

Tuesday, 23 <sup>rd</sup> October 2012			
<b>Registration</b>	<b>From 13:00 – 14:00</b>	Registration desk, <b>Plato College</b>	
<b>Opening</b>	<b>14:00 – 14:15</b>	<b>Opening</b> Opening / Welcome (Local Organizers & TWG)	
<b>Keynote</b>	<b>14:15 – 14:45</b>	<b>Keynote</b> Chris Ferguson (Texas A&M International) <i>(to be confirmed)</i>	
<b>Short Break</b>	<b>14:45 – 15:00</b>	<b>Coffee Break Space</b>	
<b>Session I</b>	<b>15:00 – 16:00</b>	<b>1.1 History &amp; Games</b>	<b>1.2 Game Research Methods</b>
	15:00 – 15:20	Jaroslav Svelch (Charles University Prague): <i>Gaming Behind the Iron Curtain: The Role of Informal Distribution and Amateur Creativity in the Czechoslovak Digital Game Culture of the 1980s.</i>	Frederik Van den Bosch (Ghent University): <i>Towards an integrated textual analysis of videogames.</i>
	15:20 – 15:40	Digdem Sezen (Istanbul University): <i>Dust off and Play: Games as Historical Artifacts.</i>	Nevin-Sahin Malkoc (Middle East Technical University): <i>“Playing” Anthropology Online: Cyberethnography of MMORPGs.</i>
	15:40 – 16:00	Tonguc Ibrahim Sezen (Istanbul University): <i>Balancing Game Design and Historical Data.</i>	Nelson Zagalo (University of Minho): <i>Videogame Emotions suffer from an Interactive Paradox?</i>
<b>Coffee Break</b>	<b>16:00 – 16:30</b>	<b>Coffee Break Space</b>	
<b>Session II</b>	<b>16:30 – 17:30</b>	<b>2.1 Special Discourses about Games</b>	<b>2.2 Perception and Playing</b>
	16:30 – 16:50	Marguertie Barry (Dublin City University): <i>Clarification vs. classification: Public discourse on interactivity and games in Ireland (1995 - 2009).</i>	Malte Elson (WWU Münster), Jan Van Looy, Lotte Vermeulen, Frederik Van den Bosch (IBBT-MICT-Ghent University): <i>In the Mind's Eyes: No Evidence for an Effect of Stereoscopic. on User Experience of Digital Games.</i>
	16:50 – 17:10	Sara Mosberg Iversen (University of Southern Denmark Odense): <i>Simming as an own space.</i>	Angelica Ortizdegortari & Mark D. Griffiths (Nottingham Trent University): <i>Game Transfer Phenomena: Digitally Induced Altered Perceptions.</i>
	17:10 – 17:30	Fasih Sayin (Marmara University): <i>Morals, Ethics and Law in Video Game Narrative.</i>	Pietro Righi Riva (Politecnico di Milano): <i>Exotic orientation systems as gameplay devices.</i>
<b>Short Break</b>	<b>17:30 – 17:45</b>	<b>Coffee Break Space</b>	
<b>Business Meeting</b>	<b>17.45 – 18.30</b>	<b>Business Meeting</b> TWG “Digital Games Research “ (Thorsten Quandt, Jan Van Looy)	
<b>Transfer</b>	<b>18.30 – 19.30</b>	<b>Free Time/Transfer to Reception</b>	
<b>Reception</b>	<b>From 19.30</b>	<b>Reception</b> Tba.	

