Welcome to DiGRA2015 in Lüneburg. We are very happy to have you here!

On my train trip to Lüneburg I have to pass through the rows of passengers seated in the coach for a two hours journey. A businessman holds an expensive laptop computer on his knees and plays Harbour Master. Next to him a schoolkid enjoys herself with Animal Crossing on a Nintendo 3DS. I proceed for three rows and see a giant laptop there, displaying a YouTube video that shows Gronkh in his most recent Let’s Play video. A girl sitting next to the interpassive observer of Gronkh’s video plays with Rubik’s Cube. Two more rows and I encounter an elderly lady playing Candyland. The travellers on the train are indicative for the diversity of games, game technologies and gaming cultures that we are surrounded by today. DiGRA2015 will explore the "Diversity of Play: Games - Cultures - Identities" and we are happy to stage this international conference here at Leuphana University of Lüneburg.

Mathias Fuchs, Conference Host and Head of the Gamification Lab

Dear Friends,

Welcome to Lüneburg! On behalf of the Executive Board, welcome to the 2015 conference of the Digital Games Research Association. We hope you have a productive and enjoyable conference.

Our thanks go to the local hosts, Nina Cerezo, Lateh Torabi, Niklas Schrøpe, Sonia Fiaz, Mathias Fuchs, Fabrizio Poltronieri, Enrique Perez and Paolo Ruffino, for bringing us together in such a wonderful venue and for putting together many special events. We’d also like to thank Staffan Björk, Mathias Fuchs and Anika Waern for putting together the academic program.

Our theme this year is “Diversity of Play: Games - Cultures - Identities”. In the past few years we’ve witnessed an incredible change in the games industry and in the ways that people play. Multiple platforms, geographic locations and styles of play are emerging, and we also see more diverse types of players than ever before. How do all of those changes impact our theories and understandings of play? This conference is the perfect place to have such conversations. All the best during your stay in Lüneburg.

Mia Consalvo, President and the Executive Board
 DiGRA
PROGRAM CHAIRS

Staffan Björk
Professor, Department of Applied IT, University of Gothenburg
Staffan Björk is a game researcher within the field of interaction design. His research is partly about creating terminology for this field, but he has primarily worked on describing and exploring gameplay concepts. He is one of the contributors to introducing design patterns as a concept within game research.

Mathias Fuchs
Head of Art and Civic Media and the Gamification Lab, Centre for Digital Cultures, Leuphana University of Lüneburg
Mathias Fuchs is an artist, musician and media critic working at Leuphana University of Lüneburg. He has pioneered in the field of artistic use of games and is a leading theoretician on Game Art and Game Studies. He is Professor at the Centre for Digital Cultures and directs Art and Civic Media with a research focus on Ludic Interfaces and on Gamification.

Annika Waern
Professor in Human Computer Interaction, department of Informatics and Media, Uppsala University
Annika Waern has a long-standing background in design research about games, with a focus on Pervasive Games. She has been active in the DiGRA community since 2008 and is currently editor in chief for the ToDiGRA journal.

ORGANIZER AND HOST

The Gamification Lab
We are an international team of scholars, designers, and programmers. We research on gamification techniques like points, badges, and leaderboards that turn everyday chores like shopping, brushing teeth, and traveling into games. Gamification allows new forms of marketing, learning, and even health care, but also calls for the constant collection and storage of data. What are the societal, political, and ethical implications? How can gamification be employed in innovative, productive, and social ways? At the Gamification Lab, we are searching for the theoretical and practical answers to these questions.

The Centre for Digital Cultures
At the Centre for Digital Cultures (CDC), affiliated to Leuphana University of Lüneburg, we scrutinizes how the digital shift re-shapes the cultural and creative sectors and, indeed, everyday life, politics, law, and economy. We do so by research in disciplines such as media, cultural and social studies, through knowledge creation and transfer, as well as through experimental and interventionist media practices. The CDC sets up a network and an experimental space, where partners from industry, academic research, and civil society not only talk and think with each other, but also cooperate and develop new concepts, formats, applications and interventions.
Karen Palmer (IF-Interactive Film)
Is Hacking the Brain the Future of Gaming?
Syncself 2 Presentation: Friday, 6:00 pm, lecture hall 1
Saturday, May 16, 09:30 am, lecture hall 1
Karen Palmer’s work has received international exposure and critical acclaim, including screenings at the ICA and Bafta. She recently exhibited at the V&A as part of the Digital Design Weekend (September 2014). She was also invited to be a speaker at the International WOW Talks series at Regent Street Apple Store as part of V&A events in conjunction with the London Design Festival.

