CONFERENCE PROGRAM

Raleigh, North Carolina

May 29-June 1, 2012

www.fdg2012.org
Welcome from the Chairs

On behalf of the organizing committee, we welcome you to the 2012 Foundation of Digital Games Conference (FDG 2012) held in Raleigh, North Carolina from May 29-June 1, 2012. FDG is at the forefront, looking at the exciting emerging research field of game research from an academic and scientific perspective providing novel directions and theoretical foundations for emerging advances. We are pleased that you are part of our growing community and providing your contributions to feed the growth and development for the future of the field of game research. The diversity and strength of the submissions this year continues to demonstrate that game research is continuously growing and maturing.

The program chairs, Mia Consalvo and Steven Feiner, Doctoral Consortium chair, Tiffany Barnes, Workshop chair, Rafael Bidarra, and Poster and Proceedings chair, William Ryan as well as track chairs: Nina Huntemann (Game Studies), Andrew Nealen (Game Design), Jose Zagal (Games Education), Ana Paiva (Artificial Intelligence), Joe LaViola (Graphics and Interaction), Ian Bogost (Panels), Jen Jenson (Serious Games), John Buchanan (Game Development), Cindy Poremba (Game Research Festival) worked tirelessly with our program committee to create an excellent program. This year we received 99 submissions to the full paper track, 21 poster, 25 DC papers, 30 research festival submissions, and 7 workshops, a total of 182 submissions. We accepted 29 full papers, 7 DC papers, 7 posters, 10 research festival, and 5 workshops. All the submissions were peer-reviewed by three or more reviewers. We are proud of the current selection of papers, panels, research festival submissions, workshops and posters presented in this program. They represent some of the top research in the field. We are grateful for all the reviewers’ effort to make the program intellectually stimulating; without their commitment and support we would not have had such an excellent program.

We are very happy to have one invited as well as three excellent keynote speakers, who were invited specifically to represent critical perspectives on this emerging field. Jonas Linderoth brings his theoretical and analytical eye into the discussion of the play experience, specifically casting an eye on the play experience through exploratory and performativity aspects. Bonnie Nardi brings her methodological perspective specifically looking at autonomy and discipline in
game play and implications of that on gamification and game studies. Last but not least, Reed Shaffner and Zach Schubert from Zynga will be discussing the intricacies of running and developing social games from platform to product. In addition, David Molyneaux from Microsoft will discuss the Kinect Fusion project. Have two invited talks form the industry, specifically Microsoft and Zynga will help bring an industry perspective to the conference and establish a dialog between academia and industry. We expect the dialogue from the participation of all our invited speakers at FDG2012 to be relevant for the future of game research.

We decided to add the game research festival this year to acknowledge design contributions to the game research field. This coupled with the posters and DC presentations provides as many opportunities as possible to engage with authors and acknowledges the diversity of the contributions to this emerging field within the community. Additionally, the workshop program balances the tracks with special topic areas within game research.

We are grateful to our sponsors, Zynga Games, Microsoft Research, Microsoft Studios, the Networked Centres of Excellence on Graphics, Animation and NewMedia (GRAND). We offer our gratitude to Pooya Amini who created and maintained the FDG2012 website. Nasim Jahangiri for designing the logo and art content for the website. The efforts of all the student volunteers were critical for making FDG2012 a successful event.

We thank you again for coming to FDG2012 and hope you enjoy Raleigh’s hospitality while engaging with your colleagues for stimulating and creative discussions.

Magy Seif El-Nasr  Michael Young
FDG2012 chair  FDG 2012 Local Chair
Organizing Committee

Conference Chair
Magy Seif El-Nasr, Northeastern University

Program Chairs
Mia Consalvo, Concordia University
Steven Feiner, Columbia University

Proceedings Chair
William Ryan, Ithaca College

Doctoral Consortium Chair
Tiffany Barnes, University of North Carolina at Charlotte

Workshops Chair
Rafael Bidarra, Delft University of Technology

Industrial Relations/Finance Chairs
Susan Gold, Full Sail University
Kent Foster, Microsoft Game Studios

