



50300 Communicating the Social



Week 11: Modeling the social

Games & Simulations



Chris Caines Thumb <http://chopyourownwood.com/thumbcandy/?cat=5>

Lecturer: Dr Tatiana Pentes





KEY TERMS

*McLuhan's cosmic media
new tribalism, hypermedia
games, online gaming
simulating the social
convergent media devices
Second Life, next PodLove, Girl Friday*

http://www.pbs.org/kcts/videogamerevolution/history/timeline_flash.html
<http://www.half-real.net/dictionary/>



1. *new tribalism:* *time & space* *cosmic media*

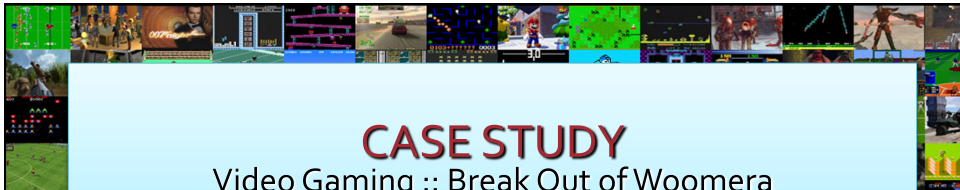


time & space *cosmic media*




<http://digital-lifestyles.info/2005/10/20/nokia-unveils-lamour-collection/>

http://en.wikipedia.org/wiki/QR_Code



CASE STUDY
Video Gaming :: Break Out of Woomera
<http://rt.airstrip.com.au/article/issue55/7103>



50300 Communicating the Social



Technological Determinism (Marshall McLuhan):

COSMIC MEDIA: the media ecology
McLuhan :: electric technology:: digital convergence

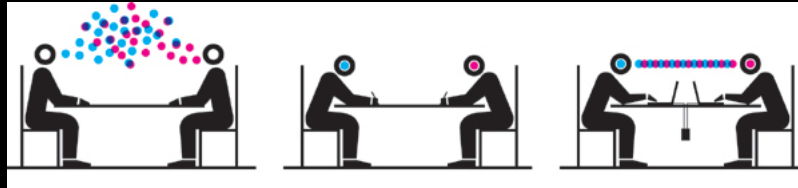


BCM100 Communication & Computing Technologies

Technological Determinism (Marshall McLuhan):



COSMIC MEDIA: the new tribalism 1



Myspacebook.past. Friending, Ancient or Otherwise

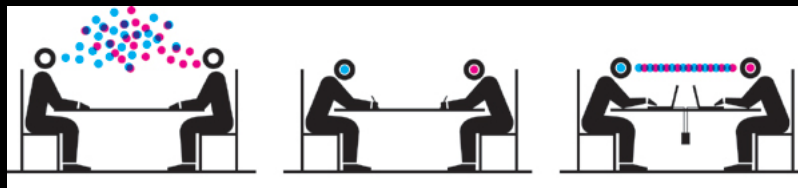
http://www.nytimes.com/2007/12/02/weekinreview/02wright.html?_r=1&oref=slogin

BCM100 Communication & Computing Technologies

Technological Determinism (Marshall McLuhan):



COSMIC MEDIA: the new tribalism 2



Myspacebook.past. Friending, Ancient or Otherwise

http://www.nytimes.com/2007/12/02/weekinreview/02wright.html?_r=1&oref=slogin



Technological Determinism (Marshall McLuhan):

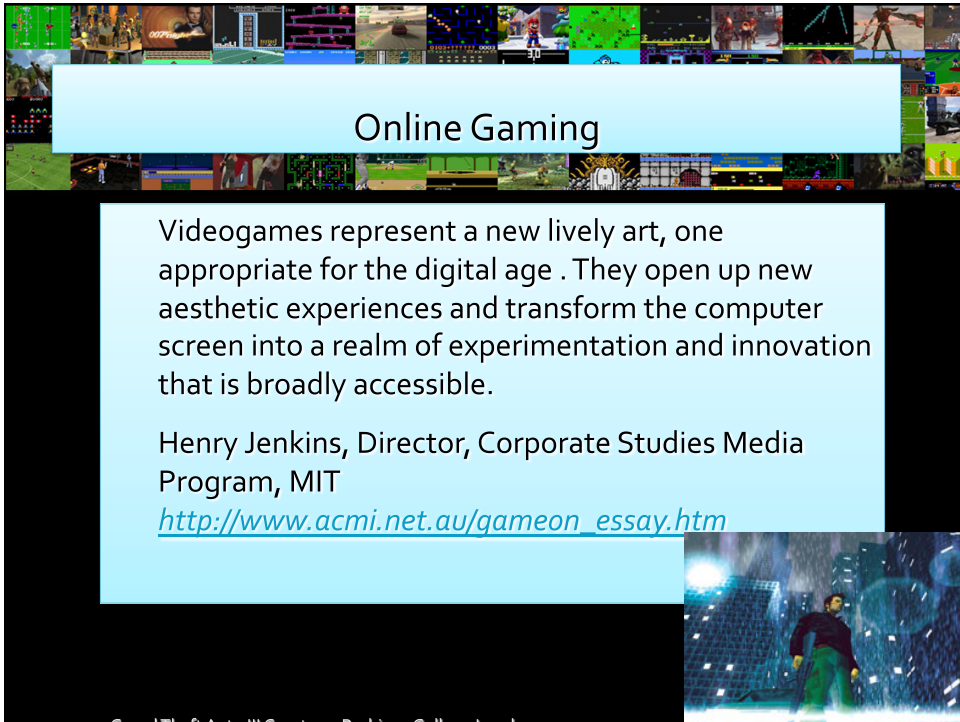
COSMIC MEDIA: the medium is the message

McLuhan believed "...that human cognition and perception are "miracles" (Catholic Humanism: 80) that make possible a shared experience of the everyday."

Janine Marchessault, (2004), *COSMIC MEDIA*, p10

Conceptual Development

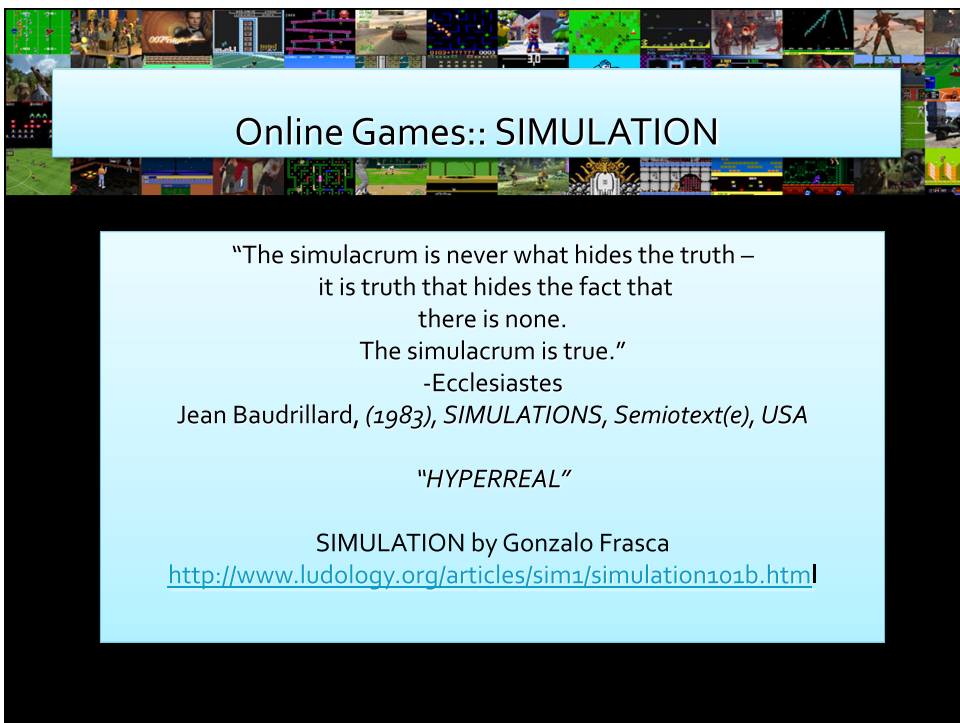

2. gaming Cultural simulations



Online Gaming

Videogames represent a new lively art, one appropriate for the digital age . They open up new aesthetic experiences and transform the computer screen into a realm of experimentation and innovation that is broadly accessible.

Henry Jenkins, Director, Corporate Studies Media Program, MIT
http://www.acmi.net.au/gameon_essay.htm




Online Games:: SIMULATION

"The simulacrum is never what hides the truth –
it is truth that hides the fact that
there is none.
The simulacrum is true."
-Ecclesiastes
Jean Baudrillard, (1983), *SIMULATIONS, Semiotext(e), USA*

"HYPERREAL"

SIMULATION by Gonzalo Frasca
<http://www.ludology.org/articles/sim1/simulation1o1b.html>



