



Lectures  
Workshops  
**PROGRAM**  
Art & Social Events

**DiGRA 2015**

Lüneburg, May 14 –17, 2015





Mathias Fuchs, Conference Host

### 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, Laleh Torabi, Niklas Schrape, Sonia Fizek, 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 Annika 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



Mia Consalvo, DiGRA President

## ORGANIZER AND HOST

The Gamification Lab is part of the research project “Art and Civic Media” at the Lüneburg Innovation Incubator, funded by the European Union and the Federal State of Lower Saxony.



EUROPAISCHE UNION  
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### 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 scrutinize 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.

## 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.



Staffan Björk



Mathias Fuchs (right, with Enrique Perez)



Annika Waern



Tanya Krzywinska

**KEYNOTE SPEAKER**

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 'Literary Gaming' (MIT Press, 2014), 'The Language of Gaming' (Palgrave, 2011) and 'Canonizing Hypertext' (Continuum, 2007).



Astrid Ensslin

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.



Karen Palmer



Markus Rautzenberg

11:00	Check-In and Information in the Lecture Hall Foyer until 06:00			
	<b>HS 1</b>			<b>Art Program 12:00 – 08:30</b> Blank Arcade in room 9.102 Gamification Lab's Exhibition in room 9.111 and 9.118 Playroom in room 14.001
<b>01:00 – 01:45</b>	Opening Mia Consalvo, DiGRA President Timon Beyes, Centre for Digital Culture Mathias Fuchs, Gamification Lab			
	<b>HS 1</b>	<b>HS 3</b>	<b>HS 4</b>	
<b>02:00 – 04:00</b>	Mäyrä et al. <i>From Game Studies to Studies of Play in Society</i>	Heintz. <i>Law. Game Elements-Attributes Model: a First Step towards a Structured Comparison of Educational Games</i> Bienia. <i>Costume Agency in German Larp Champion. Roleplaying and Rituals For Heritage-Orientated Games</i>	Harvey et al. <i>Start Up, Cash In, Sell Out, Bro Down: The Historical, Social, and Technological Context of a Toxic New Gaming Public</i> Arjoranta, Siitonen. <i>You Always BM in Hearthstone: Players' Negotiation of Limited Communication Affordances</i> Gallagher. <i>Better Off Alone? On the Significance of Asocial Gaming</i> Glas, de Vries. <i>Ludic Selfies: Playing with Mobile Phones in Grand Theft Auto V</i>	
	<b>14.201</b>	<b>14.202</b>	<b>14.203</b>	<b>Blank Arcade</b>
	Švelch. <i>The Ludic, the Cinematic and the Paratextual: Towards a Typology of Video Game Trailers</i> Backe. <i>Minigames as Metaleptic Self-Referentiality</i> May, McKissack. <i>Subversive Narrative Emergence in Gamer Poop: Queering Video Game Stories and Selves</i> Wade. <i>Moral Panics in and Around 1980s Videogames</i>	Carter et al. <i>EVE is Real</i> Egliston. <i>The Transtextual Screen: Exploring Crossmedia Intertextuality in Competitive Games and eSports</i>	Holger Pötzsch. <i>Selective Realism: Suffering, Violence, and War in First- and Third-Person Shooters</i> Brown, Marklund. <i>Animal Crossing: New Leaf and The Diversity of Horror in Video Games</i> Toh. <i>The Limits of the Evolution of Female Characters in the Bioshock Franchise</i>	Ruffino et al. <i>Workshop: Blank Arcade/Games out of Joint</i>
<b>04:00 – 04:45</b>	Coffee Break in the Lecture Hall Foyer and in Building 14			