Local Arrangements Chair
R. Michael Young, North Carolina State University

Webmaster
Pooya Amini, Simon Fraser University/Electronic Arts

Logo Design
Nasim Jahangiri, Simon Fraser University

Program Committee

Game studies: Nina Huntemann, Suffolk University
Game design: Andrew Nealen, Rutgers University
Games education: Jose Zagal, DePaul University
Artificial intelligence: Ana Paiva, INESC-ID, Portugal
Graphics and interaction: Joe LaViola, University of Central Florida
Panels: Ian Bogost, Georgia Institute of Technology
Serious games: Jen Jenson, York University
Game development: John Buchanan, Relic Entertainment
Games Research Festival: Cindy Poremba, Georgia Institute of Technology
Poster Chair: William Ryan, Ithaca College
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| 9:00 – 17:00 | **Workshop:** Design Patterns in Games  
Organizers: *Kenneth Hullett, David Milam, Staffan Bjork, Gillian Smith, Jose Zagal*  
**Room:** Congressional |
| 9:00 – 17:00 | **Workshop:** Research Prototyping for Games  
Organizers: *Mirjam P Eladhari, Elina M. I. Ollila, Anne Sullivan*  
**Room:** University B |
| 9:00 – 17:00 | **Workshop:** Procedural Content Generation in Games  
Organizers: *Julian Togelius, Joris Dormans*  
**Room:** University C |
| 9:00 – 17:00 | **Workshop:** Play Experience Workshop  
Organizers: *Alessandro Canossa, Magy Seif El-Nasr, Lennart Nacke, Anders Drachen, Heather Desurvire, Katherine Isbister, Regina Bernhaupt, Licia Calvi*  
**Room:** Chancellor |
| 9:00 – 17:00 | **Workshop:** Intelligent Cinematography and Editing  
Organizers: *Michael Young, Arnav Jhala, Magy Seif El-Nasr, Joseph Magliano, Paolo Burelli*  
**Room:** University A |
| 19:00-22:00 | **Reception**  
**Room:** State DEF |
| 22:00-1:00 | **Games Night**  
**Room:** Hospitality Suite |

**Coffee Breaks will be held at 10:30-11:00 and 15:00-15:30**
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Room: State C |
| 9:00 - 10:00 | **Keynote:** Monkey see, Monkey do—An ecological approach to challenge in games  
*Jonas Linderoth*  
Room: State C |
| 10:00 - 10:30 | Coffee Break                                                         |
| 10:30 - 12:00 | **Session:** Game Studies  
Room: State A  
**Session:** User and Player Research  
Room: State B |
| 12:00 - 13:30 | **Lunch (on your own)**                                               |
| 13:30 - 14:40 | **Session:** Development & Architecture  
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**Session:** Players & Practices  
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Reconstruction and Interaction with Microsoft Kinect  
*David Molyneaux*  
Room: State C |
| 19:00 - 22:00 | **Doctoral Consortium (DC) Presentations (Closed Session)**  
*Tiffany Barnes, DC Chair*  
Room: Congressional |
| 20:00 - 24:00 | **Games Night**  
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<td><strong>Keynote</strong>&lt;br&gt;Building Social Games: From Platform to Product&lt;br&gt;<em>Reed Shaffner</em> and <em>Zach Schubert</em>, <em>Zynga</em>&lt;br&gt;<strong>Room: State C</strong></td>
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<td>Closing Session&lt;br&gt;<em>Magy Seif El-Nasr</em>&lt;br&gt;<strong>Room: State C</strong></td>
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General Information

Registration

The FDG2012 Registration desk is located on the ground level. On-site registration for the conference and workshops is located there.

Registration Hours:

- Tuesday May 29th: 8:00 – 17:00
- Wednesday May 30th: 8:00 – 17:00
- Thursday May 31st: 8:00 – 17:00

Sessions Location:

All conference sessions will be held in Raleigh Marriott City Center, Rooms: State A, B, C and Congressional. Workshops will be held in University Ballrooms A, B, C, Congressional and Chancellor rooms.
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Workshops:

Design Patterns in Games
*Kenneth Hultett, David Milam, Stephan Bjork, Gillian Smith, and Jose Zagal*
**Time:** 9:00 – 17:00
**Room:** Congressional
This workshop focuses on the use of design patterns to game design, education and research. It will bring together researchers to present novel research and discuss future challenges.

