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?