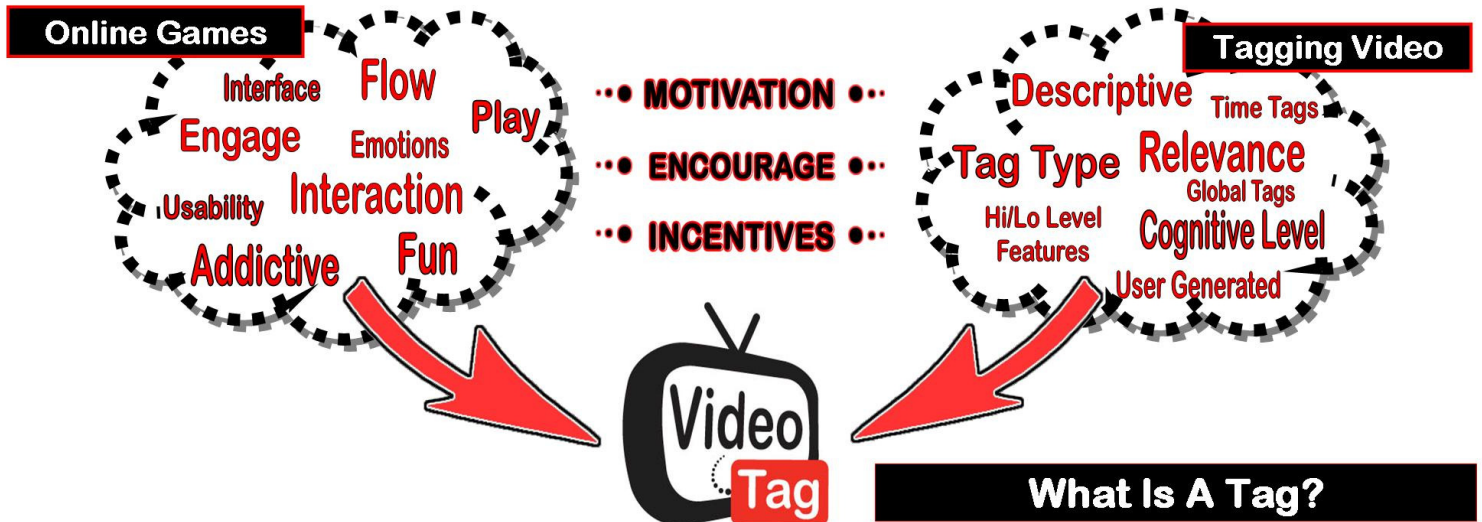


Encouraging Effective Tagging Of Internet Video Through Online Games



Why Do People Play Games?

Boredom → Frustration → Achievement → Relief

Engage imagination / Be creative / Fantasize / Exploration / Emotional Experience

To accomplish a task

Participation / Socialise / Dynamic Solitary Experience / Interaction

Competition / Challenge / Bragging Rights

[1][2]

What Makes A Game Fun?

- Challenge / Mastery
- Imagination / Exploration
- Challenging / Do Real Work
- Social Interaction

[2]

Video Tagging Games

What Is A Tag?

A user generated single or multi-word description of web content.

Specific to video:

Time Tags – entered to describe specific points on the time line.

Global Tags – entered to describe the whole video.

What Are Useful Video Tags?

- Describe both hi and lo level features of video content.
- Descriptive of content that both generally categorises and of more specific content that might be time specific.
- Have a broad range of cognitive level increasing the probability of agreement on terms in keyword search.

Objectives

- To create a model for the design of video tagging games that incorporates motivations and incentives for playing online games, with motivations to tag.
- Will the model aid the design of tagging games that encourage users to play often and to tag videos with a good range of useful tags?

References

[1] Rouse, R., 2004. Game Design Theory & Practice. 2nd ed. Wordware Publishing, Inc.

[2] Isbister, K. Schaffer, N., 2008. Game usability: advice from the experts for advancing the player experience. 1st ed. Elsevier