Research Prototyping for Games
*Mirjam P Eladhari, Elina M. I. Ollila, and Anne Sullivan*
**Time:** 9:00 – 17:00
**Room:** University B
For this workshop, we invite participants to bring both their research questions and the prototypes built to answer them. The day will be dedicated to demonstration and discussion, with ample time for collaboration and comparison of practice, method and result.

Procedural Content Generation in Games
*Julian Togellius and Joris Dormans*
**Time:** 9:00 – 17:00
**Room:** University C
This workshop is devoted to procedural content generation, i.e. the automatic generation of content (such as levels, maps, rules, textures, stories, items...) in games. Both experimental, theoretical, practical and critical work is welcome.

Play Experience Workshop – Reconciling PX Methods
*Alessandro Canossa, Lennart Nacke, Magy Seif El-Nasr, Heather Desurvire, Katheirne Ishbister, Anders Drachen, Regina Bernhaupt, Licia Calvi*
**Time:** 9:00 – 17:00

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**Room: Chancellor**
The workshop is scheduled as a 1-day workshop held at Raleigh, North Carolina co-located with FDG May 29, 2012. This workshop will bring together researchers interested in GUR (Games User Research), including game evaluation, player experience, game-user research, game telemetry, think aloud, observed behavior, heuristics, metrics, and psycho-physiological measurements. The main goals of the workshop and the expected outcomes are to bring the community together and discuss the methods and applications of the methods involved with Games User Research on the design process.

Workshop on Intelligent Cinematography and Editing (WICED)
*Michael Young, Arnav Jhala, Magy Seif El-Nasr, Joseph Magliano, Paolo Burelli*
**Time:** 9:00 – 17:00
**Room:** University A
The use of expressive communication idioms from traditional visual media within 3D environments shows potential to extend the communicative power of films into games and virtual worlds. Virtual cinematics play a role not only for entertainment, but also for training, education and many other contexts. This workshop intends to collect researchers from fields including computer graphics, AI, psychology and others interested in virtual cinematography.

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**Reception**
19:00-22:00
**Room: State DEF**

**Game Night**
20:00-24:00
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|              | *Jonas Linderoth*  
|              | Room: State C                                                         |
| 10:00 - 10:30| Coffee Break                                                          |
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|              |  User and Player Research  
|              | Room: State A  
|              | Room: State B                                                         |
| 12:00–13:30  | Lunch (on your own)                                                  |
| 13:30–14:40  | **Session:**  Development & Architecture  
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|              | *Panelists: Simon Ferrari, Itai Himelboim, Casey O’Donnell, and John Sharp*  
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| 16:30–17:00  | **Poster Minute Madness:**  *William Ryan, Poster Chair*  
|              | Room: State C                                                         |
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|              | *David Molyneaux*  
|              | Room: State C                                                         |
| 19:00-22:00  | **DC Presentations:**  *Tiffany Barnes, DC Chair (Closed Session)*  
|              | Room: Congressional                                                   |
| 20:00-24:00  | **Games Night** Room:  *Hospitality Suite*  |
About Jonas Linderoth

Jonas Linderoth is an associate professor at the Department of Education, Communication and Learning, University of Gothenburg, Sweden. Jonas's academic interest is about perception, learning and cognition during gameplay. Jonas claims that most contemporary ideas about what happens “inside” a gamer during gameplay are based on naïve versions of Cartesian dualism that fail to see gaming as an embodied practice. As an alternative to this “common sense theory” he is currently developing what he calls an Ecological Approach to Games and Gameplay based on the works of James and Eleanor Gibson. “Experimental psychology as well as the serious games movement are trying make the reality of gaming fit their predefined ideas. The Ecological approach, on the other hand, is an attempt to find a theory that fits the reality of gaming”.

