

Vil du spille med?

Do You Want To Play?



Forsknings- og
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How Do People Make Sense of Virtual Worlds as Entertainment?

Method: Dervin SMM Interviews within an Experimental Framework

Compare across & go in-depth into experiences with 4 superhero media products:

- Movie: Film of Their Choice
- Video game: Nintendo Wii
- MMOG: Online role-playing game
- MUVE: Constructed Second Life island

Online RPG: City of Heroes

- Range time spent playing: 30-95 min
- Avg. time spent playing: 70 min

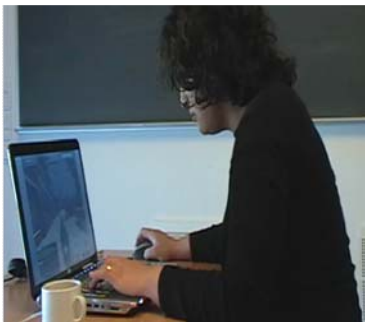
Second Life: Metrotopia island

- Range time spent playing: 30-100 min
- Avg. time spent playing: 59.5 min

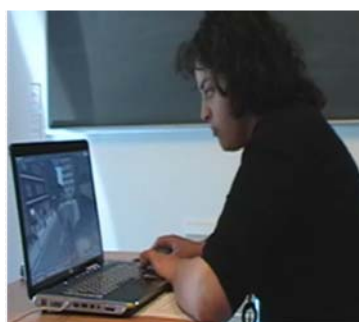
Below are examples of avatars from: *City of Heroes* sessions
Could be hero or villain – even split in study.



Metrotopia in *Second Life* sessions



City of Heroes



Second Life

Charting the averages of responses to Post-Session Questionnaires

Pattern: as sense of confusion goes up, sense of being entertained goes down;

Although Second Life session least entertaining, perhaps confusion driving desire to engage again and with similar, to answer unanswered questions.

