

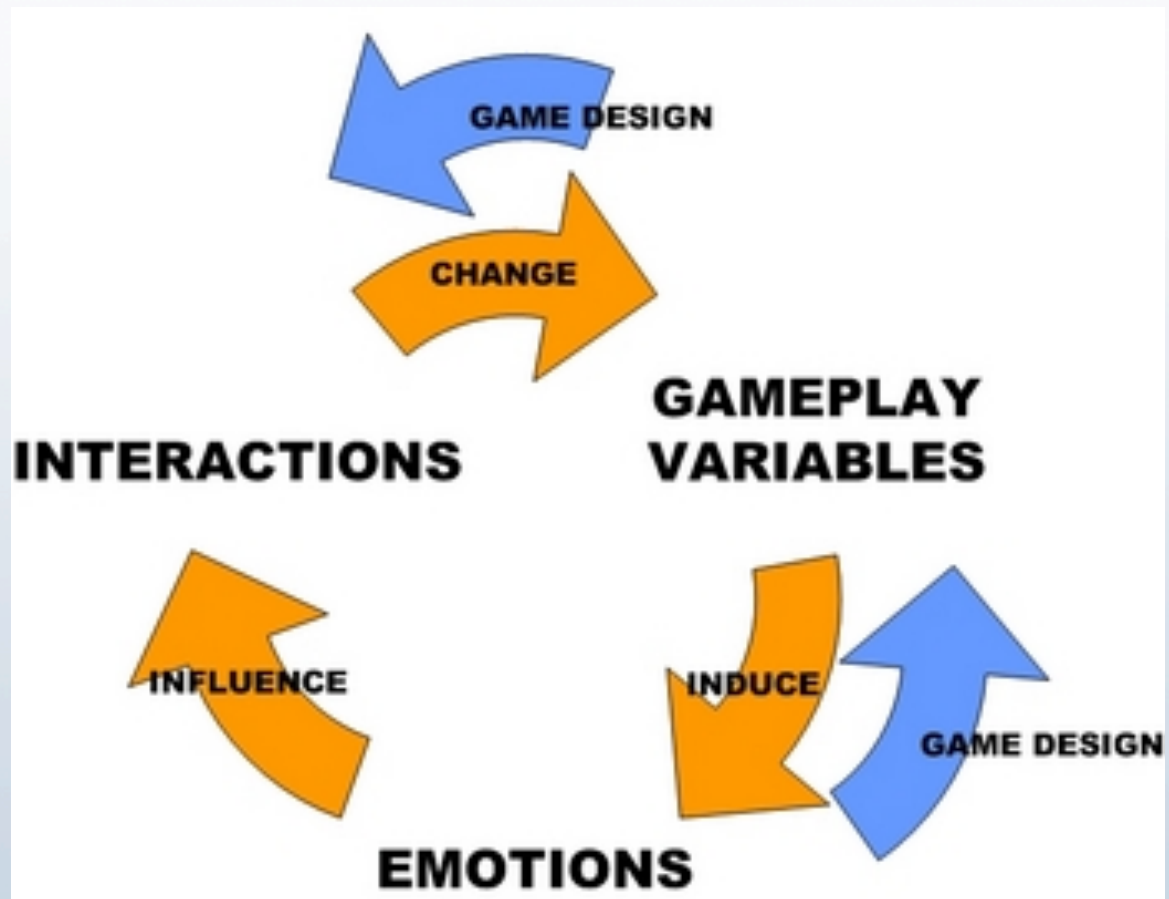
Emotion and Video Games

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Emotional Design

- Games are designed for the players to feel emotions
- Three levels of experience processing
 - Visceral
 - How it makes the player having the experience feel
 - Behavioral
 - How well it suits its purpose or function
 - Reflective
 - How it affects the player's self-image
- Variations or stability of variables induce emotions in the player
- Player's emotions influence how he interacts with the game
- Each player's experience differs from one another
 - Varies with the player's emotions and skill level

Flow



Emotionally Powerful Game Types

1. Role playing games
2. First person shooters
3. Action
4. Adventure
5. Fighting
6. Sports
7. MMOs
8. Racing
9. Real time strategy
10. General strategy/puzzle
11. Flight simulators
12. Flying

Techniques to Create Emotion

- Rooting Interest
 - Techniques that make the players “root for” a character
 - The player is able to identify and empathize with them in some way
 - Created by putting the NPC in danger
 - Self-sacrifice
 - Undeserved misfortune
- Plot Deepening
 - Give games stories emotional depth and resonance

Techniques to Create Emotion (cont.)

- Plot Interesting
 - Structure of game
 - Linear
 - Non-linear
 - Multi-path
 - Structure twists
- Player Toward NPC Chemistry
 - Make the player feel close to an NPC
 - NPC has things in common with the player
 - NPC anticipates your needs
- Usable Symbols
 - Represent a characters health and strength
 - Makes the player feel more confident

Case Study—Ico

- One of the most emotional experiences
- Techniques that contribute to emotion:
 - Rooting Interest
 - Girl was in danger
 - Plot Deepening Techniques
 - Ending is open-ended
 - Plot Interesting Techniques
 - Unpredictable plot twists
 - Player Toward NPC Chemistry Techniques
 - Girl admires you
 - Usable Symbol
 - The boy obtains a magical sword that crackles with spiritual electricity

Ico

- <http://www.youtube.com/watch?v=7Dlx3W6gmgs>

References

- "Bowen Research » Studies." *Bowen Research*. Web. 14 Sept. 2010. <<http://www.bowenresearch.com/studies.php?id=3>>.
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- Way, By The. "Emotion Engineering in Videogames." *Stephane Bura*. Web. 14 Sept. 2010. <<http://www.stephanebura.com/emotion/>>.