



GAME BETTER CHARACTERS BY DESIGN

A PSYCHOLOGICAL APPROACH

KATHERINE ISBISTER

SERIES IN INTERACTIVE TECHNOLOGY

About the Author.....	ix
Foreword.....	xvii
Preface.....	xix
About the DVD-ROM.....	xxv



First Impressions

What Is Covered and Why.....	1
Who Will Find Part I Most Useful.....	1
Overview of Key Concepts.....	1
Take-Aways from Part I.....	4

1 Social Surface

1.1 What Is Covered and Why.....	5
1.2 The Psychological Principles.....	5
1.3 Design Pointers.....	16
1.4 Interview: Gonzalo Frasca.....	17
1.5 Summary and What Is Next.....	21
1.6 Exercises.....	21
1.7 Further Reading.....	21

2 Practical Questions—Dominance, Friendliness, and Personality

2.1 What Is Covered and Why.....	23
2.2 The Psychological Principles.....	24

TABLE OF CONTENTS

2.3	Design Pointers	37
2.4	Summary and What Is Next	39
2.5	Exercises	39
2.6	Further Reading	40

II Focus on the Player

What Is Covered and Why	41
Who Will Find Part II Most Useful	42
Overview of Key Concepts	42
Take-Aways from Part II	46

3 Culture

3.1	What Is Covered and Why	47
3.2	The Psychological Principles	47
3.3	Design Pointers	60
3.4	Interview: Ryoichi Hasegawa and Roppyaku Tsurumi of Sony	62
3.5	Interview: W. Lewis Johnson	100
3.6	Summary and What Is Next	103
3.7	Exercises	104
3.8	Further Reading	104

4 Gender

4.1	What Is Covered and Why	107
4.2	The Psychological Principles	108
4.3	Design Pointers	120
4.4	Interviews with Gamers—Personal Perspectives	121
4.5	Summary and What Is Next	131
4.6	Exercises	132
4.7	Further Reading	132
4.8	Acknowledgments	133

III Using a Character's Social Equipment

What Is Covered and Why.....	135
Who Will Find Part III Most Useful.....	136
Overview of Key Concepts.....	136
Take-Aways from Part III.....	142

5 The Face

5.1 What Is Covered and Why.....	143
5.2 The Psychological Principles.....	143
5.3 Design Pointers.....	155
5.4 Summary and What Is Next.....	158
5.5 Exercise: Contagious Emotions.....	158
5.6 Further Reading.....	159

6 The Body

6.1 What Is Covered and Why.....	161
6.2 The Psychological Principles.....	161
6.3 Design Pointers.....	175
6.4 Interview: Chuck Clanton.....	176
6.5 Summary and What Is Next.....	181
6.6 Exercise: Social Bodies.....	181
6.7 Further Reading.....	181

7 The Voice

7.1 What Is Covered and Why.....	183
7.2 The Psychological Principles.....	183
7.3 Design Pointers.....	191

7.4	Future Directions—Emotion Detection	193
7.5	Interview: MIT Media Lab's Zeynep Inanoglu and Ron Caneel	193
7.6	Summary and What Is Next	195
7.7	Exercise: Developing a Social "Ear"	195
7.8	Further Reading	195
7.9	Answers to Exercises	197

IV Characters in Action

What Is Covered and Why	199
Who Will Find Part IV Most Useful	199
Overview of Key Concepts	199
Take-Aways from Part IV	201

8 Player-Characters

8.1	What Is Covered and Why	203
8.2	The Psychological Principles	203
8.3	Design Pointers	216
8.4	Interview: Marc Laidlaw	218
8.5	Summary and What Is Next	222
8.6	Exercises	222
8.7	Further Reading	223
8.8	Acknowledgments	223

9 Nonplayer-Characters

9.1	What Is Covered and Why	225
9.2	The Psychological Principles	225
9.3	Dimensions of Social Roles and NPCs	228
9.4	Common Social Roles in Games	229
9.5	Design Guidelines	250
9.6	Summary and What Is Next	251

9.7	Exercises	251
9.8	Further Reading	252

V Putting It All Together

What Is Covered and Why	253
Who Will Find Part V Most Useful	253
Overview of Key Concepts	253
Take-Aways from Part V	254

10 Process

10.1	What Is Covered and Why	255
10.2	Arguments for Bringing a Social-Psychological Approach to Game Development	255
10.3	The Development Time Line	256
10.4	Building in the Social-Psychological Approach	257
10.5	Interview: Tim Schafer	261
10.6	Summary and What Is Next	265
10.7	Exercise: Sequel Planning	265
10.8	Further Reading	265

11 Evaluation

11.1	What Is Covered and Why	267
11.2	The Psychological Principles	267
11.3	Current Evaluation Practice in Game Design: Market Research and Play Testing	269
11.4	Taking Design to the Next Level with Preproduction Evaluation	271
11.5	A Note on Postproduction Evaluation	274
11.6	Evaluation Checklist	274
11.7	Games Usability Perspectives	275
11.8	Interview: Randy Pagulayan	276

TABLE OF CONTENTS

11.9	Interview: Nicole Lazzaro.....	279
11.10	Affective Sensing: An Evaluation Method for the Future?.....	283
11.11	Summary.....	283
11.12	Exercises.....	284
11.13	Further Reading.....	284
Appendix: Summaries of Games Discussed		287
Index		329