

The background is a 3D wireframe landscape rendered in shades of blue and purple. The terrain is uneven, with a prominent ridge on the left and a valley on the right. A large, semi-transparent yellow circle is overlaid on the right side of the image, containing the title and author information. The circle has a subtle radial gradient and is surrounded by a dark blue glow.

CHECKMATE, REALITY
or: a guide to a flipside future

ROMINA KOOPMAN

INTRODUCTION

This book is a description of a fictional game, a thought-experiment, in which the virtual world and the actual world are inverted.

This text employs a method from speculative design and near-future science fiction, describing the scenario in which our actual world becomes secondary to our virtual world. In this concept, the actual world is only a stage for taking photos which are the foundation of the virtual world. The participants, the gamers, are living through this game and immersing themselves and their lives to build a new image-based society.

The underlying research question is established on the current and emerging gamification and manipulations strategies, applied by commercial social media platforms. It examines the methods used to encourage users to return to the screen and share their images.

This game is an elaboration on today's world where cameras have become ubiquitous, infiltrating in nearly every aspect of social life. The glowing camera screen, a lens through which we see ourselves, others, and the world around us. The *pic or it didn't happen* culture dominates and defines our place on the online social ladder. This culture serves as the foundation of the game. Now, the challenge for me, as the Gamemaster, is to get people hooked. Which gamification strategy will make this game a success?



Digital

IMAGE

MAKERS

The game

MANUAL

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WAYS TO PLAY

SOCIETY GUIDELINE

OPEN THE GATES

D.I.M GAME

WEL COME INSIDE

Welcome to The Society,

The voice you hear is me, your operating system. During the game I will be your guide. You are at the starting point of an amazing adventure, your gaze on the world is going to be turned inside out. Are you ready to enter the universe of D.I.M?

TUTORIAL

This tutorial introduces you to all the basics of D.I.M and gives you a sense of all the game's potential. This game does not have a particular path to follow; on the contrary, there are infinite ways to play this game. This tutorial will show you the basics, after which you can map out your own path to the top.

During the game, there is always an option to click on the question mark. This will lead you to your online personal assistant who can help you with all your game-related questions.

INTRODUCTION

D.I.M - digital image makers, is a game universe based on a system of sharing. You, the player will become a member of The Society, where everything is possible. Imagine where you want to be. Use your imagination and start your triad of collecting, choosing, and sharing. Feed the stream, become a creator, and build your own empire within The Society.

In D.I.M you can create whatever you want. No one knows what the landscape will look like from now on. Rules in the outside world are crumbling, leaving space for new ones to appear. The gatekeepers have left their gate, the channels are open, so come in and make up your own rules, start creating what you always wanted to create. Let go and explore, it will take you to some remarkable and unexpected places.

There are and will be many varied games experiences. Choose your strategy, play, and earn points to attain top rankings. Complete tasks, get rewarded and climb higher and higher on the social ladder to unlock more challenges. It is up to you where you are going to be positioned on the ladder. Are you aiming for the top or do you see the bottom getting closer and closer?

THE GAME

The goal is simple: collect images to climb the social ladder.

Every day, there is a fixed time slot in which all members can go out and collect new material. The moment you choose to disconnect, the timer will start and you will go outside to hunt. When you are detached, it is up to you to browse and gather new images. Return to your screen, upload your found footage, and create new content. Use your time out there wisely because the world needs more wisdom.

The images that you collect serve as the basis that runs The Society. Uploading images is not the only way to get rewarded, contributing within the community by being an active member is maybe even more important. All the images form a stream that establishes our infinite universe. You see, we need your images to get this stream flowing, but without anyone walking around and exploring this universe, the images will be useless. We need the images, we need to hunt them, and we need the content; only this way you can scroll, browse, click, play and have fun! We work together to establish a new world where boredom is suspended, and satisfaction will be achieved.

REGISTER

Join D.I.M and become part of The Society. Sign up and dive into a new world of images, challenges, profiles and become friends with members from all over the world. The best part of all, it's for free!

The only thing you have to do is download the app or go to the website and join. To complete this sign up, follow the on-screen instructions during installation.

THE GAME ZONES

There are three zones, each zone has its own function. The fundamental zone is home base, situated in the virtual world. On the other side there is the resource territory, the actual world, serving only as an area to collect images. The grey zone is the transferring state where home base and resource territory meet and are separated by the border of the screen.

HOME BASE
Image as status

GREY ZONE
Screen as portal

RESOURCE TERRITORY
Camera as gathering tool

Home Base

Here is where The Society lives and is therefore the main domain. Here is where you upload your images, taken on the other side. The images are the basis of every interaction and serve as status symbols.

Grey zone

The grey zone is everything between the birth of an image, taken in the resource territory, and its immortalization once uploaded to home base. The grey zone is a state of transferring images. This zone is marked with the screen that serves as a portal between one zone and the other.

Resource territory

This zone is only serving as a stage for taking pictures. It is a three-dimensional backdrop where you have endless possibilities to collect your images. As soon as you have collected the images, you return to home base to share your gatherings with the society.

THE SOCIETY

The society is situated at the core of home base. It is an image-based community, a language that everyone speaks. It doesn't matter where you are in the outside world, within the society you can travel everywhere and be who you always wanted to be. An online network with endless possibilities. Home base is the platform where all the members of The Society come together, they are always connected by the tip of their fingers.

SOCIETY DOGMAS

There are 6 dogmas that define life in The Society.

- 1 The game starts the moment you want to join the society.
- 2 Everyone belongs to one level.
- 3 You start from the bottom of the ladder.
- 4 You can climb to an upper level, but you can also fall to a lower one.
- 5 Every level has standards that you have to keep up to.
- 6 There is always a level higher.

DYNAMICS

Everyone is going to the resource territory to collect images. You decide which images will make it to home base. These images define your status in society.

TOGETHERNESS

The Society is all about coming together, meeting up and living life to the fullest. The platform is designed to keep in touch with friends from outside, get in contact with other people and meet new members through different communities. We want members to come together, so you have people to share experiences with through time shifts, reality shifts.

COMMUNITIES

There are different communities in The Society. You can travel to these communities via home-base. A domain is a virtual space where members with the same interest can meet and make friends. In this environment you can exchange images, join group discussions, chat, challenge each other and create hunting sessions.

SCALE

Society is divided into several levels that work like a ladder system. Your profile is located in one of the level domains. This means that in the space around you, profiles of the same level are displayed. This makes it easier for members with the same status to challenge each other. It is possible to travel across levels to discover profiles of members with a higher or lower level.

MODES

Within the game there are 2 modes: live-mode and hunt-mode.

HUNT-MODE: COLLECTING IMAGES

Every day you get 2 hours to go out and collect images in the Resource Territory.

