



**TAKE
CONTROL**
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MARCH 5-9
2007
SAN FRANCISCO

MOSCONE
CENTER

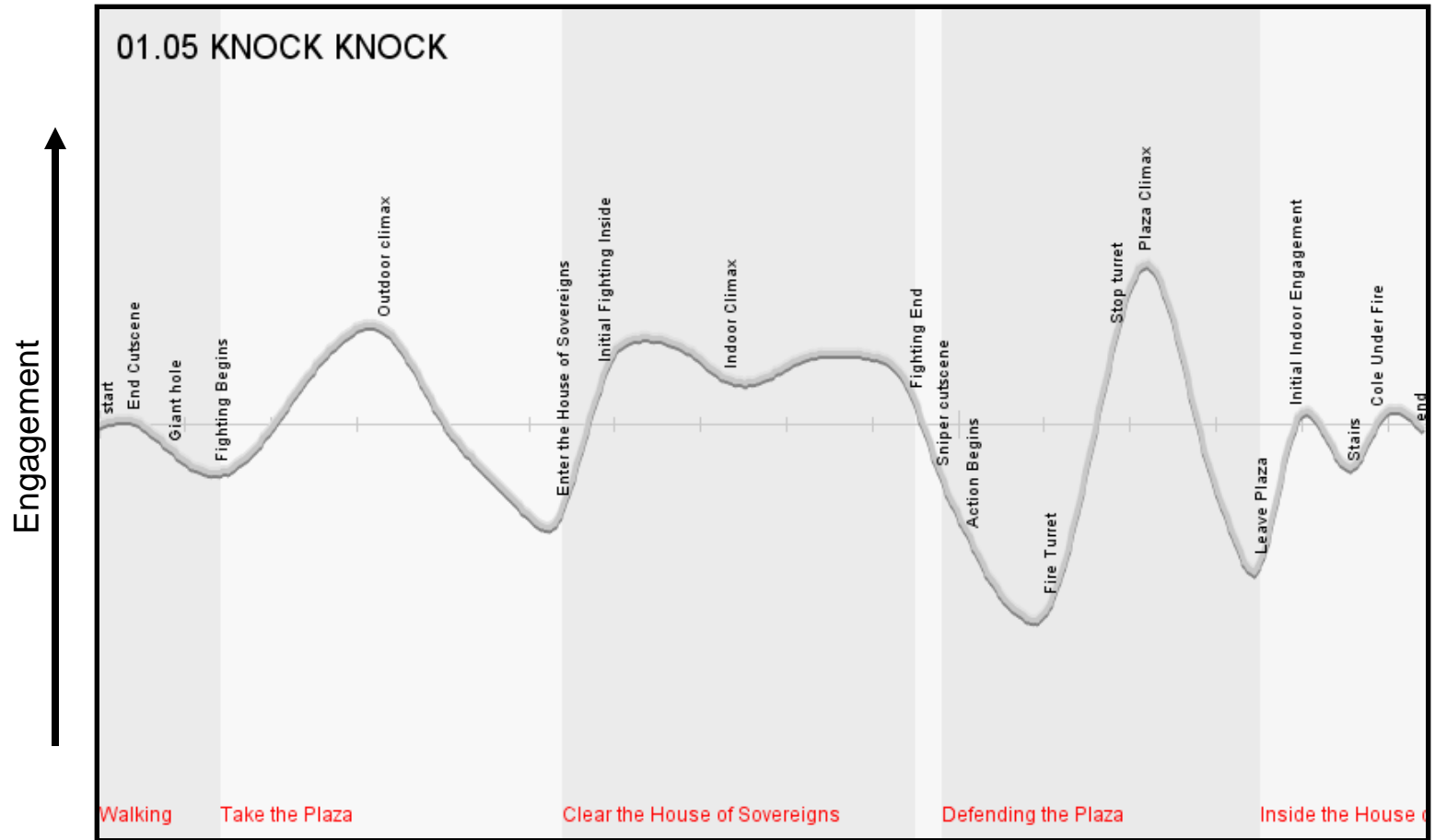


A new form of analysis

Video



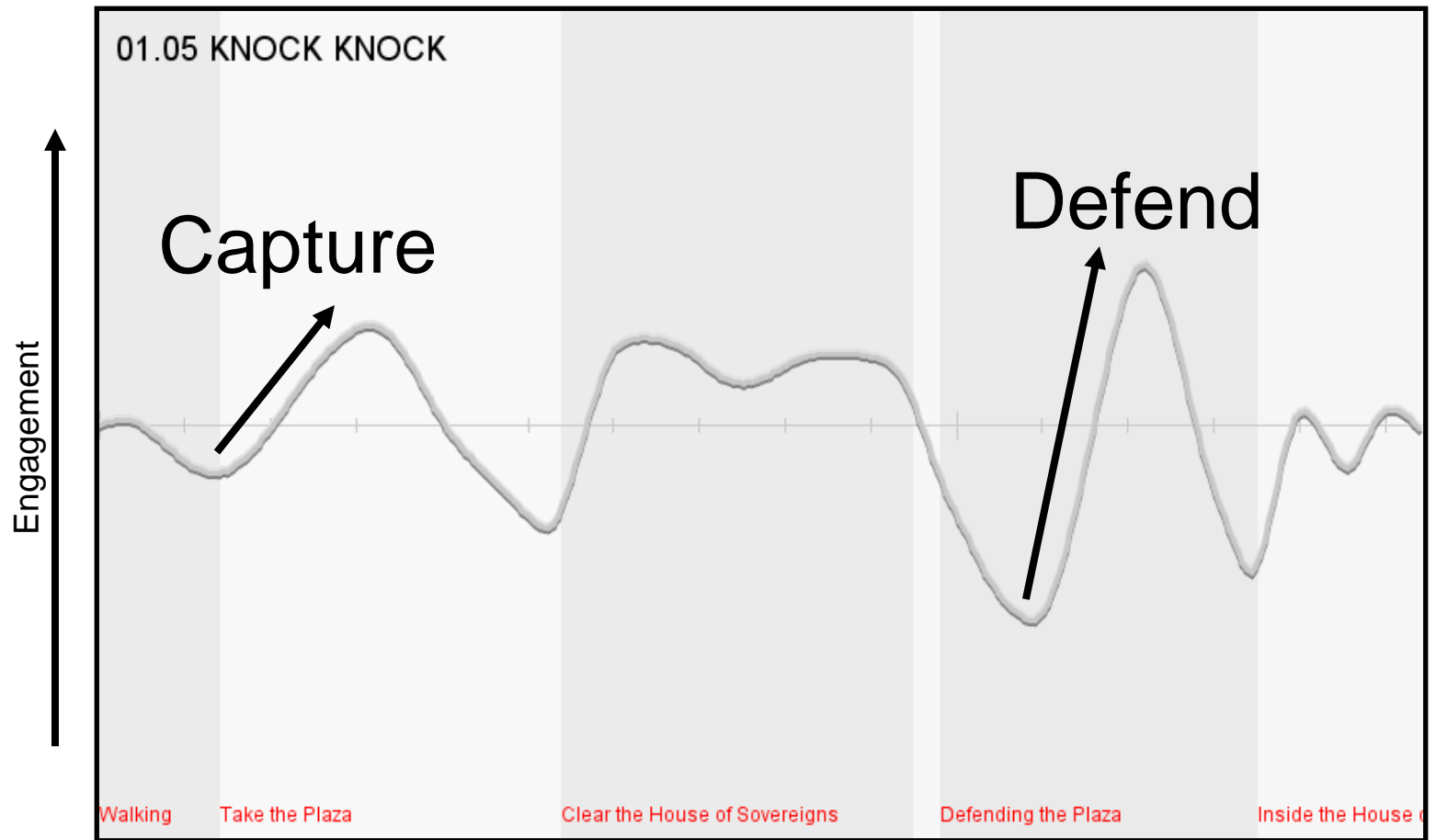
Where are players engaged?