Online Games:: SECOND LIFE


Second Life

Virtual Worlds Clip

<http://secondlife.com/whatis/world.php>

<http://www.youtube.com/watch?v=8s21QgfA7e>

<http://www.mefedia.com/entry/secondlife-report-03/3576676>




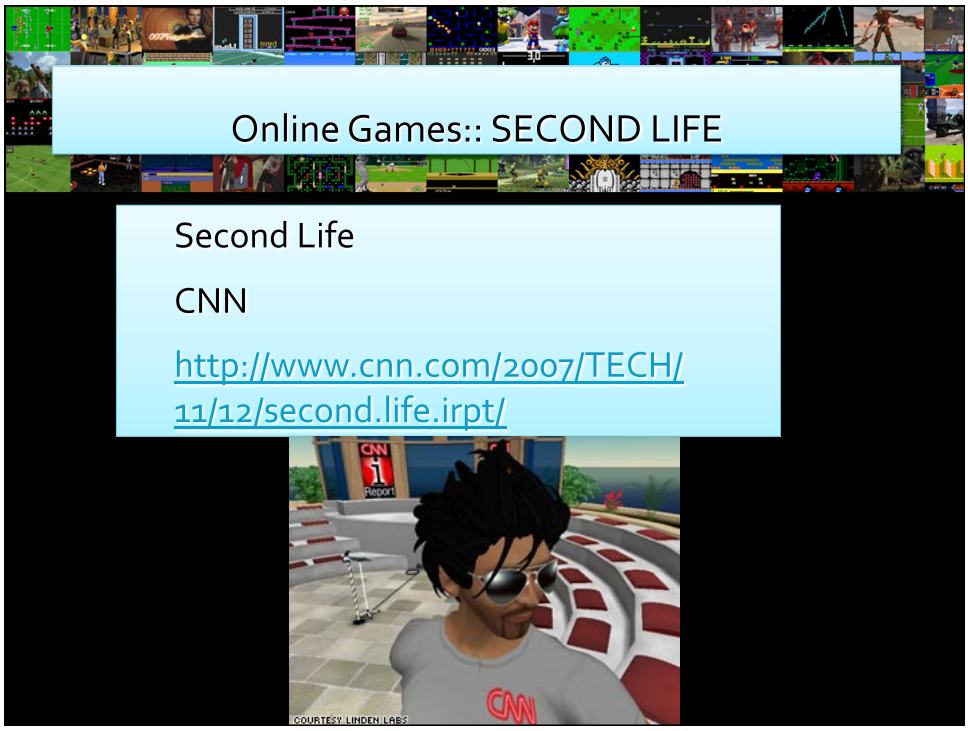

Online Games:: SECOND LIFE

Second Life

2006 Virtual U2 Concert

<http://vedrashko.com/advertising/2006/02/second-life-u2-concert-report.html>



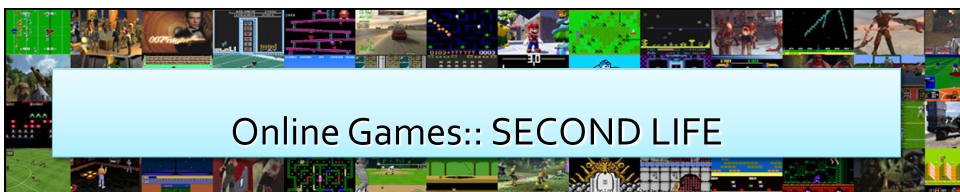


Online Games:: SECOND LIFE

Second Life

WIRED

<http://blog.wired.com/games/2008/10/scorned-gamer-j.html>

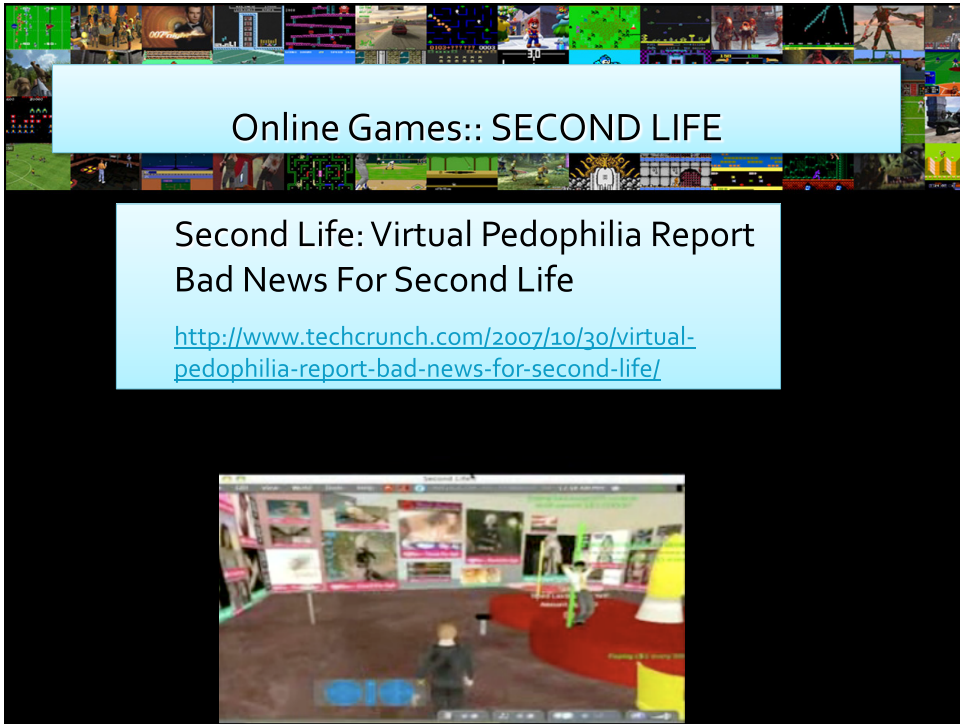


Online Games:: SECOND LIFE

Second Life: Virtual Pedophilia Report
Bad News For Second Life


<http://www.techcrunch.com/2007/10/30/virtual-pedophilia-report-bad-news-for-second-life/>