Wednesday, 24th October 2012			
<b>Opening</b>	<b>09:30 – 9:45</b>	<b>Opening</b> Opening Day 2 (Local Organizers & TWG)	
<b>Short Break</b>	<b>9:45 – 10:00</b>	<b>Coffee Break Space</b>	
<b>Session III</b>	<b>10:00 – 11:00</b>	<b>3.1 Development and Design</b>	<b>3.2 Aggression and Violence</b>
	10:00 – 10:20	Gunseli Bayraktutan & Mutlu Binark (Baskent University): <i>A Critical Analysis of METU TECH ATOM as a Distinctive/Special Actor of Game Development in Turkey.</i>	Jan Decock & Jan Van Looy (IBBT-MICT-Ghent University): <i>Effect of knowledge of label system and familiarity with games on behavioral compliance to warning labels.</i>
	10:20 – 10:40	Isik Baris Fidaner (Boğaziçi University): <i>Modern Alchemy: Game Development as Enthusiasm Engineering.</i>	Johannes Breuer, Michael Scharkow, Thorsten Quandt (WWU Münster & University Hohenheim): <i>The others - Why research on the effects of digital games on aggression needs a multiplayer perspective.</i>
	10:40 – 11:00	Gualeni Stefano Gualeni, Dirk Janssen & Licia Calvi (Breda University of Applied Sciences): <i>How psychophysiology can aid the design process of casual games.</i>	Jeroen Lemmens (University of Amsterdam): <i>Implicit measurements of virtual aggression towards ethnic stereotypes in videogames.</i>
<b>Coffee Break</b>	<b>11:00 – 11:30</b>	<b>Coffee Break Space</b>	
<b>Session IV</b>	<b>11:30 – 12:30</b>	<b>4.1 NPCs and Game Design</b>	<b>4.2 Social Aspects of Gaming</b>
	11:30 – 11:50	Harko Verhagen, Magnus Johansson & Mirjam P. Eladhari (Stockholm University): <i>The need for Socially Believable NPCs - Game Designers' View.</i>	Rachel Kowert (University of York): <i>(A)Social Reputation: Exploring the Relationship Between Game Involvement and Social Competence.</i>
	11:50 – 12:10	Hernik Warpefelt (Stockholm University): <i>Describing the social capability of NPCs.</i>	Elisabeth Günther, Ruth Festl & Thorsten Quandt (WWU Münster & University Hohenheim): <i>Media as sports: Let the digital games begin!</i>
	12:10 – 12:30	Sengun Sercan (Istanbul Bilgi University): <i>Engagement Model as the Basis for Video Game Design.</i>	Kerem Yavuz Demirbas (Marmara University): <i>Virtual Spaces of Hope: Social Implications of Spatial Gameplay in Minecraft Online Servers.</i>
<b>Lunch Break</b>	<b>12:30 – 14:00</b>	<b>Cafeteria</b>	
<b>Session V</b>	<b>14:00 – 15:00</b>	<b>5.1 Game Design</b>	<b>5.2 Identity and Identification</b>
	14:00 – 14:20	Anissa All & Jan Van Looy (IBBT-MICT-Ghent University): <i>Full Speed Ahead? Evaluating the Added Value of Co-Design in Serious Game Concept Development, a Case-Study on Traffic Safety.</i>	Agnes Dyszy, Daniela Schlütz & Beate Schneider (Hanover University of Music, Drama and Media): <i>Being German in the virtual World War II.</i>
	14:20 – 14:40	Magnus Johansson, Frederik Ruth, Björn Straat (Stockholm University): <i>A Comparative Heuristic Evaluation from a Game-and HMI-design Perspective of an RPG.</i>	Karolien Poels, Nele De Cock & Steven Malliet (University of Antwerp): <i>"The female player" does not exist: Gender identity relates to differences in player motivations and play styles.</i>
	14:40 – 15:00	Fares Kayali, Peter Purgathofer (Vienna University of Technology), Gerit Götzenbrucker, Vera Schwarz (University of Vienna), Barbara Franz (Rider University) & Jürgen Pfeffer (Carnegie Mellon University): <i>Designing for Social Impact. How the social network game YourTurn! furthers inter-cultural communication.</i>	Frederik De Grove, Jan Van Looy & Lotte Vermeulen (IBBT-MICT-Ghent University): <i>Envisioning the Other. A Grounded Exploration of Social Roles in Digital Game Play.</i>
<b>Short Break</b>	<b>15:00 – 15:15</b>	<b>Coffee Break Space</b>	
<b>Conclusion</b>	<b>15.15 – 15:30</b>	<b>Farewell</b> Farewell Words (Local Organizers & TWG)	