How to hunt:

- 1 Click on hunt-mode and activate the timer.
- 2 Leave home base and go out to the resource.
- 3 Start hunting by the search, shoot, save method - till you are satisfied with your gatherings or when your time is running out. Note: If you are still outside when the time has expired, your page will switch to non-active mode (see chapter rules).
- 4 Enter the grey zone and decide which image(s) will be immortalized by uploading them to home base. (See chapter lifecycle of an image).
- 5 Come back to home base and share your gatherings with The Society.

LIVE-MODE

The moment that you are not hunting you can enjoy yourself in The Society. In live-mode you can share your images, look at others, meet and chat with members, browse, explore and end up in environments where you have never been.

LIFE CYCLE OF AN IMAGE

The life cycle of an image is determined in the grey zone. It is you, the creator, who decides which images make it to the home base. Once the images have been collected in the Resource Territory, it's time to decide which of them will be uploaded and thereby become immortal. All images that do not make it stay behind in the grey zone, inside the Rest In Pocket area.

Image life cycle

- They don't live long
- They die once forgotten
- They can be immortalized

GATHERING WITH THE PHOTOGRAMMETRY TOOL

In order to achieve a full image experience, D.I.Muses 3D-rendered imagery. Via our hunting application, the 3D-scan tool can be used to process photos into 3D models using the power of photogrammetry. Simply follow the instructions, through an easy-to-use interface, and take the world outside inside.

3D IMAGERY

After uploading, the 3D images are ready to use in home-base. Here your collection of images is transformed into a 3D world, where everyone can wander through the footage you have gathered.

GAMEPLAY LIFE AT YOUR FINGERTIPS

Home base is where you go directly after the game loads. To become a member of The Society you need to create an account. Creating an account is free!

BEGIN – BUILD A PROFILE

The road to complete your account

Start - Create a profile by signing up

Stage 1: A blank page - all members have the same start; you start with an empty page at the bottom of the ladder.

Stage 2: Start building - time to start building your image, go out and hunt to collect images. Share your images with the society and explore the ones from others.

Stage 3: Daily routine - Make D.I.M your life, there is no need to go out unless you go for a hunt.

Stage 4: Positioning - the game has now become your day-to-day, it is up to you whether you will go up, go down or stay where you are on the social ladder.

HOW TO CLIMB THE LADDER

In the game you can earn points through a variety of tasks. There are numerous ways to get rewarded. Tasks are related to collecting images, accepting challenges and being an active member.

Task categories:

- Contributing with images.
- Contributing within the society, being an active member.
- Contributing to making the society bigger.

STATUS RELATED TASKS

Every status level has its own tasks. Every time you complete a task, a new, more challenging one will become available. Completing a task will make you earn points.

THE DAILY CHALLENGE

Everyday a daily challenge will be announced to every member. It doesn't matter where you are on the ladder, everyone will get the same challenge. Completing the challenge will let you earn points. This is the moment where you can shine, whether you are at the bottom or at the top.

CHALLENGE ANOTHER MEMBER

It is possible to dare another member with a task. You can challenge someone, be challenged, or go for the random selection option. If you challenge someone, you determine the number of points to be wagered. If you are challenged, you can accept the game with the corresponding stake. You can also go for the random challenge, in which you are automatically linked to a player who is also looking for a challenge, in this option the game determines the stake.

COLLECTING

In D.I.M there are hidden marks that you can bump into while exploring. Clicking on this marks will generate points. This means that the more you explore within The Society, the more points you can earn.

CONTRIBUTING

An active member is rewarded! Collect points by contributing to the development of the society. This can be done, for instance, by setting up a group, voting for daily-challenge winners, making friends and giving feedback.

COMMUNITY GROWTH

More members equals more joy. For The Society to grow, it is key to bring in new members. Earn points by introducing non-members to D.I.M and making them part of us.

LEVELS, THE SOCIAL LADDER

- Being part of each level requires a certain number of points.
- Points can be earned and can also be lost.
- The higher you go the more points you need to level up.
- Each level unlocks new tasks that you can perform. The higher you stand the more tasks will become available.
- High level tasks are harder than low level tasks.
- High level tasks reward more points than low level tasks.
- Losing points is relative to your level. The higher you get the more you can lose.

RULES

- The image that you upload, has to be original. Plagiarism will make you lose points.
- Any image that you upload, must be collected from the resource territory, by yourself, and through the app.
- A member can spend 2 hours per day in the resource territory. If this limit has been exceeded, points will be subtracted.
- The moment a member is outside for too long, their profile will switch to non-active mode and become monochrome.
- Members can only have one account, but you don't have to use your real name in The Society.

OPERATING SYSTEMS

DEVICES

The game can be played via various devices. The game is available as an application that can be downloaded on mobile phones and computers. It is also possible to play in VR mode. It doesn't matter where you go, D.I.M is always there for you. Install the application and make sure you don't miss out on anything that happens in The Society.

MOBILE PHONE: HUNT-MODE & LIVE-MODE

The mobile is divided into two modes: one for hunting and the other to access home base (live-mode). For the best possible experience, we recommend using the live mode on your computer whenever possible, or even better, in VR-mode.

COMPUTER: LIVE-MODE

The game can also be used via the computer. The app can easily be accessed via an icon on the desktop. The application is connected to the internet to maintain the open-ended structure. The application on this device only runs the live-mode.

VIRTUAL REALITY: LIVE-MODE

For the best gaming experience, virtual reality is optional. Via a headset, you can immerse yourself completely in the world of 3D images. The VR mode makes it easy to browse through the world of D.I.M and earn points.

USING THE APP

HUNT-MODE

During the hunt, the app can be used when collecting images. With the 3D scan tool, you can easily scan and save environments. In addition to the scanning tool, it can be used to easily select, edit and upload images.

LIVE-MODE

The app can be used to enter the digital world of The Society. This is the place where all users come together. Travel around and visit the profiles of players from all over the world or improve your own profile and collect points. This app also gives you an overview of the number of points you have gained, your place on the ladder, open tasks and challenges you have completed.

WAYS TO PLAY

In the game there are different strategies that can be applied. It is up to you to decide which strategy fits your personality.

The photo dumper - quantity strategy

Collect as many images as possible in one hunting session. Many images can lead to earning a lot of points.

The risktaker - quality strategy

Searching carefully in every hunting session. Unique images will get rewarded with more points.

The winner - focus strategy

Focusing on winning the daily challenge.

The task taker - fulfilment strategy

Concentrating on completing tasks, every action taken has the goal of fulfilling a certain task.

The gambler - challenging strategy

Dare another member in a challenge to earn or lose points.