	<b>HS 1</b>	<b>HS 3</b>	<b>HS 4</b>	<b>Art Program until 08:30</b>
<b>04:45 – 05:45</b>	Raessen et al. <i>Authors from 3 continents presenting the book by Mark Wolf (ed.) Video Games Around the World. MIT Press 2015</i>	Toh. <i>A Multimodal Discourse Analysis of Video Games: A Ludonarrative Model</i> Fennewald. <i>Analyzing Game Discourse Using Moral Foundations Theory</i> Naughts, Exes. <i>Exploring Multimodal Annotation of Videogames</i>	Garda et al. <i>Central European Game Studies panel: History and the state of the art of game studies in Poland, Hungary and the Czech Republic</i>	Blank Arcade in room 9.102 Gamification Lab's Exhibition in room 9.111 and 9.118 Playroom in room 14.001
	<b>14.201</b>	<b>14.202</b>	<b>14.203</b>	<b>14.204</b>
	Haahr. <i>Real World, Real Monsters: Adapting Gothic Horror for Location-Based Augmented-Reality Games</i> Bonner. <i>Who Needs Enemies? Architecture as Sole or Dominant Agent in Game Design</i> Diephuis et al. <i>GameChanger: Designing Co-Located Games that Utilize Player Proximity</i>	Jørgensen. <i>A Double-Edged Sword: Work Practices in a Norwegian Game Company</i> Nieborg. <i>App advertising: The rise of the player commodity</i> Raczkowski. <i>On Trash and Games – Tracing the Problems Targeted by Gamification</i>	Guevara-Villalobos. <i>Independent gamework and identity: Social problems and subjective nuances</i> Jayemanne et al. <i>Hybrid Play and the Aesthetics of Recruitment</i>	Fassone, Huber. <i>Game Studies in the Cinquecento</i> Matei. <i>Games as a Genre of Historical Discourse. The Past on Fast Forward</i> Hodges. <i>It's the game you don't play: Sonic X-Treme and its self-appointed keepers</i>
	<b>HS 1</b>			
<b>06:00 – 07:30</b>	Keynote Tanya Krzywinska. <i>The Gamification of the Gothic</i>			
<b>08:00 – 10:00</b>	Dinner at Restaurant Mälzer, Heiligengeiststraße 43 (Please pre-order your meal at the registration desk) Student-Drinks at Cafe Central, Schröderstraße 1			

08:30	Check-In and Information in the Lecture Hall Foyer until 06:00			
	<b>HS 1</b>			<b>Art Program 09:00 – 08:00</b> Blank Arcade in room 9.102 Gamification Lab's Exhibition in room 9.111 and 9.118 Playroom in room 14.001
09:30 – 11:00	Keynote – Astrid Ensslin <i>Videogames as Unnatural Narratives</i>			
10:45	3-sided football introduction			
	<b>HS 1</b>	<b>HS 3</b>	<b>HS 4</b>	
11:15 – 01:15	Koenitz et al. <i>Towards a ludonarrative toolbox</i> Görge, Inderst. <i>Utopia, Ludonarrative Archaeologies and Cultural Knowledge</i> Zhu. <i>The Implied Player: between the Structural and the Fragmentary</i>	Robinson et al. <i>Procedural Deformation and the Close Playing / Reading of Code: An Analysis of Jason Rohrer's Code in Passage</i> Pichlmair. <i>Designing the Future of Democracy – Postmortem of the Near Future Expansion for Democracy 3</i> Chisik et al. <i>How to Outplay a Power Outage</i> Kirman et al. <i>Player Superstition as a Design Resource</i>	Balela, Mundy. <i>Analysing Cultural Heritage and its Representation in Video Games</i> Lessard. <i>Early Computer Game Genre Preferences (1980-1984)</i> Rughinis, Toma. <i>Time to Reminisce and Die: Representing Old Age in Art Games</i>	
	<b>14.201</b>	<b>14.202</b>	<b>14.203</b>	<b>14.204</b>
	Scully-Blaker. <i>Gotta Go Fast: A Study in Speedrunning</i> Johnson. <i>Bullet Hell: The Globalized Growth of danmaku games and the Digital Culture of High Scores and World Records</i> Rousse. <i>Chicago's Pinball Paradox: Understanding the Role of Pinball Regulation in Early Videogame Censorship</i> Klimmt et al. <i>"Piece of Art" or "Nice to Have": What Professional Video Game Critics Say About Music in Games</i>	Grabarczyk et al. <i>Workshop: Nonlinear Histories of Independent games</i>	Jorgensen. <i>Workshop: Games and Transgressive Aesthetics</i>	Hammar. <i>Ethical Recognition of Marginalized Groups in Digital Games Culture</i> Friman. <i>The Concept and Research of Gendered Game Culture</i> Keogh. <i>Hackers and Cyborgs: Binary Domain and Two Formative Videogame Technicalities</i>
01:15 – 02:30	Lunch at the Cafeteria (Mensa)			