- average player engagement over the 5th level of Gears of War

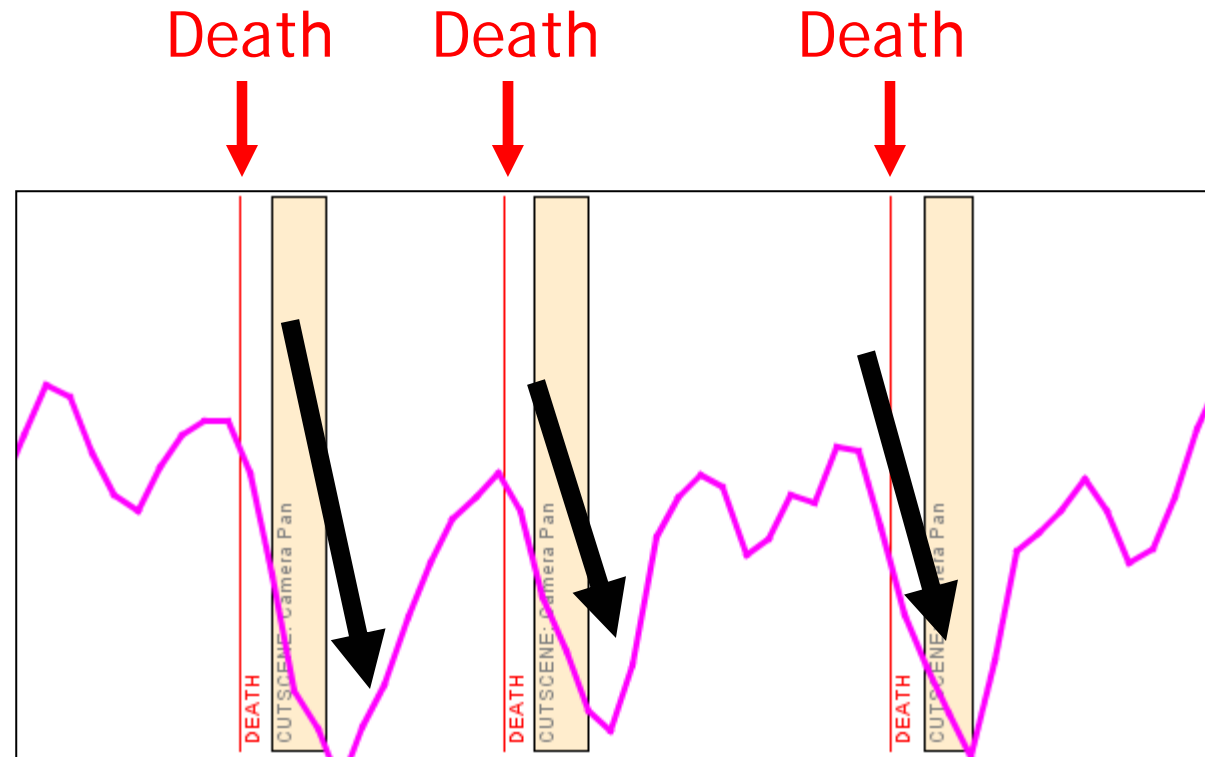


Contrast key events



- average player engagement over the 5th level of Gears of War

A player's experience



- A player's engagement during the Crimson Omen in Trial by Fire

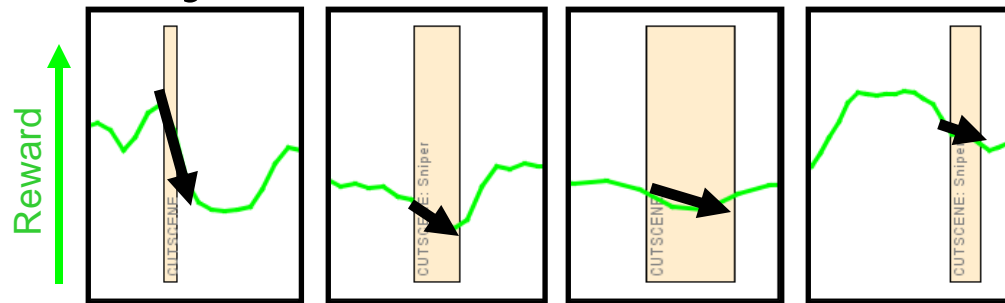
The repeated cutscene directly after a spawn point increases disengagement at every death.



Cutscenes – Which emotion?

