

HYPER-CONNECTED ENTERTAINMENT

CWIC

2ND NOVEMBER, 2022

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INTRODUCTION

- I ONLY HAVE **10 MINUTES** TO FILL YOUR HEADS WITH **INSPIRING THOUGHTS**, SO I'M JUST GOING TO **DIVE** RIGHT IN
– AND NOT NECESSARILY BE INSPIRING...

FFXIV

- FINAL FANTASY XIV, SQUARE ENIX, 2014



- I PLAYED THIS FOR >100 DAYS (>2400 HOURS)

SWL

- *SECRET WORLD LEGENDS, FUNCOM, 2017*



- I'D PLAYED 45 DAYS WHEN I QUIT
– PLUS **150** DAYS FOR *THE SECRET WORLD...*

SW:TOR

- STAR WARS: THE OLD REPUBLIC, BIOWARE, 2011



- I PLAYED ~6H/DAY FOR 137 DAYS IN 2012
 - 137 ELAPSED TIME, **33 DAYS** CPU TIME

WORLD OF WARCRAFT

- WORLD OF WARCRAFT, BLIZZARD, 2004:



245 DAYS

EVERQUEST

- EVERQUEST, SONY ONLINE ENTERTAINMENT, 1999



0 DAYS...

- DIKUMUD, COPENHAGEN UNIVERSITY, 1990

```
[x2] A barrel has been left here.  
An angry-looking statue of Hoturi is standing here.  
An angry-looking statue of Priapus is standing here.  
A statue of Odin is standing behind the altar.  
A Sign for Newbies is here.  
You are a guest here until you save yourself.
```

```
If you need  
to get to your guild, use the guild medallion in your inventory. If you lose  
it, pray to the statue of Odin for another.
```

```
105m/202e/38hlook
```

```
Temple of Udgaard
```

```
You are inside the small and humble village temple in Udgaard. A simple  
stone altar, with strange stone carvings, is placed against the north wall. A  
small humble donation room is to the east. The temple exit is south to the  
Village Square.
```

```
[x2] A barrel has been left here.  
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A statue of Odin is standing behind the altar.  
A Sign for Newbies is here.
```

```
105m/202e/38h_
```


ABERMUD

- **ABERMUD, ALAN COX, 1987**

```
Your wimpy value is set to 15. See 'help change' to see what that means.
```

```
The Temple Of Paradise
```

```
  You stand in the Temple of Paradise, a huge sandstone structure whose walls are decorated with ancient carvings and runes, some so old that even the priests no longer know their meanings.
```

```
  A single set of steps lead south, descending the huge mound upon which the temple is built and ending in the forests below.
```

```
  A roaring fire burns here. Its flames make the temple sparkle and glitter.
```

```
  At your feet a huge sacrificial pit allows you to give valuables to the gods in the hope of being rewarded.
```

```
  A furlled umbrella lies here.
```

```
Obvious exits are:
```

```
North : Welcome Center
```

```
South : Forest Track
```

```
  Down : Forest Track
```

```
Last login: Wed Sep  7 17:43:26 2005
```

```
>
```

MUD

- MUD, ROY TRUBSHAW & RICHARD BARTLE, 1978

Narrow road between lands.

You are stood on a narrow road between The Land and whence you came. To the north and south are the small foothills of a pair of majestic mountains, with a large wall running round. To the west the road continues, where in the distance you can see a thatched cottage opposite an ancient cemetery. The way out is to the east, where a shroud of mist covers the secret pass by which you entered The Land. It is raining.

*w

Narrow road.

You are on a narrow east-west road with a forest to the north and Gorse scrub to the south. It is raining. A splendid necklace lies on the ground.

*

- MUD DIDN'T COME FROM **ANYTHING**
- THIS EXPLAINS WHY THIS TALK IS BEING GIVEN BY ME AND NOT YOU

CONNECTION

- I EXPECT **MOST** PEOPLE AT THIS CONFERENCE WILL HAVE NOTICED AN UNFORTUNATE PROPERTY OF THE PHRASE **HYPER-CONNECTED**
- WHEN I WAS INVITED TO **GIVE** THIS PRESENTATION, I DIDN'T KNOW WHAT "HYPER-CONNECTED" **MEANT**
- **WHAT'S** BEING HYPER-CONNECTED?
 - PEOPLE? COMPUTERS? NETWORKS? BUSINESSES? INFORMATION? DEVICES?
- IS IT THAT EVERYTHING THAT **CAN** USE A NETWORK **WILL** USE A NETWORK?