Markus Rautzenberg (Freie Universität Berlin)
Dealing with Uncertainty. Ludic Epistemology in an Age of New Essentialisms
Sunday, 12:00 pm, lecture hall 1
Markus Rautzenberg is a German philosopher currently working at Freie Universität Berlin. In 2007 he received his doctorate degree in philosophy with a thesis on a ‘Theory of Perturbation’. He received a DFG-doctoral scholarship at the graduate school ‘The Staging of the Body’ and a DFG-postdoctoral fellowship at the international graduate school ‘Interart’. His main fields of research are media theory, picture theory, aesthetics, the relation of iconicity and knowledge, epistemology and game studies.

Tanya Krzywinska (Falmouth University)
The Gamification of the Gothic
Thursday, 06:00 pm, lecture hall 1
Tanya Krzywinska is a professor at Falmouth University (UK). She is a games scholar with a particular interest in formal properties, graphical styles and ‘world creation’ aspects of video games. She developed the Digital Games Academy that offers a suite of Games BA and BSc (Hons) courses in Digital Game Art, Animation, Design, Music, Programming and Writing at Falmouth University. She also supervises PhD students on the Games PhD program and mentors start-up game development companies.

Astrid Ensslin (Bangor University)
Videogames as Unnatural Narratives
Friday, 09:30 am, lecture hall 1
Astrid Ensslin is a Professor of Digital Culture and Communication at Bangor University (UK). Her research sits at the interface between videogames and electronic literature, and she is currently running an AHRC-funded project on ‘Reading Digital Fiction’ (with Sheffield Hallam University and various non-academic organizations). Her main publications are ‘Library Gaming’ (MIT Press, 2014), ‘The Language of Gaming’ (Palgrave, 2011) and ‘Canonizing Hypertext’ (Continuum, 2007).

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Tanya Krzywinska
Markus Rautzenberg
**THURSDAY, MAY 14 // DIGRA 2015 SCHEDULE // OPENING + AFTERNOON**

**11:00** Check in and Information in the Lecture Hall Foyer until 06:00

**01:00** - **01:45**
**Opening**

- Mia Consalvo, DIGRA President
- Eirini Bousi, Centre for Digital Culture
- Matthew Fuchs, Gamification Lab

**HS 1**

- **11:00** – **15:00** HS 1 Art Program

**02:00** – **04:00**
**Mäyrä et al.**

- From Game Studies to Studies of Play in Society
- Heintz, Law, Game Elements-Attributes Model: A First Step towards a Structural Comparison of Educational Games
- Bienia. The Ludic, the Cinematic and the Paratextual: Towards a Typology of Video Game Trailers

**14.201**

- Carter et al. EYE to Eye
- Diephuis et al. GameChanger: Designing Co-Located Games that Utilize Player Proximity
- Fassone, Huber. Game Studies in the Cinquecento

**Art Program 12:00 – 08:30**

- Blanks Arcade in room 9.102
- Gamification Lab’s Exhibition in room 9.111 and 9.118
- Playroom in room 14.001

**04:45** – **05:45**


**14.202**

- Toh. A Multimodal Discourse Analysis of Video Games: A Ludonarrative Model
- Fennewald. Analyzing Game Discourse Using Moral Foundations Theory
- Naughts, Exes: Exploring Multimodal Annotation of Videogames

**14.203**

- Garrison. A Double-Edged Sword: Work Practices in a Norwegian Game Company
- Jørgensen. A Double-Edged Sword: Work Practices in a Norwegian Game Company
- Nieborg. App advertising: The rise of the player commodity

**14.204**

- Guevara-Villalobos. Independent gamework and identity: Social problems and subjective nuances
- Jayemanne et al. Hybrid Play and the Aesthetics of Recruitment
- Matei. Games as a Genre of Historical Discourse. The Past on Fast Forward

**06:00** – **07:30**
**Keynote**

- Tanya Krzywinska. The Gamification of the Gothic

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**EVENING // DIGRA 2015 SCHEDULE // THURSDAY, MAY 14**

**04:45** – **08:45**

**Workshop: Blank Arcade / Games out of Joint**

**14.201**

- Switch, The Ludic, The Cinematic and The Paratextual: Towards a Typology of Video Game Trailers
- Braku. MixMedia as Metaphor: Self-Reflection
- May, Hoffschack. Subversion: Remediation Experiments in Gamer Props: Drowning Video Game Stories and Selves
- Music, Meet Parties in and Around 200th Anniversary