Opening session

Magy Seif El-Nasr

8:45-9:00

Room: State C

9:00 – 10:00 Room: State C

Monkey see, Monkey do - An ecological approach to challenges in games

Jonas Linderoth

Games, whether they are digital games, tabletop games or sports, basically challenge two aspects of human nature: our ability to choose appropriate actions and our ability to perform appropriate actions. Expressed in theoretical terms games are constituted by exploratory and performatory challenges. I will claim that this distinction is the key to understanding the experience of playing a specific game and what kind of skills and knowledge the game demands of its player. In this talk I will build upon this claim in order to discuss the following themes:

- Categories of games – One framework for digital games, tabletop games and sports.

- The role of coaches – Sharing the performatory and exploratory work.

- Backseat gaming – The pleasure of sitting next to a gamer.

- The illusion of learning – How digital games can give us an effortless sensation of accomplishment.
Session: Game Studies

Room: State A

Sports Newsgames: Prediction, Speculation, and Accuracy
*Abe Stein*

Metagames, Paragames and Orthogames: A New Vocabulary
*Marcus Carter, Martin Gibbs and Mitchell Harrop*

The Micro-Rhetorics of Game-O-Matic
*Mike Treanor, Bobby Schweizer, Ian Bogost and Michael Mateas*

A Curiously Short History of Game Art
*John Sharp*

Session: User and Player Research

Room: State B

Evaluating User Performance in 3D Stereo and Motion Enabled Video Games
*Arun Kulshreshth, Jonas Schild, and Joseph J. LaViola Jr.*

Using an Interactive Visual Novel to Promote Patient Empowerment through Engagement
*Langxuan Yin, Lazlo Ring and Timothy Bickmore*

Designing Pervasive Health Games for Sustainability, Adaptability and Sociability
*Yan Xu, Erika Poole, Andrew D. Miller, Elsa Eiriksdottir, Richard Catrambone and Elizabeth D. Mynatt*

Getting a Word In: Adding artificial pauses to natural language interaction
*Serdar Sali, Ronald Liu, Noah Wardrip-Fruin, Michael Mateas and Sri Kurniawan*
Wednesday | Afternoon | 13:30–14:40

**Session: Development & Architecture**

**Room: State A**

Network Bandwidth Evaluation of a Hybrid Peer-to-Peer Massively Multiplayer Framework
*James Mathias and Daniel Watson*

The Entity System Architecture and its Application in an Undergraduate Game Development Studio
*Paul Gestwicki*

Gear2D: An extensible component-based game engine
*Leonardo de Freitas, Luiggi Reffatti, Igor de Sousa, Anderson Campos Cardoso, Carla Denise Castanho, Rodrigo Bonifácio and Guilherme Ramos*

**Session: Player and Practices**

**Room: State B**

Using Game Development to Reveal Programming Competency
*Steven Simmons, Betsy DiSalvo and Mark Guzdial*

What’s ‘Choice’ Got to Do With It? Avatar Selection Differences Between Novice and Expert players of World of Warcraft and Rift
*Kelly Bergstrom, Jennifer Jenson and Suzanne de Castell*

10,000 Gold for 20 Dollars: An exploratory study of World of Warcraft gold buyers
*Thomas Debeauvais, Bonnie Nardi, Cristina Lopes, Nicholas Yee and Nicolas Ducheneaut*
Panel: Twitter as a Platform?
15:30-16:30

Room: State C

Drawing on Platform Studies, this panel examines Twitter's potentiality as a game development platform. Each speaker examines Twitter from a different perspective. Twitter as a game playing space. Twitter as game input/output space. And Twitter as a social network platform. Each perspective explores the ways creators/users are supported and constrained by the Twitter platform.

