules, explicit objectives, prizes)
  - No boundaries; any aspect of a player's life is "fair game"
- **"In reality, it's a game"**
  - Explicit branding and marketing campaign
  - Clearly stated rules, objectives, prizes
  - Ability to customize boundaries

Key Questions for 030303

When gaming boundaries are in question:

- How do we recognize a game?
- Are there benefits to "misrecognizing" games?
- What kinds of technologies, interfaces, and aesthetics are most conducive to blurring game/reality boundaries?
- What research questions should we be posing to investigate and analyze the consequences of this blurring in contemporary game play?

Key Questions for 030303

When play becomes collective:

- What infrastructures and interfaces are necessary to harness and direct collective play?

- What kinds of social, political, and research questions are best investigated collectively, and/or at a massive scale?