	<b>HS 1</b>	<b>HS 3</b>	<b>HS 4</b>	<b>Art Program until 08:00</b>
02:30 – 04:30	Ghella et al. <i>Get Milk – A Game of Lenses</i> Sheepy, Waddington. <i>Deep Springs and Dry Wells: A Study of the Casual Civic Game Get Water!</i> Braad, Degens. <i>Keep on Moving: Designing a Physiotherapeutic Exergame for Different Devices and Exercises</i> Jansz et al. <i>The persuasive properties of games for change. A case based analysis</i>	Winn. <i>The Well-Played MOBA: How DotA 2 and League of Legends use Dramatic Dynamics</i> Beil, Abend. <i>Editors of Play: The Scripts and Practices of Co-creativity in Minecraft and LittleBigPlanet</i>	White. <i>MITP Workshop for establishing a new academic journal for Games researchers</i>	Blank Arcade in room 9.102 Gamification Lab's Exhibition in room 9.111 and 9.118 Playroom in room 14.001
	<b>14.201</b>	<b>14.202</b>	<b>14.203</b>	<b>14.204</b>
	Brown. <i>How do „gamers“ empathise? Suspension of disbelief and narrative empathy in games.</i> Escribano. <i>Libidinal Player Types Framework for Gamification</i>	Mukherjee. <i>Videogames and Slavery</i> Fizek, Dippel. <i>Playful Laboratories. The significance of games for knowledge production in the digital age.</i> Švelch. <i>Protest games in the 1980s Czechoslovakia: Beyond procedural rhetoric</i> Sterczewski. <i>Between the political and the post-political: exposing and concealing social conflicts in Polish history-themed board games</i>	Jorgensen. <i>Workshop: Games and Transgressive Aesthetics</i>	Harrer, Schönau Fog. <i>Inviting Grief into Games: The Game Design Process as Personal Dialogue</i> Rogerson et al. <i>Digitising Boardgames: Issues and Tensions</i> Prax. <i>Co-creative Game Design in MMORPGs</i>
04:30 – 05:00	Coffee Break in the Lecture Hall Foyer and in Building 14			

	HS 1	HS 3	HS 4	
05:00 – 06:00	van Roessel et al. <i>International Cultures of Creativity and Imitation</i>	Strååt, Warpefelt. <i>Applying the Two-Factor-Theory to the PLAY Heuristics</i> James, Fletcher. <i>Defining the Global Ludo Polychotomy</i>	Chapman et al. <i>The Pressures of Games on History</i>	Bernhard. <i>Reading: „Eine Flippergeschichte“ [in German]</i> in room 9.111
	14.201	14.202	14.203	14.204
	Wiemker, Wysocki. <i>God and Gods in Digital Games</i> Backe. <i>The Palimpsest and Gesamtkunstwerk of Dead Space: a Close Reading</i> Farca. <i>The Stanley Parable: Dystopia and the Implied Player</i>	Cole. <i>The Tragedy of Betrayal: How the design of Ico and Shadow of the Colossus elicits emotion</i> Kaufman et al. <i>Creating Stealth Game Interventions for Attitude and Behavior Change: An “Embedded Design” Model</i>	Brown, Arjoranta. <i>#GamerGate Birds of a Feather Session</i>	Therrien, Colpron. <i>Towards a historical analysis of the video game experience. The evolution of marketing discourse in the specialized press (1981-1995)</i> Kirkpatrick. <i>How gaming became sexist: a study of UK gaming magazines 1981-1995</i> Paul, Consalvo. <i>Electronic Arts versus Blizzard: Real Games and the Large Studios that Make Them</i>
06:00 – 08:00	<b>Karen Palmer's Syncself 2 Presentation</b>			
07:00 – 09:00	<b>3-Sided Football Game + BBQ on Sports Court in front of Cafeteria</b>			