What are they playing? Self-reporting gaming habits and criticism
Simon Ferrari

Playing with 140 characters: Twitter as a game platform
John Sharp

Game talk: Mapping the network of game developers on twitter
Itai Himelboim

“It’s in the shoes”: Performance and constructing game developer identity
Casey O'Donnell

Invited Talk: KinectFusion: Rapid 3D Reconstruction and Interaction with Microsoft Kinect

David Molyneaux

17:00-18:00

Room: State C

Using a Microsoft Kinect camera, the KinectFusion system enables a low-cost way for a user to digitally reconstruct a whole room and its contents within seconds. As the space is explored, new views of the arbitrary scene and objects are revealed and these are fused into a single 3D model. The 6DoF pose of the camera is tracked in real-time using a method which directly uses the point-based depth data of Kinect, and requires no feature extraction or feature tracking. Once the 3D pose of the camera is known, each depth measurement from the sensor can be integrated into a volumetric representation. Kinect Fusion enables many Augmented Reality applications and 3D interaction such as multi-touch on arbitrary shaped surfaces.

About David Molyneaux

David Molyneaux works in the Kinect for Windows team at Microsoft. Previously he was a Post-Doc researcher at Microsoft Research, where his research focused on developing 3D reconstruction software and novel user interface and interaction technologies using Microsoft Kinect.
Wednesday | Evening | 19:00–22:00 | Doctoral Consortium Presentations (Closed Session)

**Doctoral Consortium Papers (Closed Session)**

**Room: Congressional**

A New Game Mechanic: Game Entity Social Mapping  
*Asier Marzo*

Acute Effects of Physically Active versus Inactive Video Game Play on Executive Functioning Skills in Children  
*Rachel Flynn*

Virtual Inequality: A woman’s place in cyberspace  
*Kelly Bergstrom*

Regulating Virtual Environments  
*Darryl Woodford*

Let’s Play: Understanding the Role and Meaning of Digital Games in the Lives of Older Adults  
*Julie Brown*

Creation, Evaluation, and Presentation of User-Generated Content in Community Game-Based Tutors  
*Andrew Hicks*

Optimizing Adaptivity in Educational Games  
*Erik Andersen*

**Game Night**

20:00-24:00  
**Room: Hospitality Suite**
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               *Bonnie Nardi*  
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               **Room:** Congressional                 |
| 20:00-24:00  | **Games Night**                            
               **Room:** Hospitality Suite            |
**Thursday | Morning | 9:00–10:00**

**9:00 – 10:00  Room: State C**

**A Paradox of Play: Autonomy and Discipline in Video Gaming**

*Bonnie Nardi*

Playing video games produces experiences of autonomy and freedom—compelling subjective states that contribute to the pleasure of gaming. At the same time, players often create and conscientiously deploy mechanisms of discipline reminiscent of those Foucault wrote about for 19th century prisons. Surveillance, examination, and control of the body are key elements of video gaming practice. Why do we find this seeming paradox between autonomy and discipline in video game play? Based on my empirical research, I examine the paradox, especially how it is technologically mediated, with remarks on its implications for gamification and methodologies for video games studies.

**About Bonnie Nardi**

Thursday | Mid-Morning | 10:30–12:00

**Session: Frameworks & Theories**

**Room: State A**

Neither Playing nor Gaming: Pottering in Games  
_Sus Lundgren and Staffan Björk_

Purposeful by Design? A Serious Game Design Assessment Framework  
_Konstantin Mitgutsch and Narda Alvarado_

A Narrative Theory of Games  
_Espen Aarseth_

Theoretical and Methodological Challenges (and Opportunities) in Virtual Worlds Research  
_Suzanne de Castell, Nicholas Taylor, Jennifer Jenson and Mark Weiler_

**Session: Design Tools**

**Room: State B**

PLATO: A Coordination Framework for Designers of Multi-Player Real-Time Digital Games  
_Ariyan Zohoorian, Kevin Stanley, Carl Gütwin and Amin Tavassolian_

How psychophysiology can aid the design process of casual games: A tale of stress, facial muscles, and paper beasts  
_Stefano Gualeni, Dirk Janssen and Licia Calvi_

A Case Study of Expressively Constrainable Level Design Automation Tools for a Puzzle Game  
_Adam M. Smith, Erik Andersen, Michael Mateas and Zoran Popovic_

Automated Scenario Generation: Toward Tailored and Optimized Military Training in Virtual Environments  
_Alexander Zook, Stephen Lee-Urban, Mark Riedl, Heather Holden, Robert Sottilare and Keith Brawner_
Thursday | Afternoon | 12:00-18:30 Festival Open