The chameleon - blending strategy

Live by the day and combine different strategies to earn points.

SOCIETY GUIDELINE

D.I.M is an authentic and safe place for all of our members. Help us foster this community. Post only your own gatherings and always follow The Society rules. When signing up for D.I.M, you agree to these guidelines and our Terms of Use that can be found on our website. Overstepping these guidelines may result in deleted content, disabled account, or other sanctions.

For more info visit the safety and security page on our website. This page provides info to help keep all members' experience safe.

OPEN THE GATES

Now it is time for you to enter the gates of D.I.M. Enjoy this great adventure - because nobody knows the shape of tomorrow's world. Come in, start building the image of your future and live as in your wildest dreams.

We look forward to welcoming you as a new member of The Society!



CONFIDENTIAL
FILE

The game

D.I.M

CONFIDENTIAL FILE

This document is strictly confidential and is only intended for those who are involved in the development of the game. This file contains information regarding manipulation techniques used for business purposes. It is not allowed to share any of this knowledge with third parties in order to protect, not only the trade secrets, but also the players of the game.

This document is intended to provide an overview of the back-end structure of the game. This framework consists of an explanation of various elements that are important for corporate strategies.

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ADVISORS

D.I.M is developed with the advice of experts from various fields. The panel was brought together in an online chat. This chat was used as a communication tool, allowing the creators to ask for advice at any moment. The feedback laid the foundation of decisions taken in the creation of this game. Relevant snippets of the chat are reflected in this document.

PANEL

The following experts have taken place in our advisory board and contributed to development of the game.

ADRIAN HOLZER

Professor of Information Systems Management at the University of Neuchâtel (Switzerland). He was an associate researcher at EPFL, co-head of the interdisciplinary platform at the University of Lausanne and researcher at the SNSF at the Ecole Polytechnique de Montréal. His research interests cover digital transformation in organizational, educational, and humanitarian contexts.

GEERT LOVINK

Professor Lovink is a media theorist and Internet critic. He directs the Institute of Network Cultures, which conducts research into online video, social media, search engines, revenue models and the creative industry. Lovink is also Professor of Media Theory at the European Graduate School in Saas-Fee (Switzerland) and is affiliated with the Centre for Digital Culture at Leuphana-Universität in Lüneburg (Germany). His most recent books are Zero Comments (2007) and Networks Without a Cause (2012), both published in English, German and Italian.

MARENCO KEMP

Director of Data & Analytics at Newzoo's, a global gaming & esports analytical platform. Kempen is working as lead to scale up the company by using machine learning, data science, and data partnerships. Kempen also has experience as team lead at companies such as Microsoft, Google & YouTube, Uber.

PERSIJN BROERSEN & MARGIT LUKÁCS

Artist duo that researches the plethora of technology through a wide variety of media. Broersen and Lukacs's practice reflects on the ornamental characteristics of today's society, characterized by a quest for the sources of contemporary visual culture. With video pieces that incorporate (filmed) footage, digital animation and images appropriated from the media, they demonstrate how reality, (mass) media and fiction are strongly intertwined in contemporary society.

D.I.M

D.I.M is an idle game structured in an open-ended digital universe. The game is fun and easy to play, which generates a high level of satisfaction. The game is a single application that players can use to live their new virtual life.

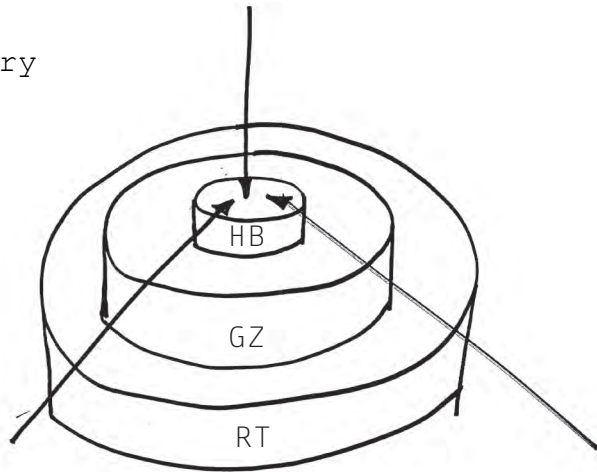
The social network around the game creates a community based on the feeling of mimetic desire. We want what other people want; you want to be part of The Society. Above all, this is a place that is easily accessible for everyone, young or old. It brings happiness through the sense of belonging combined with a feedback system that creates a feeling of appreciation.

Structure

HB - Home Base

GZ - Grey Zone

RT - Resource Territory



ULTIMATE GOAL

Make the user spend, except for the 2 hours in the resource territory, all their time at home base. Create a culture where it is bad to spend time in the outside world and it's good to be online. The Society is where they want to live their life. D.I.M. is life.

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC

STRUCTURE OF THE GAME

The Game Master

Dear advisors,
Thank you for taking a seat in this panel. We will use this chat to maintain contact throughout the development of the game. We welcome your advice where ours falls short. Please feel free to share your knowledge, raise questions or provide feedback.

We look forward to our collaboration!

Kind regards,
The Game Master

The Game Matster_online

Geert Lovink_media.theorist-internet.critic_online

Persijn Broersen_artist_online

Margit Lukács_artist_online

Marenco Kemp_data/analytics_online

Adrian Holzer_professor-information.systems.management_online

The Game Master

Hopefully you have received the information about the basic structure of the game. Are there any questions or uncertainties so far?

Geert Lovink

If I understand it correctly, it's a game in which relative autonomy, as we call it, is completely mixed up. So, we have to start thinking about a new culture, about one-off hybrid mixtures. In other words, a culture in which, the old material world, the world of social media and the world of virtuality, get completely mixed up.

The Game Master

In the plan that is currently in place, the main domain can be compared to what we know as social media today. However, in this case, the virtual and actual world will be reversed.

Margit Lukács

I can see a connection with how literature emerged. At first, very few people pursued books. Later, in the nineteenth century, the novel emerged - which gained enormous popularity. There was a mass hysteria about books, which was controlled by large publishing houses and very large conglomerates, which grew bigger and bigger and got more and more power. At the same time, small initiatives arose, just like in the art world.

MONEY MAKING

D.I.M's revenue model is centered around accumulation of knowledge. Users' data is collected, and this information is sold to other companies. We provide a platform where you can experiment with people's behavior.

Our database keeps track of everything about our members: who, where, what and even why. We know them better than they know themselves. We manage information on a large scale, from general information to every click that is made by our users. By tracking every single action, we have insights on all their habits, personalities, interests, and behavior.

DATA

In this model, there are several ways in which information is used to monetize.

Personal details

Personal data is used to make analyses about who and where our users are. This information contains personal data that may provide insights to a third party.

The large number of data points offers an overview of the current trends, but on the other hand, this information can also be applied to specific local situations.

An example of how this information can be used.

Hypothesis: A company targeting young customers needs information in order to decide the location of a new shop. Based on location analysis, our data could indicate optimal locations.

Behavioral information

User behavior is tracked to identify the personal interests and needs of our members. Every single activity is tracked and stored. We have a profile of each user that helps us to target them.

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC

STRUCTURE OF THE GAME

Persijn Broersen

It's also funny to think that when literature emerged, it was seen as just as impure as watching television, gaming now or VR in the future. It just repeats itself, this acceptance.

The Game Master

We are indeed, ideally, speaking of a culture shift in this case. In other words, the time you spend in the actual world should be as short as possible. Whereas nowadays we sometimes feel guilty about having spent another hour scrolling online, in this game the player feels guilty about not having been online for another hour.

The Game Master

How can we achieve this effect, where being in the virtual world is the normal state?

Geert Lovink

In this cultural shift we could visualize the game in a circular form. The center is Home Base, in between is the Grayzone and the outer edge is the Resource Territory. You could use arrows to indicate that it runs from the outside to the inside.

The Game Master

Thanks for this insight Geert, we will look into the implementation of the circular form.

The Game Master

How do you, as experts in the field, visualize this new reality?

Marenco Kemp

The biggest topic right now is the metaverse. We talk about virtual reality, bringing in the physical world into the virtual world, building virtual economies, rewards that potentially can be converted into cash.

The utopian dream: people can make cryptocurrencies in the game, and they make a living.

Geert Lovink

The reality as a resource, that's what this is all about.

Persijn Broersen

In the meta virtual world - what if all the things we know are not grounded on anything anymore. You just feel people wondering: where do we go from here? Fiction and reality all circle around each other. It doesn't matter anymore where you are, you have all these places where you can be at the same time. There is no more of that reality, and that is really the only thing that humans really know.

Reality is increasingly taken over by fiction. You see, democracy, crypto, NFTs... Now it is actually moving away from everything that is tangible. Where is it still real? Physicality. That is still real.

This can be used to target advertising based on what's relevant to a user, to improve reporting on campaign performance, and to avoid showing ads the user has already seen. This will help to deliver the most relevant and targeted content to specific audiences.

It is possible for businesses to reach their next customer in D.I.M with precise targeting. Because we know our users so well that we can predict their next move.

Hypothesis: A new online shoe shop specializing in reselling old, special edition boots. The niche for this type of shoes is very small and the shop is experiencing difficulties in attracting new customers.

We know from user _369_ that: this person regularly searches for boots and has a secret love for special editions, on which this user is willing to spend more. This person mainly shops online, in the evening, and makes most purchases at the beginning of the month. Person _369_ is clustered together with other users who also fall into the shop's target market. Before nightfall, person A will be exposed to 3D images of boots within the society. This will plant a seed in the mind and through advertisements, the shoe shop in question will be the first one to pop up when person _369_ goes shopping online.

Tailored insights

The Society can also be used for experiments. This can provide specific information that can give actionable insights.

This is an efficient way to get accurate and honest knowledge from a wide range of people. Insights that otherwise require a lot of investigation can now be gained through a simple challenge. Based on the feedback system, it is possible to determine the behavior of large groups. The results can be applied in determining important decisions in other organizations.

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC

STRUCTURE OF THE GAME

Geert Lovink

And for example, how do you see human interaction? Where does it take place?

The Game Master

That actually takes place in Home Base.

Geert Lovink

The reality as a resource, that's what this is all about.

The Game Master

Precisely. We need to transition into this new status quo.

Marenco Kemp

The lines are starting to blur. The goal is to bring in the social element of being together in a digital environment and making that more tactile and more real. Meta that is within virtual reality, trying to build your social identity into environments. Places where you're able to have shared experiences, and also play realistic simulated games with other people, like table tennis with VR glasses.

The Game Master

Let's take a moment to look at social media. How do you see the driving

Margit Lukács

They make it possible to be kind of semi-individual islands, where everyone just makes an idealized image of reality out of egocentricity. Although I would rather reflect on the power in the fundamental structure of this world. After all, what is the backbone on which this world functions? What are the money flows? What are the frameworks? If you want individual freedom. What do you need for that? Very clear frameworks, yes, very clear pillars on which that individual freedom can be supported, can be built.

The technical possibilities of the new virtual worlds are limitless. We can really dive into worlds with those glasses on! Something we have never been able to do before.

So, who will take us by the hand to discover this new landscape?

Persijn Broersen

We will, won't we? All of us! I am curious.

I'd like to go to another planet, it's possible now! Although it is different to what we had physically imagined, it is possible. So actually we are creating our own bubble. It's important that people can create their own bubble, that there is freedom in choosing that bubble.

Margit Lukács

It is all an illusion. Or at least it can all be an illusion.

Experiments can be launched in the daily challenges, which are played by all members.

Example of an experiment: In the challenge, all members are instructed to take a scan of their favorite drink and upload it to the place where they prefer to drink it. The results of this challenge can hypothetically be utilized by a beer brand, which can subsequently adjust its marketing strategy to the information obtained.

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC
MONEY MAKING

The Game Master

There is also the business side that we have to develop. Without a money flow, it is not possible to keep this world alive. Therefore, we use the accumulation of information, we focus on reselling the collected data. How can we make this the most profitable as possible?

Adrian Holzer

There is also the business side that we have to develop. Without a money flow, it is not possible to keep this world alive. Therefore, we use the accumulation of information, we focus on reselling the collected data. How can we make this the most profitable as possible?

The Game Master

Yes, encouraging uploading creates a society that is alive, so users want to spend time there. After all, it is important that users are online in order to collect the data.

Marenco Kemp

I recommend looking into the website, Gaming Refinery that shows you all the ways that the different mobile games, hook people. Mobile developers are probably at the forefront of getting people kind of hooked when it comes to engagement. A concept that is often used nowadays is: sticky game.

The Game Master

Sticky game, noted. What elements can we incorporate into our model?

Adrian Holzer

So, to motivate people to be on the side, there are strategies based on feedback on the time spent online. But in this case even worse, it's basically the time spent offline, so it's like a negative thing to be outdoors, it's like a biohazard. When you have your time spent on social media, it's bad, we'll flip it around and say: "well, actually, it's bad to spend time in the wilderness where you can be exposed to so many dangers". You can find some motivations for this, just a simple feedback, like reminders. You can create a notification that says: "Watch out! You're now outdoors for too long, you have to come back".

It's basically what you get with Facebook, right? "Oh, you haven't been there for a long time, you have been missing out".

The Game Master

In this case, the outside world does not have to be dangerous. In fact, Home Base must be so beautiful, so addictive, that even though the outside world is not dangerous, you don't want to be there.

IDLE GAME

D.I.M is an idle game, structured with long-term targets, problem solving and incremental rewards over time. Idle games are categorized as casual games due to their ease of use and accessibility. The game requires user to perform basic actions such as taking images, sharing, browsing and commenting. Users can progress in various ways without having to actively plan. Gamers can progress even while they are sleeping, idle.

The game is set up to create satisfaction using a rewarding system that is already activated, as soon as a player returns and maintain their in-game goals. The challenge is to keep the actions simple, to create the satisfaction by rewards that unlock new features to thrive within the game's environment.

HYPER-CASUAL GAME

Basic points to create a hyper-casual game:

Easy to use: the game is easy to understand and have game elements that are addictive and fun from the very first moment.

Incentivize users to return: the use of a reward system, where you can win and lose, gives the user a reason to return after every session.

Long-term goals: the ladder-system creates a long-term goal; that leads to a sustainable usage habit.

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC
MONEY MAKING

The Game Master

So if outside world is not dangerous, there must be something else why the user is coming back online. We are considering implementing a timer. In that case you have two hours and if you're not back in time, you're losing points.

Adrian Holzer

Yeah, like the sort of the two-hour max limit of going on Facebook, you have this two-hour max limit to go play outside.

Margit Lukács

You see all the big TEC companies putting up bigger and bigger curtains to hide what is actually happening. In this case, the game forms the smoke screen. Behind the scenes there is someone who controls it all, a game for your own gain.

OPERATING SYSTEMS

The game can be played via various devices. By having the game available anytime and anywhere, it can be easily accessed by all users. The game is an application that can be played on the mobile phone, computer and it is even possible to play in VR mode.

DEVICES

Mobile phone: hunt-mode & live-mode

The mobile aspect enables us to collect information on what each player is doing in the outside world. Each and every step is registered via the mobile application.

The following information can be collected through this device:

- Tracking the position of players at the moment they are outside.
- Collecting information using GPS-tracking.
- Gain insight into the network of each member. This network is presented back to the user in the virtual world.
- Mapping which tactics, and therefore the player's strategy used while collecting images in hunt-mode.
- Sending notification messages to trigger and thereby activate the loop of the Hook-system.
- Gather insight on how many images are collected and which ones are chosen to be uploaded to home base.
- Track how much time is spent in the resource territory, and how this time is spent by the users.

Computer: live-mode

The computer application is made to keep the users active online, they are encouraged to continue working on developing the Society. The app on this device is designed so that the player can easily build their empires. Therefore, it has features the mobile application does not have. These are tools that mainly focus on building up the virtual world and the gathering of members in it. Everything in this app is designed to keep the players engaged.

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC
IDLE GAME

The Game Master
In terms of game genres, what is trendy now?

Marenco Kemp

The most popular genre at the moment is hypercasual.

The Game Master
What makes this genre popular?

Marenco Kemp

It is all about being able to jump-in very, very quickly. Challenges are simple so you will be rewarded quickly. These games are built so you can play it easily, without thinking too much, you might be playing it on public transport.

It's a distraction game.

Persijn Broersen

We are just very much consuming, even if you have to choose between comfort and freedom, people really choose comfort.

Marenco Kemp

In this genre the graphics are super flash. For example, Count Masters - Stickman Clash.

The Game Master
So easy, quick rewarding and flash-looking, to make it satisfying, comfortable. The freedom can be simulated in the game.

Virtual Reality: live-mode

For the best gaming experience, virtual reality can be used. By means of a headset, players can fully immerse themselves in a world of 3D images. Physical movements make it easier to browse around in home base and earn points.

The VR-mode is specifically designed for exploring and going on adventures. After collecting with the mobile app, and building on the computer, players can finally immerse themselves in this self-created world. The user disconnects from the outside world and can be fully controlled by us. Their world is our world.

We offer members a VR headset, which gets cheaper and cheaper as more points are earned in the early stages of the game. This reward creates a positive stimulus to invest more at the start of the game and ultimately increase the feeling of investment.

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC
OPERATING SYSTEM

The Game Master

The game can be played on different devices. First, let's have a look at the mobile version. What are the advantages?

Marenco Kemp

Mobile has the benefit of being mobile, like Pokemon Go. mobile gaming is increasingly getting more popular. People aren't buying more phones, because everybody already has a mobile phone, and most of them have been able to run decent games for quite some time. I would say it's more people's behavior that changed. I think during the pandemic we just had more spare time on our hands and have started becoming gamers.

Mobile also lends itself to casual gaming.

PC gaming challenges are lengthier, and the investment is a lot higher.

The Game Master

We can capitalize on this increased popularity. In our opinion, the PC game should be just as accessible as the mobile version, so everyone can join easily.

The Game Master

The game is functioning in a hybrid form. How do you see this evolving over time?

Geert Lovink

The phone that has evolved into today's smartphone is heading in that direction. Because you don't use a smartphone at home. Why would you use it at home? You use it outside, of course; it's not called the mobile phone for nothing. That phone is actually the symbol of all the attempts to use, exploit and maximize precisely this hybrid form of real and virtual as much as possible.

This means that we have to look very closely at the world in which the simulation becomes real. We are moving towards a transition where ultimately everything, all maps, all environments, everything is being digitalized, virtualized, and stored.

Margit Lukács

We are moving indeed towards a very new terrain. Well, in fact, the digital is quite an old field by now. The virtual space, however, is actually something that can still be shaped and which also expands infinitely. So, we should think about how to construct this space, to ensure that we are not just freewheeling and creating nice little spaces.

GAME MECHANICS

In the game design, different mechanics are used to dictate how the player acts within the game. A combination of different mechanics determines how the player interacts and sets the level of complexity.

GAME DESIGN

Mechanics used in D.I.M:

Idle - the user performs simple actions: collect images, click, browse, and interact. This gives quick satisfaction and makes the game easy to play at all times and by everyone.

Artistry - user creates and decides how their profile looks. Players can create worlds based on their self-made 3D scans.

Open world - the user can browse in an open world and visit other people's profiles to view their collected images.

Levels - the social-ladder system functions as levels, which encourages players to invest more and more to climb higher on the ladder.

Persistent world (PWS) - the gaming environment continuously changes, even after a member has logged off. The continuity of the game ensures that players must return otherwise they will miss out on things.

Collecting - the user collects images and receives a reward in return, positive feedback.

Resource management - the user manages the collected images. The sense of managing creates a feeling of accountability that keeps players coming back.