08:30	Check-In and Information in the Lecture Hall Foyer until 06:00			
	HS 1			<b>Art Program 09:00 – 08:00</b> Blank Arcade in room 9.102 Gamification Lab's Exhibition in room 9.111 and 9.118 Playroom in room 14.001
09:30 – 11:00	Keynote Karen Palmer <i>Is Hacking the Brain the Future of Gaming?</i>			
	HS 1	HS 3	HS 4	
11:15 – 01:15	Grabarczyk et al. <i>Workshop. Game and Video-game Ontologies.</i>	Simkins et al. <i>RPG Summit (First part)</i>	Therrien, Montembeault. <i>The Authority of Discourse Communities. Disseminating Technological and Industrial Celebration from Marketers to Academics.</i> Ho. <i>Roguelike Universe: Drawing 36 Years of Roguelike Influence</i> Jarrett. <i>Playing between rules: negotiating the ludic innovations of the MOBA genre</i>	
	14.201	14.202	14.203	14.204
	Consalvo, Paul. <i>Workshop: Teaching Game Studies: Course Post-Mortems and Syllabus Design</i>	Barton et al. <i>The Use of Theory in Designing a Serious Game for the Reduction of Cognitive Biases</i> Raftopoulos et al. <i>How enterprises play: Towards a taxonomy for enterprise gamification</i> Marczak et al. <i>Understanding Player Experience Through the Use of Similarity Matrix</i>	Dormans et al. <i>Workshop. Interactive storytelling for open game worlds.</i>	Lankes, Wagner. <i>Taking a Look at the Player's Gaze: The Effects of Gaze Visualizations on the Perceived Presence in Games</i> Warpefelt. <i>Cues and insinuations: Indicating affordances of non-player character using visual indicators</i> Seidman et al. <i>Failed Games: Lessons Learned from Promising but Problematic Game Prototypes in Designing for Diversity</i>
01:15 – 02:30	<b>Lunch at the Cafeteria (Mensa)</b>			



	HS 1	HS 3	HS 4	Art Program until 08:00
02:30 – 04:30	Raessens et al. <i>From Theory-Based Design to Validation and Back</i>	Torner et al. <i>RPG Summit (cont.)</i>	Schrage. <i>The Game of Georg Klaus</i> Prax et al. <i>GameOff - a critical analysis of a digital game exhibition</i>	Blank Arcade in room 9.102 Gamification Lab's Exhibition in room 9.111 and 9.118 Playroom room 14.001
	14.201	14.202	14.203	14.204
	Consalvo, Paul. <i>Workshop: Teaching Game Studies: Course Post-Mortems and Syllabus Design</i>	Martin. <i>UK Chapters are presenting</i>	Mukherjee. <i>Videogames as 'Minor Literature': Reading Videogame Stories through Paratexts</i> Allison. <i>Whose mind is the signal? Focalization in video game narratives</i> Lucat, Haahr. <i>Ideological Narratives of Play In Tropico 4 and Crusader Kings II</i>	Elmezeny, Wimmer. <i>How gaming achieves popularity. The case of The Smash Brothers</i> Lim, Baba. <i>Research on Prosocial Behaviors in Video Games: Content Analysis and Empirical Study</i> Webb. <i>"I wanna be a..."; the role(s) of gaming in teenage boys' decisions to study ICT</i>
04:30 – 05:00	Coffee Break in the Lecture Hall Foyer and in Building 14			

	HS 1	HS 3	HS 4	Art Program 09:00 – 08:00
04:30 – 8:00	3-Sided Football Game on Sports Court in front of Cafeteria			
05:00 – 06:00	Thorhauge et al. <i>Problem gaming in an everyday perspective</i>	Torner et al. <i>RPG Summit (cont.)</i>	Björk et al. <i>Tabletop Game Studies Panel</i>	Blank Arcade in room 9.102 Gamification Lab's Exhibition in room 9.111 and 9.118 Playroom room 14.001
	14.201	14.202	14.203	14.204
	Švelch, Švelch. <i>What's so funny about glitches: The practice of making glitch based gameplay videos</i> Majkowski. <i>Video Games and the Culture of Laughter</i> Švelch, Švelch. <i>The Joy of Discovery, Experimentation or Just Exploitation? The Roles of Glitches in Video Game Culture</i>	Shibuya et al. <i>Systematic Analysis of In-game Purchases and Social Features of Mobile Social Games in Japan</i> Paavilainen et al. <i>Exploring Playful Experiences in Social Network Games</i>	Fiadotau. <i>Reflecting on the History of the Game Engine in Japan</i> Sezen. <i>Design and Role of Play Features in LEGO Brand Toys</i> Kultima. <i>Exploring 'Iteration' in Game Development: Elaborative, Opportunistic and Omissive</i>	Sjöblom. <i>The jumpscare and the gamergasm: Embodied displays of affect in gaming videos</i> Richard. <i>Intersecting Vulnerabilities in Game Culture: The Effects of Inequities and Stereotype Threat on Player Confidence, Identification and Persistence Across Gender and Race</i> Evans, Janish. <i>Towards a non-binary configuration of coalition: Feminism, queer theory, and GamerGate</i>
08:00 open end	Conference Party at Salon Hansen, Salzstraße 1			



08:30	Check-In and Information in the Lecture Hall Foyer until end			
	HS 1	HS 3	HS 4	Art Program 09:30 – 03:00
10:00 – 12:00	<p>Waern, Bohné. <i>Affective and Bodily Involvement in Children's Tablet Play</i></p> <p>Hoblitz. <i>Gaming Experience as a Prerequisite for the Adoption of Digital Games in the Classroom?</i></p> <p>Stieler-Hunt, Jones. <i>A Practical Model for Exploring the Usefulness of Games for Classrooms</i></p>	<p>Grabarczyk. <i>Typology of realisms. An ontology-based model of types of realism in video games.</i></p> <p>Girina. <i>Shooting the game: filming and editing in video games</i></p> <p>Paul. <i>What We Leave Out: Diversity, Games, and Paying-to-Win</i></p> <p>Nicoll. <i>The player/game dualism and its dialectical resolution: philosophical praxis, mimesis and techne</i></p>	<p>Leino, Möring. <i>Authenticity Quest: On the conditions of possibility for 'being yourself' in a computer game</i></p> <p>Deterding. <i>Forced to Be Free, Partially: Participation Norms in Video Gaming Encounters</i></p> <p>Bateman. <i>The Gaiety: Meditations on Arcade Player Practices</i></p> <p>Apperley. <i>Digital gaming as a gendered technology: Nerdcore porn, intimacy and control</i></p>	<p>Blank Arcade in room 9.102</p> <p>Gamification Lab's Exhibition in room 9.111 and 9.118</p> <p>Playroom room 14.001</p>
14.201	14.202	14.203	14.204	
<p>Salisbury. <i>Integrating the Threads of Game Studies? Toward a Unified Account of Game, Gameplay, Player, Value and Aesthetics</i></p> <p>De Wolff, Mandiberg. <i>We are Never Alone: Sharing Culture through "World Games"</i></p>	<p>Backe et al. <i>Workshop: Meta-Games and Meta-Gaming. An Anthology</i></p>	<p>Penzendorfer, van Sertime. <i>Poetic Thought: Making and thinking for transdisciplinary innovation</i></p> <p>Caldwell. <i>Playing with Love: Representations and Exclusions in Narrative and Mechanics</i></p> <p>Meier. <i>Hegemony As Process? The Communication of Ideology in Video Games and Its Effects</i></p>	<p>Robinson, Consalvo. <i>Performing in MOBAs: The Myth of Neutral Bodies and Game Design</i></p> <p>Lessard. <i>Technological innovation and game design</i></p> <p>Zagal et al. <i>On Board Games Played On Tablets, Smartphones, and other Computing Devices</i></p> <p>Sihvonen. <i>Commodifying Gameplay</i></p>	
12:00 – 01:30	<p>Keynote</p> <p>Markus Rautzenberg</p> <p><i>Dealing with Uncertainty. Ludic Epistemology in an Age of new Essentialisms</i></p>			
01:30 – 03:00	<p><b>Lunch at the Cafeteria (Mensa)</b></p> <p><b>+ General Assembly and Goodbye Words</b></p>			