Game Research Festival Session

Room: Congressional

Scoop! Using Movement to Reduce Math Anxiety and Affect Confidence
*Katherine Isbister, Michael Karlesky and Jonathan Frye*

Picard: A Creative and Social Online Flashcard Learning Game
*Kathleen Tuite, Tim Pavlik, Sandra B. Fan, Tyler Robison, Alexander Jaffe, Yun-En Liu, Erik Andersen and Steven Tanimoto*

Prom Week
*Josh McCoy, Mike Treanor, Ben Samuel, Aaron Reed, Michael Mateas and Noah Wardrip-Fruin*

Tidy City – A location-based game supported by in-situ and web-based authoring tools to enable user-created content
*Richard Wetzel, Lisa Blum and Leif Oppermann*

Table Tilt: Making Friends Fast
*Evie Powell, Rachel Brinkman, Veronica Catete and Tiffany Barnes*

Subjective Documentary: The Cat and the Coup
*Peter Brinson and Kurosh Valanejad*

NerdHerder: Designing for Physical Actions in an Augmented Reality Puzzle Game
*Sam Mendenhall, Vu Ha, Yan Xu, Paul Tillery, John Sharp and Blair MacIntyre*

“Elude”—Designing Depression
*Doris Rusch*

The Wordplay Games: Three Game Modules to Improve Student Vocabulary Knowledge
*Tobi Saulnier and Jay Bachhuber*
Thursday | Afternoon | 13:30-15:00

Poster Session

Room: State C

Give me a reason to dig: Qualitative Associations Between Player Behavior in Minecraft and Life Motives
Alessandro Canossa

Game Controllers for Older Adults: Experimental Study on Gameplay Experiences and Preferences
Tan Phat Pham and Yin-Leng Theng

Adaptive Quests for Dynamic World Change in MMORPGs
Emmett Tomai, Salazar Rosendo and Dave Salinas

Ladies of Warcraft: Changing Perceptions of Women and Technology Through Productive Play
Kara Behnke

Generating game content from open data
Marie Friberger and Julian Togelius

Fear of Failure: Gender Differences in Older Adult Gamers
Laura M. Levy, Maribeth Gandy, Rob Solomon, Anne Collins McLaughlin, Jason C. Allaire and Laura A. Whitlock

Design issues when using commodity gaming devices for virtual object manipulation
Siroberto Scerbo and Doug Bowman

Asier Marzo

Acute Effects of Physically Active versus Inactive Video Game Play on Executive Functioning Skills in Children
Rachel Flynn

Regulating Virtual Environments
Darryl Woodford

Let’s Play: Understanding the Role and Meaning of Digital Games in the Lives of Older Adults
Julie Brown

Creation, Evaluation, and Presentation of User-Generated Content in Community Game-Based Tutors
Andrew Hicks

Optimizing Adaptivity in Educational Games
Erik Andersen

A New Game Mechanic: Game Entity Social Mapping
Panel: The Future of Role-Playing Games
15:00-16:00
Room: State C
A discussion about the present and future of role-playing games, with Mia Consalvo (Concordia), Noah Wardrip-Fruin (UC Santa Cruz), and Brett Douville (Bethesda). A special focus will be given to Skyrim, whose lead systems programmer joins two well-regarded game researchers for this informal discussion.