**14.202**

- Carter et al. EYE to Eye
- Diephuis et al. GameChanger: Designing Co-Located Games that Utilize Player Proximity
- Fassone, Huber. Game Studies in the Cinquecento

**14.203**


**14.204**

- Toh. A Multimodal Discourse Analysis of Video Games: A Ludonarrative Model
- Fennewald. Analyzing Game Discourse Using Moral Foundations Theory
- Naughts, Exes: Exploring Multimodal Annotation of Videogames

**08:00** – **10:00**

- Dinner at Restaurant Müller, Heiligengeiststraße 43 (Please pre-order your meal at the registration desk)

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**Student-Drinks at Cafe Central, Schröderstraße 1**
08:30 Check-in and Information in the Lecture Hall Foyer until 06:00

09:00 Art Program 09:00 – 09:00
Blank Arcade
Gamification Lab's Exhibition
Playroon

10:45 3-sided football introduction
HS 1 HS 3 HS 4

11:15 – 01:15 Koenitz et al.
Robinson et al.
Pichlmair.
Kirman et al.
Balela, Mundy.
Lessard
Rughinis, Toma
Klimmt et al.

14:20 – 14:24 Scully-Blaker.
Johnson.
Rousse.
Klimmt et al.
Grabarczyk et al.

01:15 – 01:30 Lunch at the Cafeteria (Mensa)

01:45 – 02:00 Lunch at the Cafeteria (Mensa)

02:30 Art Program until 09:00
Blank Arcade
Gamification Lab's Exhibition
Playroon

AFTERNOON // DIGRA 2015 SCHEDULE // FRIDAY, MAY 15

02:30 – 04:00 Art Program 02:30 – 04:00
Blank Arcade
Gamification Lab's Exhibition
Playroon

04:00 – 04:30 Lunch at the Cafeteria (Mensa)

04:30 – 05:00 Coffee Break in the Lecture Hall Foyer and in Building 14
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<tr>
<th>Time</th>
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<td>08:00</td>
<td>Conference Party at Salon Hansen, Salzstraße 1</td>
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<td>09:00 3-Sided Football Game on Sports Court in front of Cafeteria</td>
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<td>Thorhauge et al. Problem gaming in an everyday perspective</td>
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<td>Björk et al. Tabletop Game Studies Panel</td>
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**SATURDAY, MAY 16 // DIGRA 2015 SCHEDULE // AFTERNOON**

**EVENING // DIGRA 2015 SCHEDULE // SATURDAY, MAY 16**
08:30 Check-in and Information in the Lecture Hall Foyer until end

HS 1
09:00 Check-in and Information in the Lecture Hall Foyer
09:30 - 03:00

HS 2
Blank Arcade in room 9.102
Gamification Lab’s Exhibition in room 9.111 and 9.118
Playroom

10:00
Waern, Bohné. Affective and Bodily Involvement in Children’s Tablet Play
Hoblitz. Gaming Experience as a Prerequisite for the Adoption of Digital Games in the Classroom?
Stieler-Hunt, Jones. A Practical Model for Exploring the Usefulness of Games for Classrooms
Grabarczyk. Typology of realisms. An ontology-based model of types of realism in video games
Girina. Shooting the game: filming and editing in video games
Paul. What We Leave Out: Diversity, Games, and Paying for Fun
Möring. Authenticity Quest: On the conditions of possibility for ‘being yourself’ in computer games
Boehm. To Be Free, Partially. Partially Participating in Video Gaming Encounters

14.201

14.202

14.203

14.204

Salisbury. Integrating the Threads of Game Studies? Toward a Unified Account of Game, Gameplay, Player, Value and Aesthetics
De Wolff, Mandiberg. We are Never Alone: Sharing Culture through “World Games”

14.001

Backe et al. Workshop: Meta-Games and Meta-Gaming. An Anthology

Penzendorfer, van Sertime. Poetic Thought: Making and thinking for transdisciplinary innovation

14.244

Leino, Möring. Authenticity Quest: On the conditions of possibility for ‘being yourself’ in computer games
Deterding. Forced to Be Free, Partially: Participation Norms in Video Gaming Encounters
Bateman. The Gaiety: Meditations on Arcade Player Practices

12:00
Markus Rautzenberg. Dealing with Uncertainty. Ludic Epistemology in an Age of New Essentialisms