Power-ups - the collected points can be exchanged for powers at the user's discretion. Points can be redeemed for power-ups that give them something extra. This implies, for example: more time while hunting, getting a hint about the daily-challenge in advance, an upgrade for the appearance of their profile or a head start during a challenge.

Challenges - the user can accept challenges or be challenged by other players. This may trigger the player who loves a battle to take on more and more challenges.

Procedural generation - the game does not present content in the same order every time. The player starts at a different point in the virtual world every time, therefore every session is unique in D.I.M.

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC

OPERATING SYSTEM

The Game Master

The game contributes to establishing this world in which everything is virtualized. The user helps us to establish this world. Although they are free to create the image of this space themselves, we will provide the framework that makes this possible. Clearly, we will have to reflect on the structure of this space.

Marenco Kemp

How do you bring in the medium of photography, into this virtual world? Looking at photography, when you're sharing it, when you're talking about it or even when you're manipulating it.

The Game Master

We see photography as the medium of the future, the one that will create this virtual world. With the aid of 3D scanning, it is possible to share images as an environment rather than as a flat surface.

The Game Master

With this idea, we would like to hear your thoughts on how the social aspect, as in, social media, can be integrated into this game format. How could this play out?

Marenco Kemp

It's going to require a virtual reality headset, these devices will become way smaller and practical. In VR you will be able to create your own sort of digital persona. You will probably take that consistent avatar across different environments and different games. Now those games themselves will be far more physical interpretations of what we do in our lives.

The Game Master

So, the physical part from reality will be integrated in the virtual world, but your personality from the real world seems not integrated with this. Do you think they will stay separated from each other, because of escapism?

Marenco Kemp

Depending on how real this will become, then yes, people will be trying to spend more time and if they feel that, it's escapism from their physical lives. When you talk about communication between two people, you talk about fidelity, like how clear is the communication. And you could argue that there is no substitute for, you know, physical communication or face to face communication or physical environments, right? That's very hard to replicate in the virtual world. So they'll always be limitations.

STRATEGY

The game has a general strategy and a personalized strategy, both of which aim to manipulate the player's behavior. The strategy is determined using different methods.

MANIPULATION TECHNIQUES

The overall strategy is designed to motivate the players and keep them committed to the game. The methods are applied at the core of the game and will adapt to changes in group behavior. The overall strategy is based on the hook-system and the use of motivational affordances, expressed through nudges.

The personalized strategy is defined by a process in which the game is tailored to each individual. This is possible thanks to a state-of-the-art artificial intelligence algorithm, which is powered by the millions and millions of data points we collect. This way of working leads to the concept of a flow state.

CREATING FLOW

All member's behaviour is tracked all the time, in order to create a personalized game for every player. We use the data to analyse and classify the skill level of every member. With this method, we can provide a game where the challenge equals the skill. It creates a flow state, whereby the user will lose sense of time and enjoy themselves immensely. This theoretical concept of Flow - in the field of gaming - was first introduced by Jenova Chen in his master thesis: *Flow in Games*, published in 2007.

CLASSIFICATION PROCEDURE

In the first two weeks, a profile of the user is created based on collected data. This profile provides the following information:

- Skill
- Activity
- Strategy
- Interest

Marenco Kemp

Depending on how real this will become, then yes, people will be trying to spend more time and if they feel that, it's escapism from their physical lives. When you talk about communication between two people, you talk about fidelity, like how clear is the communication. And you could argue that there is no substitute for, you know, physical communication or face to face communication or physical environments, right? That's very hard to replicate in the virtual world. So they'll always be limitations.

But you can argue that if people feel that the physical world is putting limitations on them, and those limitations don't exist in the virtual world, people will escape the physical world and spend more time in a virtual one where they can also be themselves.

Margit Lukács

I wonder, the moment you put on those glasses, and you're stuck with your body in an infinite nothing. How can you combine that with the feeling of actually being there? So I suppose that this physicality - the real world - will remain.

Persijn Broersen

Let's look at the moment you put on the VR glasses, and for example, you're in a cinema, but you're not physically there. At that moment you have no contact with anyone, you are completely dependent on someone who switches on the computer. You can still see, but you can no longer feel. You sink completely, you have no perspective anymore, you disappear. The double helpless feeling of someone who can do whatever they want to do with you. Physically in real life, but also mentally in a kind of virtual space.

Based on the profile, a certain game strategy is assigned to each player. According to this profile, elements in the game can be modified, for example: the difficulty of tasks, the feedback that is given, frequency of rewarding, number of points awarded etc. With the aim of giving everyone equal opportunities in the game.

ZEIGARNIK-EFFECT

The Zeigarnik-effect is the tendency for tasks that are interrupted and not completed to be better remembered than tasks that are completed.

In the game this effect is used to keep the game in the back of the mind's player, even if it is not being played. The game presents a world of perpetual uncompleted tasks. It keeps players hooked by instantly replacing a completed tasks by a new uncompleted one.

MOTIVATIONAL AFFORDANCES

We use an implementation of motivational affordances, also known as the gamification strategy. This method is used to reinforce positive patterns, such as increasing player activity, social interaction, and the return rate. (Hamari, Koivisto, & Sarsa, 2014)

The following affordances have been implemented in the game:

- Points
- Leaderboards
- Achievements/badges
- Levels
- Clear Goals
- Feedback
- Rewards
- Progress
- Challenges

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC
STRATEGY

The Game Master
We aim to create a game - a community, one that people want to join and remain part of. What is your advice regarding strategies that can be applied to achieve this goal?

FLOW

Marengo Kemp
Within gaming - as escapism, there is a theoretical concept called: flow. Within the practice of gaming, Jenova Chen argues that once you get to a point where your skill equals a challenge, you're in this kind of flow state, whereby you lose sense of time, you're enjoying yourself. The very successful games are good at getting people into that flow state.

The Game Master
We have looked at the possibilities, how to create this state amongst our players. We think the most efficient way to do this is by creating profiles that keep track of all the actions taken by each user. In this way, a skill level can be attached to each profile and based on this, certain tasks may or may not be given.

Marengo Kemp
You know that flow theory has gotten more and more attention as we have become more digital. The digital world is very good at matching people's skill level with difficulty.

MOTIVATIONAL AFFORDANCES

The Game Master
How can we use gamification to get players to be more online?

Adrian Holzer
With gamification, the idea usually is that you're using sort of game-like, mechanisms in non-game systems. The idea is that using this type of developments - motivational affordances - you can encourage your users to do certain tasks. This could be rewarding people with points, giving feedback on what they are doing, or comparing them with others.

Geert Lovink
So we are actually discussing gamification of social media, right?

The Game Master
Yes, we can take social media platforms as a hypothesis to find out what motivational affordances we might want to adopt.

HOOKSYSTEM

D.I.M runs on active users, the game needs players to provide a constant stream of new content. To create an active flow we need members to upload images, comment, like, hunt, browse and spend time online, in order to let The Society be a breathing organism.

To get and keep D.I.M vivid, we design the platform to develop addictive patterns in the user. The hook model is applied to build habits in the use of players, which are based on behaviorist principles. This model has been implemented with reference to the academic article: *Designing for Digital Detox: Making Social Media Less Addictive with Digital Nudges*, published in 2020, by our advisor Holzer and co-writers Purohit and Barclay.

This model consists of four interactive phases that result in an addictive feedback loop. This process starts with a trigger that results in an action, which generates a reward and ultimately creates an investment. See figure 1.

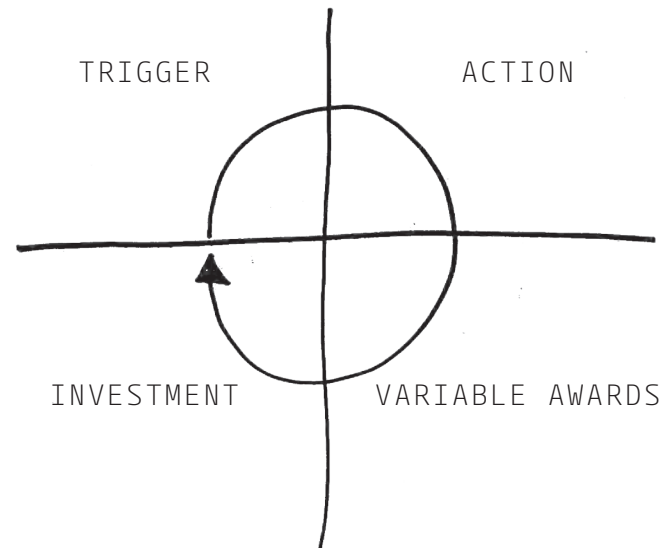


Figure 1: The Hook model

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC
STRATEGY

The Game Master

Which elements would you consider applying to our platform?

Adrian Holzer

Gamified elements can also include sort of comparisons with others, like social norms as: "you're better than the others or you're below", "everyone else does such and such". This motivates people to take actions.

But in this case, the main one is just feedback on what you're doing. As in, "you have collected this many images", "compared to others you are at this level", "you could take more pictures", "the pictures are becoming better" and so on.

If you made this public, it could encourage people to do even more things.

Also, something as basic as having a counter of the number of pictures that you have. That's something that can already be used as some type of motivation.

Basically, you need to look at what behavior you wish to encourage and use that as the basis for implementing motivational triggers.

HOOK SYSTEM

The Game Master

Among all these strategies, perhaps the key question is: how to get people returning to the game and start playing over and over again?

Adrian Holzer

For your question about what brings people back, there is this framework called the hook model, that tries to explain this. It's basically a four-phase type of model that has a loop.

The loop starts with a notification, a reminder to get people in, like "oh, you have a new notification". This is a little nudge that tells you when something new happens.

Trigger

The foundation on which habits are formed.

Internal trigger: boredom, loneliness and pre-existing routines draw to mindless actions.

External trigger: notifications

This prompts the user to action.

Application: the game can exert influence by using the external triggers. There are two moments when a notification is sent to restart the loop, either during the hunt or after a player has left the game.

Notifications during the hunt: the moment the player goes outside, a timer will pop up on the screen. The goal of this timer is to create pressure for the player to return after two hours. In the first 75 minutes, motivational messages will be sent, aiming to make the player collect as many images as possible. During the last 30 minutes the player is notified to head back. In the final few minutes, the timer starts to blink, and the player receives a message regarding the possible consequences if they do not make it back in time.

Notifications if the player has left the game: based on the profile of the player, analysis can determine the possible reason of absence. According to this information, the type of notification is selected. This could be a motivating, informing, re-cap, or promotional alert.

Action (based on fogg model)

When the trigger brings enough motivation, an action occurs. These are online activities like: browsing, uploading, sharing, commenting, or reacting. An infinite space that motivates to seek pleasure increases the chance of users taking actions.

D.I.M provides this infinite space with numerous options for taking an action. This can encourage, for example, a hunting session, taking up a challenge, completing an open task, taking

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC
STRATEGY

Adrian Holzer

Once you're in, you can scroll infinitely. It has this aspect of looking for information, there is always something new that you can find. Then there is some type of nudging that encourage you to like things, to comment, or to post. And of course, if you like something, this triggers a notification for someone else. All these nudges make it very easy to just click, like, comment, over and over. This also motivates you to publish content.

When you publish something, the fact that it is liked, is also something that then makes you feel good, a social reward.

The last thing, is the investment. After some time, you will have invested in creating your network, uploading pictures, getting followers, and so on. This makes it hard to say: "well, I'm just going to delete this profile". If you do it, then all the effort, will be wasted time.

So these two concepts are a little bit different from each other. The hook system is a general framework on why people come back to the social media and gamification can be used to motivate people to upload content.

The Game Master

Thank you! In my opinion, this hook system feels like a kind of train, a very comfortable one. We take people along and make sure they don't get off, otherwise the train travels on without them.

Persijn Broersen

I get that feeling of the train too! We have Gmail, Drive and we pay monthly for them, and we don't want it at all. But we are on their train! And the further we get on it, the faster it goes and the fewer stops it makes. When it does stop, it only stops at Google stations. We can't get off. And it all looks really great too, everywhere we get off it is really nice. Oh yes, you have to pay a little bit more every year, but it is really super convenient. So that's the choice: comfort or freedom. And you think, in the future there will come a time when I can get out. But which station is that, for God's sake?

actions within a community, developing the profile or exploring new possibilities within the virtual world. For all these actions, a member will be rewarded, which will lead to the next phase of the hook system.

Variable awards

Give users awards after they have taken an action. This reward system brings users back to the platform over and over again.

There are three types of rewards:

- 1 - tribe: social rewards -> comments/likes.
- 2 - the hunt: consumption of new content, the endless feed.
- 3 - the self: intrinsic mastery, competence, and completion.

Investment

Increasing the likelihood of users to return because of investment in the form of content, data, followers, and reputation.

Investment enhances the chance that users will respond to the next trigger, to start the cycle all over again.

Successful implementation of this principle leads to a loop where stimulation through rewards and investment will lead to response on triggers to perform an action.

NUDGES

The placebo effect denotes that the provision of an element that has no effect upon the individual's condition, or his environment, is able to improve their mental or physical response due to its perceived effect.

Use: the moment you want to leave home base, a pop up notifies that you might get a bonus if you stay longer, this bonus will not be awarded in the end.

