

Assignment 4: Affective Evaluation for Games

This example is to guide your assignment and will help you become familiar with affective evaluation, the intrinsic motivation inventory (IMI) questionnaire, and the cued debrief recall technique.

First, find a simple online game that you can evaluate. It should be easy to start-up, learn, and get into real play. Just do a web search for free online games, if you aren't sure of what to play. Be sure to note for the assignment what the game is and where we can locate it.

Study - first week

One person from the team will play the game and the other team members will conduct the study as investigators.

1. The player will first familiarize him/herself with the game by playing for 5 minutes.
2. The player plays the game for one level (e.g., 5-10 minutes) and is video recorded from a first person view (behind them facing the screen). You can use a cell phone or webcam from a laptop to record the video.
3. The player fills out the IMI questionnaire (see link in course schedule).
4. The investigators conduct the cued recall debrief technique by showing the participant the video of them playing and asking about their play at various points in time. They should video record the participant in a third person view while they watch their own video and talk about it.

Analysis - second week

The following week in lab, students do the analysis of the game play. You must have with you the answered IMI questionnaire along with the video of the person talking about their play when they did the cued recall debrief.

1. Analyze the cued recall debrief video and fill out the coding sheet, one sheet per investigator.
2. Compare the coding sheets of the two investigators by computing the inter-rater reliability. Are they consistent? Is there a correlation? You should have a R value ≥ 0.90 . If you don't, discuss the codes that each evaluator chose and understand why there were discrepancies.
3. Score the IMI questionnaire using the scoring sheet.

Use the results to assess the overall affective enjoyment of the game play, problem areas with the design, and areas of success.