

JANE M^cGONIGAL, PhD

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RESEARCH & DESIGN INTERESTS

Digital gameplay in the everyday; history and theory of ubiquitous computing; cybernetic performance

EDUCATION

PhD University of California, Berkeley

Performance studies with a designated emphasis in film studies, 2006

This Might Be a Game: Ubiquitous Play and Performance at the Turn of the Twenty-First Century. W.B. Worthen (co-chair), Gregory Niemeyer (co-chair), Ken Goldberg, Peter Glazer.

Examination fields: New media and network culture; twentieth century play and performance theory; contemporary game studies.

MA University of California, Berkeley

Performance Studies, 2003

BA Fordham University

English Literature and Media Studies, 1999

RESEARCH AWARDS AND HONORS, selected

TR35 Award, MIT's *Technology Review*, 2006

"Top 35 innovators under 35 years old who are changing the world through technology."

International Dissertation Abstract Award, Leonardo/International Society for the Arts, Sciences, and Technology, 2006

"This Might Be a Game" is named by a peer-review panel as the top dissertation abstract submitted worldwide in the field of technology, art and culture for the Fall 2006 term.

Dunbar Ogden Award, Department of Performance Studies, University of California Berkeley, 2003

"A Lost Cause: Performance and the Free Speech Movement Digital Archive", a research paper and documentation of an original digital performance project, receive the annual department award for most outstanding graduate student paper.

DESIGN AWARDS AND HONORS, selected

Innovation Award, International Academy of Game Developers, 2005

Shared award with three additional designers for lead design work on alternate reality game *I Love Bees*.

Webby Award, International Academy of Digital Arts and Sciences, 2005

Shared award with three additional designers for lead design work on alternate reality game *I Love Bees*.

New York Times Year in Review, 2004

Alternate reality game *I Love Bees* is noted as one of the most significant cultural events of the year.

RESEARCH GRANTS AND FELLOWSHIPS, selected

MacArthur Foundation Grant for Research on Digital Youth and Gaming, 2006-2007

One of ten recipients of funding to participate in an ongoing Ecology of Games research project, including publication of research and online dialogues in the area of gaming culture and learning. Organized in partnership with the Monterey Institute for Technology and Education

Vectors Fellowship for Research on Mobile Technologies and Culture, 2004-2005

One of six awards from the Annenberg Institute for Multimedia Literacy at the University of Southern California to develop and publish *Place Storming*, a pervasive game for academic researchers.

The Berkeley Fellowship, University of California Berkeley 2001-2006

A competitive campus-wide university award granted during admissions for the full term of PhD study.

ACADEMIC PUBLICATIONS*Peer-reviewed Journals*

- McGonigal, J. (2005) “SuperGaming: Ubiquitous Play and Performance for Massively-Scaled Community.” Modern Drama Journal. Special issue: Technology. 48:3 Fall.
- McGonigal, J. and Raegan Kelly. (2005) “Place Storming: A Massively Collaborative Research Game.” Vectors Journal of Culture and Technology. 1:2 Spring.
- McGonigal, J. (2003) “This Is Not a Game: Immersive Aesthetics and Collective Play.” Fine Art Forum. Special issue; Digital Arts and Culture. 18:8 August. Originally published in Proceedings of the Fifth International Digital Arts and Culture Conference. RMIT, Melbourne, Australia. May 19–23.

Book Chapters

- McGonigal, J. (2007, forthcoming) “Why *I Love Bees*: A Case Study in Collective Intelligence Gaming.” Ecologies of Play. Ed. Katie Salen. Chicago: University of Chicago Press.
- McGonigal, J. (2007, forthcoming) “The Ministry of Reshelving: In Favor of Political, Pervasive Game Design.” Space Time Play: Games, Architecture and Urbanism. Ed. Steffen P. Walz. Basel: Birkhäuser Publishing.
- McGonigal, J. (2006) “The Puppet Master Problem: Design for Real-World, Mission-Based Gaming.” Second Person: Role Playing and Story in Games and Playable Media. Eds. Pat Harrigan and Noah Wardrip-Fruin. Cambridge: MIT Press.

Refereed Conference Proceedings

- Anderson, K. and McGonigal, J. (2004) “Place Storming: Performing New Technologies in Context.” Proceedings of the Third Nordic Conference on Human-Computer Interaction. Tampere, Finland, October 23 - 27. NordiCHI '04, Vol. 82. ACM Press, New York, NY, 85-88.
- Goldberg, K.; Dezheng Song; In Yong Song; McGonigal, J.; Wei Zheng; Plautz, D. (2004) “Unsupervised Scoring for Scalable Internet-Based Collaborative Teleoperation.” Proceedings of the 2004 IEEE International Conference on Robotics and Automation. New Orleans, Louisiana. April 26 – May 4. ICRA '04, Vol. 5, April-May 2004, 4551–4556.
- McGonigal, J. (2003) “A Real Little Game: The Performance of Belief in Pervasive Play.” Proceedings of Level Up: Conference of the Digital Games Research Association. Utrecht, the Netherlands. May 4-6.

Invited Essays

- McGonigal, J. (2005) “All Gameplay is Performance.” Presented at Playful: The State of the Art Game. Utrecht, the Netherlands. June 20.
- McGonigal, J. (2004) “Towards a More Pervasive Cyberdrama.” Electronic Book Review. June.

Design Manifestos

- McGonigal, J. (2005) “The High Performance Gameplay Inventory.” Presented at the Changing Views, Worlds in Play: Conference of the Digital Games Research Association. Vancouver, BC, Canada. June 12-15.
- McGonigal, J. (2003) “The Curious Interface: A Design Manifesto in Favor of Play.” Manifesto delivered at the Fifth International Conference on Ubiquitous Computing. Seattle, Washington. October 12-15.

Posters

- Niemeyer, G., Perkel, D., Shaw, R., and J. McGonigal. (2005) “Organum: Individual Presence through Collaborative Play.” In Proceedings of the 13th Annual ACM international Conference on Multimedia. Hilton, Singapore. November 06 - 11. MULTIMEDIA '05. ACM Press, New York, NY. 594-597

RESEARCH TALKS, selected*Keynotes*

- “Gaming Reality.” (2007) State of Play IV: Building the Global Metaverse, Singapore.
- “Alternate Reality Gaming: Engineering the Future through Play.” (2006) Innovation Lab’s NEXT Technologies Conference, Copenhagen, Denmark.
- “Design for Massively Collaborative Games.” (2006) Creative Lab’s Concepting Workshop on Pervasive Multi-User Applications, Oulu, Finland.
- “All Gameplay is Performance.” (2005) Playful: State of the Art Game at Filmtheater ’t Hoogt, Utrecht, the Netherlands.

Plenary Talks at Multi-Track Conferences

- “Gaming Reality: Strategies and Technologies for Collective Play.” (2003) The Fifth International Conference on Digital Arts & Culture at RMIT, Melbourne, Australia.

Invited Lectures

- “This Might Be a Game: Testing the Limits of Ubiquitous Play.” (2006) Digital Games Lecture Series at the IT University of Copenhagen, Denmark.
- “The Puppet Master Problem: Design for Real-World, Mission-Based Gaming.” (2006) Games and Storytelling Lecture Series at the University of Art and Design, Helsinki, Finland.
- “Supergaming! Design for Massively Collaborative Public Play” (2005) PARC Forum at the Palo Alto Research Center, Palo Alto, California.
- “Puppet Masters and Performances.” Art-Technology Lecture Series at Humlab, Umea University, Sweden.
- “Why I Love Bees, or, a Ludic Worldview.” (2005) Art, Technology and Culture Colloquium at University of California, Berkeley.
- “Design for SuperGaming.” (2005) Design Dialogue Series at the Art Center College of Design, Los Angeles, California.
- “Gameplay as Live Performance.” (2005) Teledramatic Arts and Technology Lecture Series at California State University - Monterey Bay.
- “High Performance Gameplay.” (2005) Organum Show at New Langton Arts Gallery, San Francisco, California.
- “On Ludic Networking.” (2004) Computer Systems Laboratory Colloquium at Stanford University, Palo Alto, California.
- “Collective Intelligence and Alternate Reality Gaming.” (2004) New Media Cultures Seminar at MIT, tele-lecture.
- “Alternate Reality Gaming: Life Imitates ARG.” (2004) Annual Board of Directors Meeting of the MacArthur Foundation, San Francisco, California.
- “The Runaway Game: Spectacle and Performance in Public Play.” (2004) Story Engines Lectures, organized by the Center for New Media Studies at Stanford University, Palo Alto, California.

Conference and Summit Presentations

- “Game Mechanics for Site-Specific Community.” (2006) Interactive City Summit at the International Symposium of Electronic Arts, San Francisco, California.
- “Distributed Design for Massively Collaborative Play, or, Why *I Love Bees*.” (2005) Changing Views, Worlds in Play: Conference of the Digital Games Research Association. Vancouver, BC, Canada.