01:30 - 03:00 Lunch at the Cafeteria (Mensa) + General Assembly and Goodbye Words

01:00 - 03:00 Check-in and Information: Lecture Hall Foyer

CAMPUS MAP
Karen Palmer’s Syncself 2 Presentation
Have you ever dreamt of steering your player character without moving a single finger? Now you can. The Syncself 2 neurogame will literally read your thoughts. The amazing BAFTA awarded ludic experience comes from London to Lüneburg. Join us on Friday evening, meet the designer and play the mindblowing parcour game.
— Lecture hall 1, Friday, 6 - 8 pm

Gamification Lab’s Exhibition
Get a glimpse of several of our projects at the Gamification Lab’s Exhibition. There you will find: a 3D simulation of the main square of the city of Lüneburg, a series of casual audio games, a strategy game about hacking corporations inspired by the Civilization series, an art game Boat for Two and a digital game touching upon the problem of bullying. You will also be able to try out a set of unique serious board games. The Exhibition is a project by the Gamification Lab as part of the project Art and Civic Media at the Lüneburg Innovation Incubator.
— Rooms 9.111 and 9.118 all day during conference

Three Sided Football
Join us for a game of three sided football! Three sided football is a variation of classic football with three teams instead of two. It was invented by situationist Asger Jorn to challenge Marxist dialectics, and will be played live during DIGRA2015.
— Introduction: Friday, 10:45 – 11 am, lecture hall 1
— Game: outside Sport Court, Friday, 7 – 9 pm, Saturday, 4:30 - 8 pm

Blank Arcade Exhibition: Games out of Joint
An exhibition of experimental games and artworks that push the boundaries of game design and theory. Curated by Lindsay Grace and Paolo Ruffino.
— Room 9.102, all day during conference

Playroom
Have you had enough of game theories? Visit the Playroom and share nice moments with your pals over Mario Kart, FIFA and a handful of indie games. Or just hang around with your own portable gaming device and sink into the playful atmosphere. The Playroom is a project by the Gamification Lab as part of the project Art and Civic Media at the Lüneburg Innovation Incubator.
— Room14.001, all day during conference

Lüneburg City Tour
Explore Lüneburg! Before the conference starts there will be the possibility of joining a discounted guided tour through Lüneburg. Registration in advance necessary, costs: approx. 3€ per person.
— Meetingpoint in front of the Tourist-Information/Townhall (Market Place Lüneburg) Thursday, 11 am –12 pm

Restaurant-Visit
Nothing is better than a get together after the first conference day. We booked a table in Lüneburgs brew house Mälzer. They have legendary beer and good food in a rustic atmosphere. Please understand, that we cannot cover the costs for the dinner.
— Restaurant Mälzer, Heiligengeiststraße 43, Thursday, 8 pm

Student-Drinks
From students for students: students are welcome to join our student drink event. In a relaxing atmosphere we will show you a typical pub of Lüneburg and grab a few drinks together – the first one for free!
— Cafe Central, Schröderstr. 1, Thursday, 8 pm

Conference Party
Let’s dance! All this sitting and listening... Our stiff bodies need to be shaken up. Perfect possibility for that is our conference party. Our DJs “Dip the Trip” and Nils Dittbrenner (Pingipung) with Jan T. Clausen (Centre for Digital Cultures) will give us with Strange Games and Funky Things as well as Chipchunes, Game-Soundtracks and Electronica the perfect grooves. Free welcome drink included!
— Salon Hansen, Salzstraße 1, Saturday, 8 pm

Mentoring Program
After the success of the mentorship program at the Atlanta DIGRA Conference 2013, we re-introduce it again to this years conference to provide you the opportunity to speak to the “unapproachable” in the game field. Watch out for the people with mentor badges and catch them during breaks and lunch times. Mentors are professionals, researchers, and lecturers who have identified themselves as eager for Student to be contacted for an informal chat of your unanswered questions. Now it’s up to you – take your chance!
LÜNEBURG WELCOMES YOU!