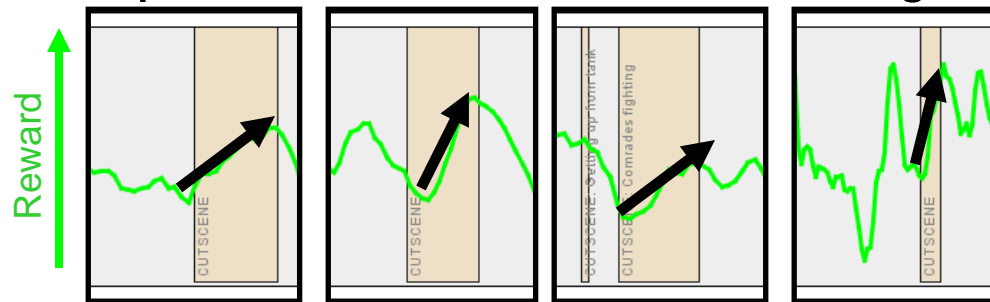
Gears of War – Dark suspense

Players feel dark emotions during cutscenes



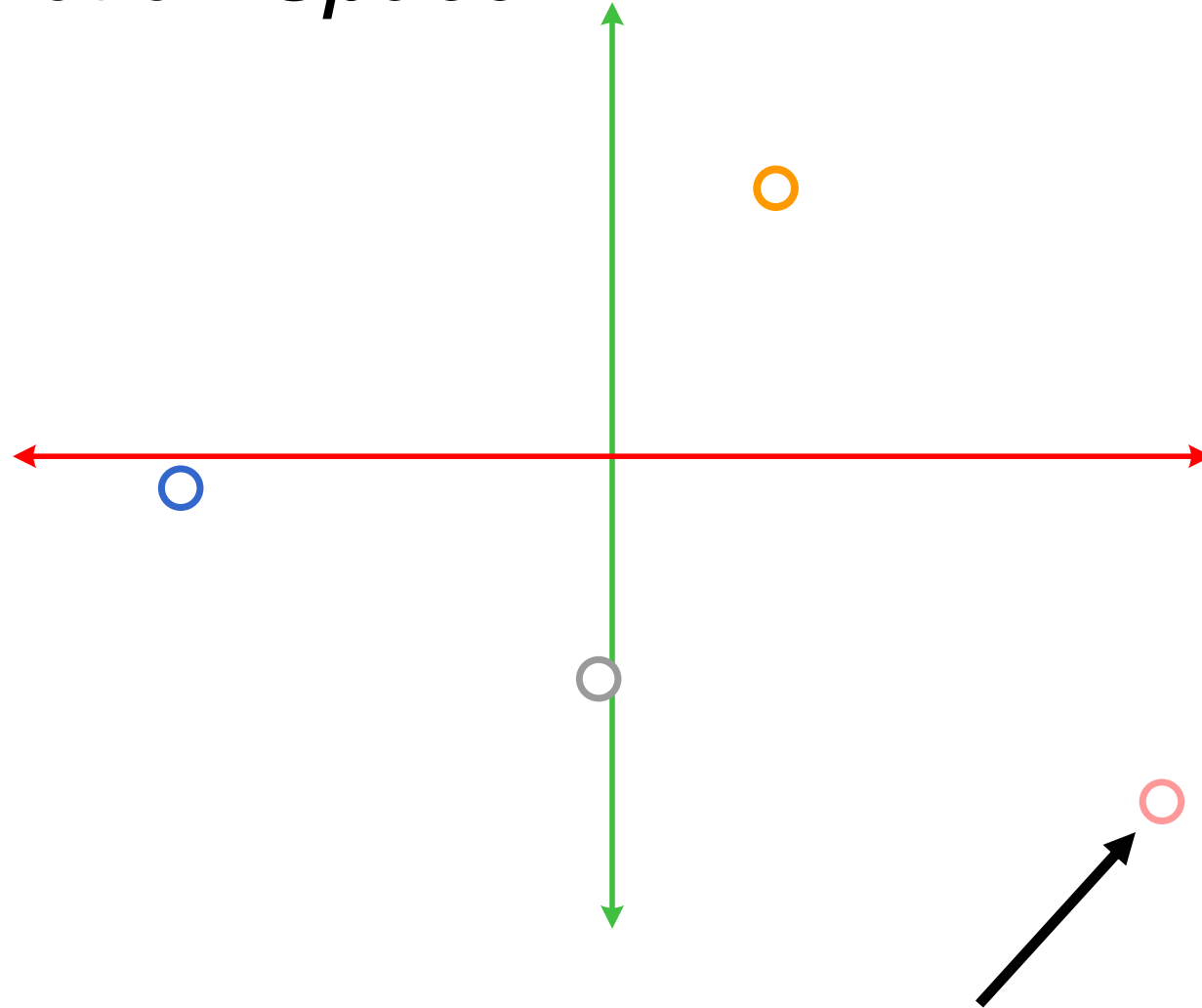
Call of Duty 3 - Reward

Up to 80% feel reward during each cutscene





Emotion Space



The first section of GEARS defines the experience. It is more intense and elicits a more negative feeling in players.