- “Site-Specific Identity in Game Communities.” (2004) Workshop on Collaborative Identities at the ACM Conference for Computer Supported Collaborative Work. Chicago, Illinois.
- “5 Urban Search Terms.” (2004) Urban Computing Happening at Intel Research. Berkeley, California.
- “Dark Play in Public Spaces.” (2004) Performance Studies international #10. Singapore.
- “Tools of Engagement: Design for Tele-play.” (2004) First International New Media Arts and Research Exchange at the China Millennium Art Museum in Beijing, China.
- “Site-Specific Superheroes.” (2004) 040404: Digital Networks Research Colloquium by the University of California Digital Arts Research Network. Berkeley, California.
- “A Real Little Game.” (2003) Level Up: Conference of the Digital Games Research Association. Utrecht, the Netherlands.
- “A Lost Cause: Archiving Digital Play and Performance.” (2003) Annual Meeting of the American Society for Theatre Research. Durham, North Carolina. Tele-talk.
- “Immersive Gaming as Virtual Backstory.” (2003) Annual Meeting of the American Comparative Literature Association. San Diego, California.
- “Digital Archives for Networked Play.” (2003) Annual Meeting of the Popular Culture Association. New Orleans, Louisiana.
- “An Introduction to Immersive and Pervasive Games.” (2003) 030303: Collective Play Research Colloquium of the University of California Digital Arts Research Network and Intel Research Lab. Berkeley, California.
- “Networked Activism as Political Performance.” (2002) Annual Conference of the University of California Digital Cultures Project. Los Angeles, California.

Industry Talks

- “Game Studies Download: The Next Top 10 Research Findings.” (2007) With Ian Bogost and Mia Consalvo. Game Developers Conference. San Jose, California.
- “Game Design for Unexpected Spaces.” (2006) Good Experience Live Summit. New York City, New York.
- “Global/Local Play.” (2006) With danah boyd and Liz Lawley. SXSW Interactive. Austin, Texas.
- “Game Studies Download: Top 10 Research Findings.” (2006) With Ian Bogost and Mia Consalvo. Game Developers Conference. San Jose, California.
- “SuperGaming!” (2005) Supernova Technology Conference. San Francisco, California.
- “Alternate Reality Learning.” (2005) E3 Education Arcade. Los Angeles, California.
- “Experimental Game Design: *I Love Bees*.” (2005) Game Developers Conference. San Francisco, California.
- “Folk Games for Emerging Technologies.” (2006) With Artur Bergman. Emerging Technologies Conference. San Diego, California.

TEACHING

University of California at Berkeley, Graduate Student Instructor (course and syllabus design, instruction)

Performance and Play

Undergraduate writing course in the Department of Theater, Dance and Performance Studies, Spring 2004

This course explores theories and themes of play in twentieth-century dramatic literature, as well as the role of live performance in contemporary game play. Students learn and practice original research methods, culminating in a final project that combines a traditional term paper with a designed game or performance intervention.

Theater and Games

Undergraduate writing course in the Department of Theater, Dance and Performance Studies, Fall 2003

This course investigates the relationship between games (play) and theater (plays). Readings include twentieth-century dramatic literature, philosophies of play, game design manifestos, and acting theory. Students learn and practice close reading and analysis, culminating in a final project combines a long analytical essay with an experimental gameplay report.

San Francisco Art Institute, Visiting Faculty

This Might Be a Game: An Introduction to Ubiquitous Play in the Everyday

Graduate/undergraduate history and theory seminar in the Design + Technology program, Spring 2007

This course examines the contemporary intersection of ubiquitous computing and experimental game design. Readings concentrate on classic design manifestos from the fields of ubiquitous computing and game design, as well as theoretical essays on collective intelligence, public space, and the performance of everyday life. Students write several short essays exploring the manifestation of ubiquitous computing philosophy in contemporary game culture and design a series of real-world interventions to test the limits of the “magic circle” of play.

Game Design as Art Practice

Graduate/undergraduate design seminar in the Design + Technology program, Fall 2004

In this course, students develop a critical vocabulary and historical context for analyzing games as art, as they develop the skills and techniques necessary to incorporate game design into their ongoing art practice. As a final project, students work toward the design, development and play testing of a game in any medium of their choice. Students also prepare and publish a formal game design statement.

GAME DESIGN, selected*Professional*

42 Entertainment (Lead Designer, July 2004 – December 2006)

I Love Bees. (2004) Lead designer, community interaction and live game missions. A 16-week alternate reality game, in which over 600,000 players collaborated on daily pervasive missions and puzzles in all 50 United States. In association with Microsoft Game Studios

Last Call Poker and Tombstone Hold ‘Em. (2005) Lead designer, live game missions. A 12-week alternate reality game, in which over 10,000 players participated in six hybrid (online/real-world) gaming events and completed a series of 50 pervasive game missions. In association with Activision and Neversoft.