Ian Bogost (moderator)
Mia Consalvo (Concordia)
Noah Wardrip-Fruin (UCSC)
Brett Douville (Bethesda)
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>9:00-10:00</td>
<td><strong>Keynote</strong>&lt;br&gt;Building Social Games: From Platform to Product&lt;br&gt;<em>Reed Shaffner</em> and <em>Zach Shubert</em>, Zynga&lt;br&gt;&lt;br&gt;&lt;strong&gt;Room: State C**</td>
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<td>10:00-10:30</td>
<td>Coffee Break</td>
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<td>10:30-12:00</td>
<td><strong>Session: Game Design</strong>&lt;br&gt;&lt;br&gt;&lt;strong&gt;Room: State A**</td>
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<td>10:30-11:40</td>
<td><strong>Session: AI &amp; Development</strong>&lt;br&gt;&lt;br&gt;&lt;strong&gt;Room: State B**</td>
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<td>12:00-14:00</td>
<td><strong>Lunch (on your own)</strong></td>
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<td>14:00-15:00</td>
<td><strong>Panel: w/Cliffy B.</strong>&lt;br&gt;<em>Panelists: Ian Bogost (moderator), Cliff Bleszinski</em>*&lt;br&gt;&lt;br&gt;&lt;strong&gt;Room: State C**</td>
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<td>15:00-15:30</td>
<td><strong>Closing Session</strong>&lt;br&gt;<em>Magy Seif El-Nasr</em>*&lt;br&gt;&lt;br&gt;&lt;strong&gt;Room: State C**</td>
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About Reed Shaffner

Reed is currently a Director of Product at Zynga responsible for Zynga.com and associated game technologies. The team is focused on building the consumer facing platform across a number of devices and platforms. Prior to Zynga, Reed was with Microsoft where he held roles in both Microsoft Office and Bing. While at Microsoft Reed worked on a number of projects including the creation of the Open XML document format, serving on the W3C and driving accessibility in technology (which he is very passionate about), and creating the first implementation of social search in conjunction with Facebook. Reed is usually a proud graduate of Duke University but was somewhat embarrassed to include that this year given there untimely departure from the tournament only a few months ago.

About Zach Shubert

Zach is currently a Principal Software Engineer at Zynga, where he leads a talented team of engineers in creating the foundation for Zynga's "Platform for Play". The team is primarily focused on the middleware that glues all of Zynga's core services together and the SDKs to use them. His current interests lie in large scale web applications and the software infrastructure that powers them. Before joining Zynga, Zach was the CTO of a New York digital music retailer, Amie Street. There he led efforts to scale the application up to consumer demand before laying the groundwork for a new Internet radio service, Songza. His engineering genesis entails nearly a decade of study and employ at Brown University where he served on the technical staff of the computer science department after earning his undergraduate degree there.

9:00 – 10:00  Room: State C

Building Social Games: From Platform to Product

Reed Shaffner, Director of Product, Zynga
Zach Shubert, Principal Software Engineer, Zynga

In this session we will walk through the intricacies of social game development including the platform they run on all the way up to scaling and managing a live game. While social games may appear at first glance to be rudimentary Flash implementations, the reality is that there are incredibly exciting challenges associated with scaling a live product to millions of users in a matter of hours. In this talk you will learn about the foundation that these games run on at Zynga, plans to expose these systems to third parties, the data and analytics that power the games once live, and finally we will share live demonstrations of next generation games taking advantage of these capabilities.
Friday | Mid-Morning | 10:30—12:00

**Session: Game Design**

**Room: State A**

Motivational Game Design Patterns of 'Ville Games  
*Chris Lewis, Noah Wardrip-Fruin and Jim Whitehead*

The Design of Mismanor: Creating a Playable Quest-Based Story Game  
*Anne Sullivan, April Grow, Michael Mateas and Noah Wardrip-Fruin*

PCG-Based Game Design: Creating Endless Web  
*Gillian Smith, Alexei Othenin-Girard, Jim Whitehead and Noah Wardrip-Fruin*

Tisch: Digital Tools Supporting Board Games  
*Ulf Hartelius, Johan Fröhlander and Staffan Björk*

**Session: AI and Development**

**Room: State B (ends at 11:40)**

Characterizing Gameplay in a Player Model of Game Story Comprehension  
*Rogelio Cardona-Rivera and R. Michael Young*

Evolutionary Learning of Policies for MCTS Simulations  
*James Pettit and David Helmbold*

Validating a Plan-Based Model of Narrative Conflict  
*Stephen Ware and R. Michael Young*
Panel: A Conversation with Cliff B.

Room: State C

A conversation with Epic Games' design director Cliff Bleszinski exploring game design and his views on the future of games.

Cliff Bleszinski (Epic Games)

Ian Bogost, (Georgia Tech)

Closing Session

Magy Seif El-Nasr

15:00-15:30

Room: State C