



**Canadian Games Studies Association
2010 Conference
May 28 – 29, 2010
Concordia University**

	Date: May 28, 2010 Room: MB 2-430	Date: May 28, 2010 Room: MB 2-445
9 – 10:15	<p>Ethics and Online Play</p> <p>Tamara Paradis-Peyton <i>Arguing Against the Dog: Issues with Doing Research in Digital Worlds</i></p> <p>Florence Chee & Suzanne de Castell <i>"I AGREE": Internet Research, Informed Consent, and the Ethics of Third Party Access</i></p>	<p>Design Tools</p> <p>Christine Bailey, Jiaming You, Gavan Acton, Adam Rankin & Mike Katchabaw <i>Achieving Believable Psychosocial Behaviour in Non-player Characters in Modern Video Games</i></p> <p>Jim Bizzocchi, Jason Camlot, Bart Simon & Josh Tanenbaum <i>Games and Narrative – an Analytical Framework Revisited</i></p>
10:25 - 11:40	<p>Managing and Marketing: Hailing 'the Gamer'</p> <p>Ray Op'tland <i>Normalizing Games: Situating the Gaming Audience via Television Advertising</i></p> <p>Jennifer Whitson <i>The Role of Game Development in Directing Player Behavior</i></p>	<p>Business as (Un)usual</p> <p>Ian Hooper <i>Business Presentations as Storytelling: Finding the Balance Between Interactivity and Narrative Control</i></p> <p>Jason Della Rocca <i>Shifting Economic Risk: Exploring the Evolution of Game Industry Business Models</i></p>
LUNCH		
12:30 – 2:00	<p>General Session: Research Groups</p> <p>Bernard Perron, Carl Therrien, Martin Picard, Guillaume Roux-Girard & Andréane Morin-Simard <i>Ludicine Research Group</i></p>	
2:10 – 3:25	<p>Vocabularies and Other Relics</p> <p>Dominic Arseneault <i>The Reliquary: Introducing a Ludo-Club Initiative</i></p> <p>Todd Vercoe <i>Understanding the Gamestate: Exploring a Conceptual Model of Games</i></p>	<p>Location and Learning</p> <p>Justine Castonguay-Payant, Michael Power, Sylvie Barma, Marc-Antoine Dumont & Rivka Rosenberg <i>Mobile Game-based and Augmented Reality-enhanced Learning for Science and Technology Education</i></p> <p>Gabriel Smith <i>Gaming in a Foreign Language</i></p>
3:35 – 4:50	<p>Perceptions of Gamers</p> <p>David Murphy <i>Attack of the Virtual Male: Public Paranoia and Arcade Gaming</i></p> <p>Natalie King <i>Blacklisted: Racial Connections in Grand Theft Auto</i></p>	<p>Education and Equity</p> <p>Jason E. Lewis, Beth Aileen Lameman, Skawennati Fragnito & Bea Parsons <i>Skins: Aboriginal Storytelling & Game Design</i></p> <p>Matt White <i>Gender Equity in Digital Games: Lessons from Computer Assisted Instruction</i></p>
5:00 – 6:00	<p>CGSA Annual General Meeting <i>All are welcome!</i></p>	



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9 – 10:15	<p>Hearing 'Voices': How Games Communicate With Their Players</p> <p>Jayne Gackenbach <i>Dreams and Video Game Play</i></p> <p>Kevin Schut <i>An Ensemble of Voices – Considering the Video Game's Tools of Communication</i></p>	<p>Bondage and Punishment</p> <p>Kelly Bergstrom <i>An Exploration of the Research Potential of EVE Online</i></p> <p>Quintin Hewlett <i>Bound in Time: Timehunter and the Art of Playing Roles</i></p>
10:25 - 11:40	<p>Experimental Art</p> <p>Kelly Boudreau & Cindy Poremba <i>Animated Reality: Re-defining Indexicality in Video Games</i></p> <p>Mariam Asad <i>Suspenseful and Suspended Play in Heavy Rain</i></p>	<p>Sim-ulated Bodies</p> <p>Tori Floyd <i>Personal Narrative Development in The Sims 2</i></p> <p>Lauren Cruikshank & Tracy Kennedy <i>On Pregnant Sims and Prim Babies - What to Expect When your Avatar is Expecting in Games and Immersive Worlds.</i></p>
LUNCH		
12:30 – 2:00	<p>General Session: Research Group</p> <p>Suzanne de Castell, Jen Jenson, Stephanie Fisher, Nick Taylor, Florence Chee, and Nis Bojin <i>VERUS</i></p>	
2:10 – 3:25	<p>Theory Building</p> <p>Nis Bojin <i>Looking At Ludemes</i></p> <p>Jon Saklofske <i>When Games Cheat: The Transformative and Subversive Potential of Unreliability</i></p>	<p>Close Readings</p> <p>Felan Parker <i>Civilizational Givens: Sid Meier's Civilization and the Philosophy of Technology</i></p> <p>Jonathan Lessard <i>Adventure before Adventure Games</i></p>
3:35 – 4:50	<p>General Session: Plenary</p> <p>Emma Westecott <i>Little Big Planet: Motion Masters and Sack Puppets</i></p> <p>Nick Taylor <i>Reactivity, Reflexivity and Reciprocity in Ethnographic Work with Pro-gamers</i></p>	

For any questions or to request changes around scheduling, authors, and titles, please email co-conference chairs Jen Jenson (jjenson@edu.yorku.ca) or Nick Taylor (nickttaylor@gmail.com).