Hex168. (2005) Lead designer, live game missions. A 4-week live gaming campaign, in which over 11,000 real-world players were challenged to create and document networked play in unexpected spaces. In association with Microsoft Game Studios.

Wink Back, Inc. (Mission Designer and Live Producer, November 2001 - June 2004)

The Go Game.

Mission Designer. (2001 – 2002) Created over 150 site-specific puzzles and real-world missions for this reality-based superhero game.

Live Performer and Producer. (2001 – 2004) Performed in and assisted live production of more than 100 games in a dozen cities nationwide.

Experimental

Avant Game (Founder, January 2003 – present)

McGonigal, J. and I. Bogost. Cruel 2 B Kind. (2006 - present) Concept and lead design, live event production. The first open-source, reality-based superhero game. Played in dozens of cities worldwide, including New York City, London, and Tel Aviv.

McGonigal, J. and K. Monsef. The Latchkey Project. (2005-2006) Concept, lead design, and lead Web developer. A reality-based adventure game for everyday inanimate objects.

McGonigal, J., Monsef, K., Porter, G. and M. Stufft. The Ministry of Reshelving. (2005) Concept, lead design, and lead Web developer. Reality-based collaborative game for bookstores.

Research

Institute for the Future (Senior Researcher, January 2007 – present)

Games from the Future. A series of real-world game missions that emulate novel social architectures and technological experiences from the years 2012, 2017, 2032.

University of California at Berkeley

Tele-Twister. (2004-5) Gameplay design and performance coordination. A massively-multiplayer online mod of the classic party game *Twister*. Directed by Ken Goldberg, Alpha Lab for Industrial Engineering and Operations Research.

Organum. (2004-5) Assistant game design, playtesting and performance coordination. A multiplayer collaborative game with a vocal interface. Directed by Gregory Niemeyer, Berkeley Institute of Design.

Intel Research

McGonigal, J., and Ken Anderson. Place Storming. (2003-4) Concept, lead game design, and live event production. A pervasive game to inspire future design of mobile and ubiquitous technologies.

Juried Installations/Exhibitions

Chien, I., Goldberg, K., McGonigal, J., Niemeyer, G., Tang, J. Bounce. (2006) Social network game for senior citizens for the Thirteenth International Symposium for Electronic Art. San Jose. August 7-13.

McGonigal, J. and I. Bogost. Cruel 2 B Kind. (2006) Live action cell-phone game for the Come Out and Play Festival at the Eyebeam Art and Technology Center. September 23.

Niemeyer, G., Shaw, R., Perkel, D., McGonigal, J. Organum. (2005) PoV Alternative Games Exhibition. Vancouver, British Columbia. June 16-19.

Commissioned Installations/Exhibitions

McGonigal, J. and J. Bleecker. Place Storming Mash-Up. (2005) Mobile Wi-Fi hacking game for the Vectors Launch Event at the Los Angeles Museum of Contemporary Art. March 3.

Goldberg, K., Song, D., Chien, I., McGonigal, J., and K. Paulsen. Demonstrate. (2004) Collaboratively-controlled robotic webcam installation for the Whitney Art Museum's Digital Artport.

ACADEMIC SERVICE

Journal Boards

Game Studies: The International Journal of Computer Game Research. (2004 – present)

Program Committees

First IEEE International Workshop on Digital Game and Toy Enhanced Learning. (DIGITEL '07)

Seventh International Digital Arts and Culture Conference. (DAC '07)

ACM SIGGRAPH First Digital Sandbox Video Game Symposium. (SIGGRAPH '06)

Thirteenth International Symposium of Electronic Arts. Interactive City Program. (ISEA '06)

Conference Reviewer

ACM Conference on Computer-Human Interaction. (CHI '05, CHI '06)

ACM SIGGRAPH Digital Sandbox Video Game Symposium. (SIGGRAPH '06)

Thirteenth International Symposium of Electronic Arts. Interactive City Program. (ISEA '06)

Editorial

Peer review board, game studies submissions, MIT Press. (2006 – present)

Editor, *Berkeley Science Review*. (2001-2003)

Editor, *Fordham Journal of Philosophy*. (1996-1999)

Advising

Shayna Nickels, “Hybrid Mobile Gaming.” Outside advisor for Masters’ thesis and project. New York University, Interactive Telecommunications Program, Tisch School for the Arts. Fall 2004

CURRENT PROFESSIONAL AFFILIATIONS

Member, Digital Games Research Association, 2003 – present

Member, ACM Special Interest Group on Computer-Human Interaction, 2003 – present

Member, International Game Developers Association, 2003 – present

Member, Performance Studies international, 2004 – present

Member, International Academy of Interactive Arts and Sciences, 2004 – present

~Curriculum vitae prepared on December 1, 2006~