The campus map shows a grid of buildings and streets. Buildings are numbered 1 through 26. Key locations include:

- Streets:** Scharnhorststraße, Uelzener Straße, Wichestraße, Blücherstraße, Lüneburg Centre, Heinrich-Böll Straße.
- Landmarks:** Cafeteria (Mensa), Sports Court on Mensawiese, Library, Campus Centre, Biotop, Future Main Building, Culture Hall.
- Event Locations:**
  - Check-In and Information: Lecture Hall Foyer
  - Main Lectures and Keynotes: HS 1, HS 3, HS 4
  - Lunch, General Assembly: Cafeteria (Mensa)
  - Coffee Breaks: Lecture Hall Foyer and Building 14
  - 3-Sided-Football: Mensawiese
  - Workshops and Presentations: Building 14
  - Playroom, open all day: 14.001
  - Art Program, open all day: 9.102, 9.111 and 9.118
- Free Wifi:** name: Leuphana Guest WLAN - guest, Username: digra, Password: qSXialdC

## SOCIAL EVENTS AND ART PROGRAM

### 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 parcourse 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.

— Room 14.001, 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. Claussen (Centre for Digital Cultures) will give us with Strange Games and Funky Things as well as Chiptunes, Game-Soundtracks and Electronica the perfect groove. 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!

## THANKS TO OUR SUPPORTERS AND MEDIA PARTNERS

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## 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.