Lüneburg is one of only a few cities in the North of Germany, which made it through World War II without any damage. Therefore you can find more than 1000 heritage buildings here. While you are here you might want to have a look in the old Townhall, which combines different architecture epochs, go to the historical haven or drop into one of the old churches. Lüneburg’s inner city itself is like a historical museum — a walk through the small streets transports you into former times. Lüneburg is known as the “Salt Town”, as it used to be the centre of the major salt industry. It is surrounded by the Lüneburg Heath — a beautiful and very rare landscape and definitely worth a trip! Another recommendation is the monastery “Kloster Lüne” (Am Domänenhof), which was built in 1172 and holds beautiful architecture as well as art treasures. Do also have a look at the flyer “Things to See” in our welcome bag or drop into the Lüneburg Tourist Information to get more tips and information about the city.
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**Saturday, 16.05.2015**

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**Sunday, 17.05.2015**

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HOW TO GET FROM HAMBURG AIRPORT TO LÜNEBURG:

By Train
The train S1 (in direction to Ohlsdorf) departs every 10 minutes from Hamburg Airport to Hamburg Central Station (Hamburg Hbf). 24 Min, single ticket: 3,10 Eur, a combi ticket (Gesamtbereich) to Lüneburg (with Metronom or Regionalbahn: 8,40 Eur.
You can check the timetables here: www.hvv.de/en/

From Hamburg Central Station (Hamburg Hbf) you can take a train to Lüneburg. There are several options:
— IC (Deutsche Bahn): once an hour, ca. 30 Min, 13,00 Eur
— Metronom (HVV): once an hour, ca. 36 Min, 8,40 Eur
— Regionalbahn (HVV): once an hour, ca. 48 Min, 8,40 Eur
You can check the timetables here: www.deutschebahn.com/en/ or www.hvv.de/en/

HOW TO GET AROUND IN LÜNEBURG:

By Taxi
LG Taxi (Inner City): +49(0)4131/2230200
Taxenbetrieb: +49(0)4131/232346
http://www.bettertaxi.de/en/bestellen/luneburg-bahnhof/

By Bus
As Thursday (May, 14) is a public holiday, the bus plan of Sunday applies for it. Please check our bus schedule on page 21.

By ASM
This is a Taxi with a special price, which picks you up at bus stations and takes you home, when there are no busses anymore. You have to call 30 min prior to your intended departure time.
+49(0)4131/5 33 44
**Anno1900**
Delicious traditional German food for a good price as well as legendary Schnitzels - known to be the biggest in North Germany are waiting for you in Anno1900. The restaurant is quite popular as it has been on television several times.
— Contact: Auf der Altstadt 8, Phone: +49(0)4131/41480, open 5 – 11:30 pm
— Special offer for DiGRA attendees: Save 4,50 € Veal Escalope + 0,3l Beer

**Italian daily Bistro “Mama Rosa”**
Experience La Dolce Vita in our old Abtsmühle. “Mama Rosa” offers Italian specialties and delicious pasta dishes. Small breakfast in the morning, lunch in the sun, afternoon cappuccino or a glass of wine after work – they pamper you at any time of day.
— Contact: Bei der Abtsmühle 1, Phone: +49(0)4131/308-307, open daily 8 am – 7 pm
— Special offer for DiGRA attendees: Free softdrink when buying a main course

**Restaurant and wine bar in the historic “Lüner Mühle”**
Find your favorite wine in the large selection and enjoy regional specialties, classics and antipasti. You are also welcome to experience the romantic atmosphere of the restaurant’s wine and beer garden.
— Contact: Bei der Lüner Mühle, Phone: +49(0)4131/308308, open daily from 5 pm
— Special offer for DiGRA attendees: Free softdrink when buying a main course

**Restaurant “Marina Café” with Piano Bar**
“Marina Café” pampers you with regional specialties and classics. Late in the evening they serve snacks and refined cocktails in the Piano Bar. The name says it all — Monday to Saturday evenings you can enjoy the finest live piano music.
— Contact: Bei der Lüner Mühle, Phone: +49(0)4131/308612, open daily 7 am – 11 pm
— Special offer for DiGRA attendees: Free softdrink when buying a main course

**Specialty restaurant “Canoe” and art gallery**
Inspired by the American celebrity chef Dwayne Ridgaway and recommended by Michelin Guide, this restaurant serves specialties of the highest quality and freshness from the new world.
— Contact: Kaufhausstraße 5, 21335 Lüneburg, Phone: +49(0)4131/3088 624, open daily 6.30 am – 11 pm
— Special offer for DiGRA attendees: Free softdrink when buying a main course

**Voucher**
Show your DiGRA-Pass and receive a special 10% discount on all souvenirs (excluding books and maps) in Lüneburg’s Tourist Information. This offer is available from May, 14 – 19, 2015.
Lüneburg Marketing GmbH, Rathaus / Am Markt, 21335 Lüneburg
Free hotline: 0800 / 220 50-05