CONNECTION

- I COME FROM A BACKGROUND OF **MASSIVELY-MULTIPLAYER ONLINE ROLE-PLAYING GAMES**
- SOME OF THESE HAVE **TENS OF MILLIONS** OF PLAYERS
 - AND HAVE HAD FOR **15+** YEARS
- HYPER-CONNECTED GAMES WILL HAVE EVEN **MORE** PLAYERS
 - AND MORE **DESIGNERS** AND MORE **GAMES**
- THEY'LL ALSO HAVE MORE POSSIBLE WAYS OF **ACCESSING** GAMES
 - WE'RE ALREADY SEEING THIS NOW

SO WHAT?

- A FAIR QUESTION: **SO WHAT?**
- PLAYERS ARE **HUMAN BEINGS** AND ARE LIMITED BY **DUNBAR'S NUMBER**
 - WE KNOW FROM MMORPGS THAT THEY DON'T – **CAN'T** – FORM **VAST** NUMBERS OF CONNECTIONS
- AS FOR MORE **GAMES**, HOW MANY OF THE APP STORE'S **MILLION** HAVE **YOU** PLAYED?
 - INCREASED CONNECTIVITY BRINGS WITH IT A **USER-ACQUISITION** PROBLEM
 - ALSO A **QUALITY** PROBLEM – MOST DESIGNERS ARE DERIVATIVE, CLUELESS AND HAVE NOTHING TO SAY

HANDFUL

- THROUGHOUT THEIR HISTORY, MMORPGS HAVE **ALWAYS** BEEN DOMINATED BY A **HANDFUL** OF GAMES
 - NOT ALWAYS THE **SAME** GAMES
 - CURRENTLY, THE **BIG 5** IN THE WEST ARE *WORLD OF WARCRAFT, FINAL FANTASY XIV, GUILD WARS 2, ELDER SCROLLS ONLINE, BLACK DESERT ONLINE*
- IT WAS THE SAME **BEFORE** THE INTERNET
 - *MUD, SHADES, GODS, MIRRORWORLD, FEDERATION 2*
- THE SAME THING HAPPENED TO **PLATFORMS**
 - COMPUSERVE, PRODIGY, DELPHI, GENIE, THE SOURCE

SOLUTION

- THE PROMISES THAT HYPERCONNECTIVITY OFFERS ENTERTAINMENT ARE VERY **ALLURING**
 - ANY ONE, ANY TIME, ANY PLACE, ANY **REASON**
- THEY'RE **UNACHIEVABLE** IF ALL YOU SEE IS A **FOG** AND ALL YOU HEAR IS **WHITE NOISE**
- THE SOLUTION IS TO ENCOURAGE **DYNAMIC** STRUCTURES TO GET PLAYERS BACK DOWN TO **DUNBAR'S NUMBER** CONNECTIONS
 - WITH THE FOLKS WHO ARE RIGHT FOR **THEM**
- YOU **PARTITION** PLAYERS, THEN ALLOW THEM TO PARTITION **THEMSELVES**

SOLUTION

- TO BREAK INTO **ESTABLISHED** FRIENDSHIP GROUPS IS **HARD** AND **DAUNTING**
- THE INITIAL STAGES OF AN MMORPG SHOULD PUT PLAYERS INTO A **COHORT** OF FELLOW NEWBIES
 - THEY **CAN** GO OFF ON THEIR OWN IF THEY WANT
- THE IDEA IS THAT A NUMBER OF PEOPLE ALL IN THE SAME **BOAT** WILL **BOND** WITH EACH OTHER
 - THUS ALLOWING **NEW** SOCIAL STRUCTURES TO FORM
- NO-ONE WANTS TO PLAY WITH 10M **PEOPLE**
 - OR EVEN 10,000
- THEY WANT TO PLAY WITH 10-20 **FRIENDS**

HAND-OVER

- MY 10 MINUTES WAS PROBABLY UP SEVERAL **MORE** MINUTES AGO, SO I SHOULD PASS ON TO THE **NEXT** SPEAKER
 - **KIRK WOOLFORD**, TALKING ABOUT AI IMAGE GENERATION THROUGH **MIDJOURNEY**
 - WHICH I BOUGHT A STANDARD SUBSCRIPTION TO AND **STILL** USED IT ALL UP WITHIN A WEEK
- HOW DO DEVELOPMENTS IN GAMES AND IMAGE GENERATION AFFECT **OTHER** DOMAINS IN HYPER-CONNECTED ENTERTAINMENT?
 - THEY'RE **CONNECTED**, SO THEY **MUST** AFFECT THEM **SOMEHOW!**