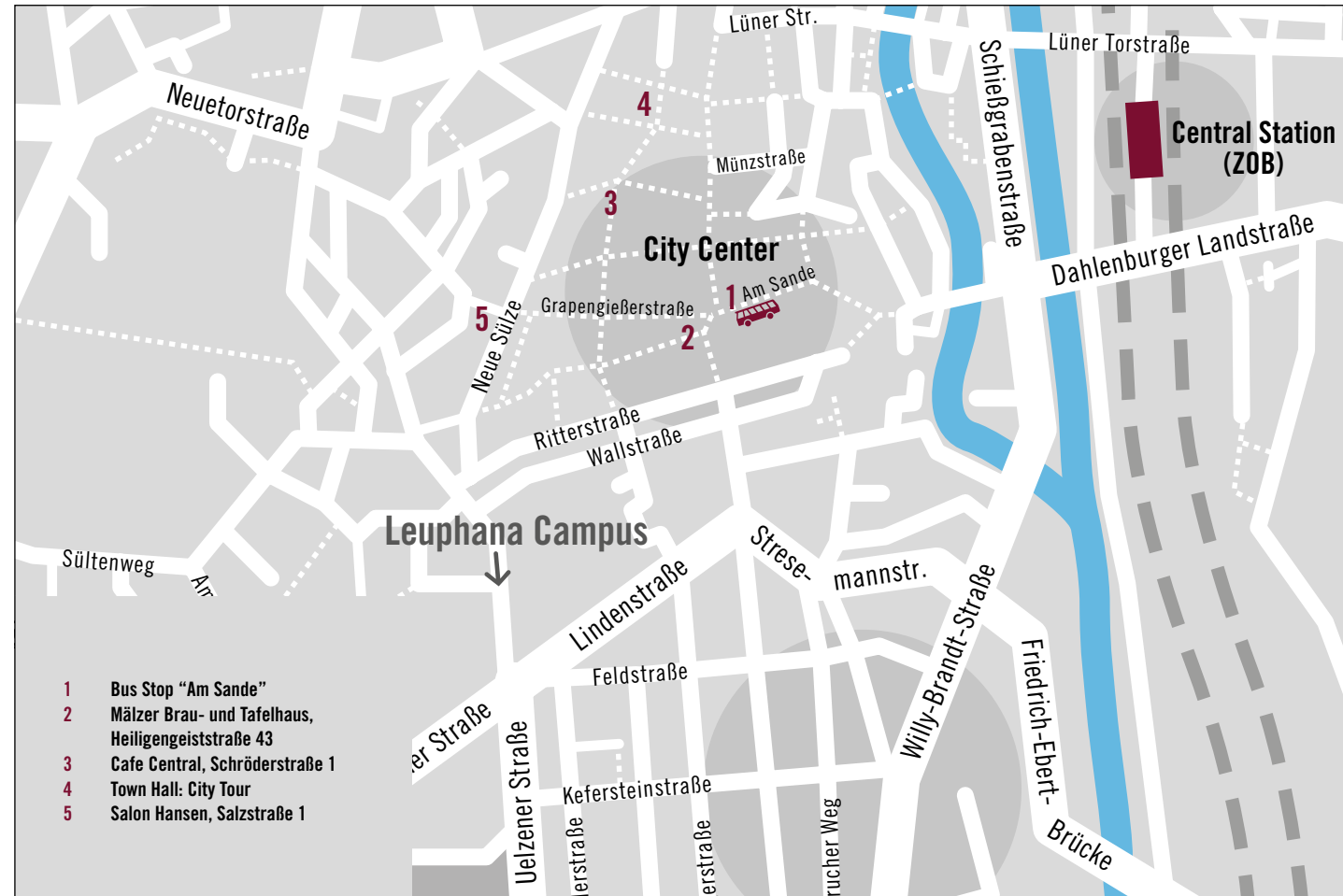


Old Townhall “Am Markt“



“Alter Kran“

**CITY MAP**



- 1 Bus Stop "Am Sande"
- 2 Mälzer Brau- und Tafelhaus, Heiligengeiststraße 43
- 3 Cafe Central, Schröderstraße 1
- 4 Town Hall: City Tour
- 5 Salon Hansen, Salzstraße 1

**BUS SCHEDULE**

Thursday 14.05.2015		Friday, 15.05.2015		Saturday, 16.05.2015		Sunday, 17.05.2015	
Central Station (ZOB) to UNI (Blücherstraße/Scharnhorststraße)	Bus no.	Central Station (ZOB) to UNI (Blücherstraße/Scharnhorststraße)	Bus no.	Central Station (ZOB) to UNI (Blücherstraße/Scharnhorststraße)	Bus no.	Central Station (ZOB) to UNI (Blücherstraße/Scharnhorststraße)	Bus no.
10:45 (extra Stop at Rathaus/townhall)	DiGRA Bus	07:36 - 17:36 every 60 min	5001	06:27 - 11:57 every 30 min	5011	09:35	DiGRA Bus
11:45	DiGRA Bus	08:07 - 12:47 every 20 min	5011	06:39 - 15:39 every 30 min	5012	13:37 - 19:37 every 60 min	5011
12:15 (extra Stop at Rathaus/townhall)	DiGRA Bus	08:19 - 18:39 every 20 min	5012	09:05	DiGRA Bus	13:39 - 19:39 every 60 min	5012
12:35	DiGRA Bus	09:05	DiGRA Bus	12:37 - 15:37 every 30 min	5011		
13:37 - 19:37 every 60 min	5011	13:17 - 18:37 every 20 min	5011	16:37 - 19:37 every 60 min	5011		
13:39 - 19:39 every 60 min	5012	18:37 - 20:37 every 30 min	5011	16:39 - 19:39 every 60 min	5012		
		18:39 - 20:39 every 30 min	5012				
UNI (Blücherstraße/Scharnhorststraße) to Central Station (ZOB)		UNI (Blücherstraße/Scharnhorststraße) to Central Station (ZOB)		UNI (Blücherstraße/Scharnhorststraße) to Central Station (ZOB)		UNI (Blücherstraße/Scharnhorststraße) to Central Station (ZOB)	
13:08 - 19:08 every 60 min	5012	05:48 - 19:10 every 20 min	5012	06:30 - 12:30 every 30 min	5011	13:08 - 19:08 every 60 min	5012
13:10 - 19:10 every 60 min	5011	06:00 - 13:20 every 20 min	5011	06:38 - 16:08 every 30 min	5012	13:10 - 19:10 every 60 min	5011
19:45	DiGRA Bus	13:50 - 19:10 every 20 min	5011	13:10 - 16:10 every 30 min	5011	14:30	DiGRA Bus
20:15	DiGRA Bus	19:10 - 20:40 every 30 min	5011	16:08 - 19:08 every 60 min	5012	15:00	DiGRA Bus
		19:08 - 20:38 every 30 min	5012	16:10 - 19:10 every 60 min	5011	15:30	DiGRA Bus
		18:30	DiGRA Bus	18:30	DiGRA Bus	16:00	DiGRA Bus
		20:00	DiGRA Bus	19:45 (extra Stop Salon Hansen/conference party)	DiGRA Bus		
		20:30	DiGRA Bus				
		21:30	DiGRA Bus				
All DiGRA Buses leave UNI directly in front of Campus in Scharnhorststraße							

5001		5011		5012		DiGRA Bus	
Lüneburg, Leuphana Campus (UNI)	plus 12 min	Lüneburg, Blücherstraße (UNI)	plus 14 min	Lüneburg, Blücherstraße (UNI)	plus 13 min	Lüneburg, Scharnhorststraße (UNI)	plus 14 min
		Lüneburg, Munstermannskamp	plus 13 min	Lüneburg, Munstermannskamp	plus 11 min		
		Lüneburg, MTV-Platz	plus 12 min	Lüneburg, Friedrich-Ludwig-Jahn-Straße	plus 10 min		
		Lüneburg, Kurpark	plus 11 min	Lüneburg, Goethestraße	plus 9 min		
		Lüneburg, Uelzener Str.	plus 10 min	Lüneburg, Wielandstraße	plus 8 min		
		Lüneburg, Postamt	plus 9 min	Lüneburg, Kefersteinstraße/Uni	plus 7 min		
		Lüneburg, Wallstraße (Theatre)	plus 7 min	Lüneburg, Rotes Tor	plus 6 min	Lüneburg, Seminaris Hotel	plus 8 min
Lüneburg, Feldstraße	plus 4 min	Lüneburg, Am Sande D	plus 5 min	Lüneburg, Am Sande C	plus 5 min	Lüneburg, Am Sande D	plus 5 min
Lüneburg, Central Station	Start	Lüneburg, Central Station	Start	Lüneburg, Central Station	Start	Lüneburg, Central Station	Start

**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/](http://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/](http://www.deutschebahn.com/en/) or [www.hvv.de/en/](http://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



**RESTAURANT VOUCHERS****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 Abtzmühle. “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 Abtzmühle 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 Ridgeway 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

**LÜNEBURG**  
MARKETING GmbH

The Lüneburg Innovation Incubator is funded by:



EUROPÄISCHE UNION  
Europäischer Fonds für  
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**DiGRA2015**  
**International Conference for Games Research**  
**Lüneburg**

**DIGRA** **GAMIFICATION LAB**  
Digital Games Research Association

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