Online Games:: SECOND LIFE

Second Life: Virtual Pedophilia Report
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Online Gaming :: CHINA

China, the online game workshops::
Chinese Gold Farmers
<http://au.youtube.com/watch?v=ho5Yxe6UVv4>

Chinese Gold Farmers Preview



II PAUSE ▼ SHARE [] [] [] []

Chinese Gold Farmers Preview



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Video Gaming :: HISTORY

China, the online game workshops::
Chinese Gold Farmers
<http://au.youtube.com/watch?v=ho5Yxe6UVv4>



Video Gaming :: HISTORY

HISTORY OF GAMING
INTERACTIVE TIMELINE OF GAME HISTORY

1952 1958 1962 1968 1971 1972 1976 1977 1978 1979 1980 1981 1982 1983

MAJOR MILESTONE OF 1952

A. S. Douglas creates the first documented computer game, *Noughts and Crosses*, as part of his doctoral dissertation. This tic-tac-toe game runs on a big Cambridge University computer called the Electronic Delay Storage Automatic Calculator.



1952



Video Gaming :: HISTORY

**HISTORY OF GAMING
INTERACTIVE TIMELINE OF GAME HISTORY**

1952 1958 1962 1968 1971 1972 1975 1976 1977 1978 1979 1980 1981 1982 1983

MAJOR MILESTONE OF 1958

Engineer William A. Higginbotham - who previously helped build the first atom bomb - is the first American to invent an interactive computer game. *Tennis for Two* is invented at the Brookhaven National Laboratory in Upton, New York to entertain visitors at the lab's annual open house.



1958



Video Gaming :: HISTORY

**HISTORY OF GAMING
INTERACTIVE TIMELINE OF GAME HISTORY**

1952 1958 1962 1968 1971 1972 1975 1976 1977 1978 1979 1980 1981 1982 1983

MAJOR MILESTONE OF 1962

MIT's Steven Russell creates *Spacewar!* The game runs on a massive PDP-1 computer. *Spacewar!* spreads quickly to universities and research facilities around the country.



1962



Video Gaming :: HISTORY

HISTORY OF GAMING
INTERACTIVE TIMELINE OF GAME HISTORY

195219581962196819711972197519761977197819791980198119821983

FIRST MILESTONE OF 1972

Magnavox rolls out the first home game console, the Odyssey. This branchlid of Ralph Baer can play 12 different games, including one called Ping-Pong. In time, Baer comes to be known as "the father of video games."



1972

⬅
⬆
⬇
➡
➤



Video Gaming :: HISTORY

HISTORY OF GAMING
INTERACTIVE TIMELINE OF GAME HISTORY

195219581962196819711972197519761977197819791980198119821983

FIRST MILESTONE OF 1976

Death Race, an arcade game in which players aim to hit zombie pedestrians with cars, causes a stir with its release. Based roughly on the movie *Death Race 2000*, this game launches one of the first controversies over violent video games. The game sells poorly - only 500 cabinets are placed in arcades.



1976

⬅
⬆
⬇
➡
➤

Video Gaming :: HISTORY

HISTORY OF GAMING
INTERACTIVE TIMELINE OF GAME HISTORY

1952 1958 1962 1968 1971 1972 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984

FIRST MILESTONE OF 1980

The Japanese company, Namco, along with America's Midway, bring the game *Pac-Man* to the United States. Fearing that the American public will be tempted to alter the game's name to something more offensive, distributors re-name it *Pac-Man* prior to its debut. This hugely popular game is the first to have an animated main character with its own name.



1980

The image shows a screenshot of an interactive timeline titled "HISTORY OF GAMING INTERACTIVE TIMELINE OF GAME HISTORY". The timeline is set to the year 1980, which is highlighted in yellow. Below the timeline, a text box titled "FIRST MILESTONE OF 1980" provides information about the game Pac-Man. It states that Namco and Midway brought the game to the United States, and that distributors renamed it from its original name to "Pac-Man" to avoid offensive connotations. To the right of the text is an image of the original Japanese box art for Pac-Man, featuring the character's name "PUCK MAN" in a stylized font. At the bottom of the timeline, a vertical arrow points to the year 1980.