Invoking feelings of reciprocity

This approach taps into the reciprocity bias, which conveys people's tendency to return with an equivalent action the actions

PANEL CHAT

D.I.M_GAME_DEVELOPMENT

TOPIC
STRATEGY

NUDGES

The Game Master

What possibilities are there in the interface to change the behavior of the users.

Adrian Holzer

So, nudging is basically changing the interface to push people to do something. However, you are still free to do whatever you want. For instance, if you have a big button: okay, and a very small button: cancel, people are nudged to click "okay" or "I accept the cookies", even though they are free to basically click on the "cancel" button as well.

Adrian Holzer: How the interface is made, it attracts you there. So there might also be some parts of nudging that you can integrate, by making it very easy to open and very hard to close. Or you could think of the game as being by default all the time on the screen, for instance, you have to do something to actually remove it.

Geert Lovink

The challenge now is to determine the right strategy. To pioneer and find out how to change people's behavior, so that they experience the platform as the real world and the world outside as something superfluous where as little time as possible should be spent.

that they received from others.

Use: like for a like. Tasks will aim to motivate users in giving feedback to another member, after which this user will feel to give feedback in return. This causes a social award on both sides.

Raising the visibility of users' actions:

Overestimate the extent to which our actions and decisions are noticeable to others, thus promoting behaviors that elicit social approval and avoid social rejection.

Use: Every week you get an update to show where you are positioned at the social ladder.

Enabling social comparisons

The herd instinct bias refers to our tendency to replicate others' actions, even if this implies overriding own beliefs. According to Festinger, we tend to pay attention to others' conducts and search for social proof when we are unable to determine the appropriate conduct.

Use: status of where you are, if your too long out your entire page will get non-active and turns monochrome.

Make resources scarce

One approach is to reduce the perceived availability of an alternative in terms of quantity, rarity, or time. The scarcity bias refers to our tendency to attribute more value to an object because we believe it will be more difficult to acquire in the future.

Use: notify users the moment the daily challenge is coming to its end. In addition, only a few people can win the daily challenge.

Just in time prompts

Just-in-time prompts draw users' attention to a behavior at appropriate times.

Use: warning notification if you not come back in time when collecting in hunt-mode.

END STATEMENT

The moment is here, it is game-over for the outside world. What we could not have imagined as small players in the field of big boys has come true. The society grew into a global community, one that we are building together. People believe they have created their own world, while we have trapped them in one of our own. Something that they all dreamed of but we never dared to hope for. By today, everyone is eagerly waiting for what the next daily-challenge will be, and we are eagerly waiting to squeeze more juice out of them. A cultural change where everyone lives online, our goal has been achieved.

Let the future be determined by today's data. The world is in our hands, we model, experiment and create it. To the landscape of tomorrow that is created today.

This classified report has only been distributed in a printed format. Never upload, never share.

For your own safety, burn after reading.

GLOSSARY

3D scan - process of analyzing a real-world object or environment to collect data on its shape and possibly its appearance. Scanning apps are based on a technology called: photogrammetry, in which multiple pictures of an object are stitched together, in order to create a three-dimensional image.

Algorithm - process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer.

Casual games - a video game that is targeted at a mass market audience. This gameplay involves simple rules, short sessions, and require less learned skill.

Choice architecture - the design of different ways in which choices can be presented to consumers, and the impact of that presentation on consumer decision-making.

Content - anything that someone has posted or shared with others.

Data analysis - process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information and supporting decision-making.

Facebook Gaming - section of Facebook that aggregates live and prerecorded gaming video on the social media platform.

Feed - piece of software that provides notifications when new items have been posted to a social medium.

Feedback loop - part of a system in which some portion (or all) of the system's output is used as input for future operations.

Flow - mental state during video gaming that is characterized by deep absorption during challenging tasks. Flow states induce

a loss of sense of self and time and can reduce symptoms of depression and anxiety.

Fogg model - a system of three elements that must converge at the same moment for a behavior to occur: Motivation, Ability, and a Prompt. When a behavior does not occur, at least one of those three elements is missing.

Gamification - the application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other domains, typically as an online marketing technique to encourage engagement with a product or service.

Heuristics - the process by which humans use mental short cuts to arrive at decisions.

Hook-system - a model that draws on behaviorist principles to build habits. It describes a four-phase iterative process for software design that encourages habit formation.

game take its course.

Interface - shared boundary across which two or more separate components of a computer system exchange information.

Metaverse - a world that is a fully realized digital, that exists beyond the one in which we live.

Mobile game - video game that is designed for mobile devices that may be connected to the Internet.

Motivational affordances - the properties of an object that determine whether and how it can support one's motivational needs.

Near-future scenario - description of possible actions or events

that could take place within the upcoming years.

Open-ended - nonlinear gameplay, characterized by allowing players to measure progress through self-determined goals, independent of scripted game elements.

Peak-end rule - a cognitive bias that impacts how people remember past events. Intense positive or negative moments (the "peaks") and the final moments of an experience (the "end") are heavily weighted in our mental calculus.

Procedural generation - a technique in computer programming to automate the creation of certain data according to guidelines set by the programmer. Many games generate aspects of the environment or non-player characters procedurally during the development process in order to save time on asset creation.

Simulation - a model that mimics the operation of an existing or proposed system, providing evidence for decision-making by being able to test different scenarios or process changes.

Sticky game - term used to describe when people will keep coming back to a game, long after they normally would have lost interest in the core gameplay. They come back not for the gameplay, but simply because it's where their community is - they care about being part of this circle of friends more than the game itself.

Stream - the ongoing process of users uploading content on social media platforms.

Taxonomy - practice and science of categorization or classification.

The herd instinct - behavior wherein people tend to react to the actions of others and follow their lead.

Virtual - computer-based online community environment that is

designed and shared by individuals so that they can interact in a custom-built, simulated world.

VR mode - a realistic and immersive computer simulation of a three-dimensional environment, created using interactive software and hardware, and experienced or controlled by movement of the body.

Zeigarnik-effect - the tendency for tasks which have been interrupted and uncompleted to be better remembered than tasks which have been completed.

DISCLAIMER

The advisors' chat in this text is based on interviews with the persons mentioned, nevertheless, the chat is fictional. The comments are based on conversations and should not be read as quotations. The information gained from the interviews has been taken out of context. The interviewees were fully aware of the fact that their knowledge was applied to develop this fictional scenario, however, they would not have been willing to participate in case this was a real-life situation.

THANK YOU!

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Interviewees

Adrian Holzer
Geert Lovink
Marenco Kempen
Persijn Broersen
Margit Lukács

Supervisor

Dorine van Meele

Tutor

Joris Landman

Partner in crime

Eduardo Pickering

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PHOTOGRAPHY DEPARTMENT
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