



Avatars and Humans. Representing Users in Digital Games

Pre-Conference to the 3rd European Communication Conference | 12th October 2010 | Hamburg

Session 1: Framing the Avatar, Framing the Player

Chair: Jeffrey Wimmer

- 09.00-09.15 Welcome Note
- 09.15-09.20 Introduction from the Chair
- 09.20-10.20 Avatar Impotence: On 'User Will,' 'Avatar Agency,' and 'System Control' in Second Life
(Katherine Behar, Baruch College, US; Silvia Ruzanka and Ben Chang, Rensselaer Polytechnic Institute, US)
- Transformative interrelations of actors and their companion avatars: sources of social innovation? Case studies of actors playing the game of EverQuest and inhabiting the social world of Second Life
(Sisse Siggaard Jensen, Roskilde University, DK)
- 10.20-10.30 Coffee Break
- 10.30-11.30 Oh no, that hurts! - Categorization of sanctions against virtual avatars
(Stephan Dreyer, Hans-Bredow-Institut, DE)
- Symbiosis: Masquerading avatar autonomy as player actions
(Jeroen Stout, University of Portsmouth, GB)
- 11.30-12.45 Lunch

PhD thesis workshop

Chair: Sabine Trepte

- 12.45-13.15 Through the eyes of the avatar: Can digital games influence how we perceive the world?
(Johannes Breuer, University of Hohenheim, DE)
- Player Attitudes to Avatar Development: A Review of a PhD in Progress
(Richard Gough, Loughborough University, GB)

Session 2: My avatar and me. Player & Avatar Features

Chair: Leonard Reinecke

- 13.15-13.20 Introduction from the Chair
- 13.20-14.20 Being the avatar? - Biographies of extreme players
(Emese Domahidi/Thorsten Quandt, University Hohenheim, DE)
- Playing a Self: An exploration into the effect of avatar and group identification on gamer ratings of self, ideal self and avatar personality in MMORPGs
(Jan Van Looy & Cédric Courtois, Ghent University, BE)
- 14.20-14:40 Coffee Break

Session 3: Behind and beyond the avatar

Chair: Jan Schmidt

- 14.40-14.45 Introduction from the Chair
- 14.45-15.45 Avatars in/and in-game protests: Rhetorics, practices, and ethics
(Dean Chan, Edith Cowan University, AU)
- Occupational avatars: Using a three dimensional professional identity
(Stina Bengtsson, Södertörn University, SE)
- 15.45-16:00 Coffee Break
- 16.00-17.00 Strategy Meeting:
Chairs: Thorsten Quandt & Jeffrey Wimmer

ECREA conference registration is open until 22.00.
ECREA get-together starts from 19.00. See ECREA programme for further information and directions.

Conference Location:
Hamburg Media School | Finkenau 35 | 22081 Hamburg

Organizers:

