A CASUAL REVOLUTION

Reinventing Video Games and Their Players

Jesper Juul

The MIT Press Cambridge, Massachusetts London, England © 2010 Jesper Juul

All rights reserved. No part of this book may be reproduced in any form by any electronic or mechanical means (including photocopying, recording, or information storage and retrieval) without permission in writing from the publisher.

For information about special quantity discounts, please email special_sales@mitpress.mit.edu

This book was set in Scala Serif and Scala Sans on 3B2 by Asco Typesetters, Hong Kong.

Printed and bound in the United States of America.

Library of Congress Cataloging-in-Publication Data

Juul, Jesper, 1970–
A casual revolution : reinventing video games and their players / Jesper Juul.
p. cm.
Includes bibliographical references and index.
ISBN 978-0-262-01337-6 (hardcover : alk. paper) I. Video games—Psychological aspects. 2. Video gamers—Psychology. I. Title.
GV1469.34.P79J88 2010
794.8—dc22 200909091

10 9 8 7 6 5 4 3 2 1

Index

Aarseth, Espen, 53n70, 53n72 Adventure, 181 Advertising, 117 Amor, David, 113n10, 121, 175–179 Amplitude, 179–180 Animal Crossing, 123–126 Apperley, Thomas, 130n4 Arcade games, 2, 42, 107, 133–134, 186, 191–192, 195, 202, 210 Asteroids, 173, 191–192 AstroPop, 159 Atari, 181, 186, 210 Atlantis, 67, 94 Azada, 68, 81 Baptiste, Jean, 142–143, 179–182 Barr, Alfred, 98 Baseball, 196–197 Beaudouin-Lafon, Michel, 33–34, 110 Bejeweled series, 18, 27, 65-76, 80, 84-85, 88-89, 92-93, 100, 185, 192-193, 201-203 Bernstein, Daniel, 182–186 Big Fish Games, 79–80, 100n51, 182, 203 Big Kahuna Reef, 93 BioShock, 201, 206 Blizzard (company), 206 Blow, Jonathan, 196 Board games, 1, 77, 119, 121, 145, 158, 181, 203, 211, 216

Boom Blox, 34 Browser-based games, 5, 148–149 Build-a-Lot, 35, 182 Burrill, Derek, 10n17 Buzz!, 79, 112–113, 121, 175–179 Cadogan, Lady, 70–73 Cake Mania 3, 5 Call of Duty, 164, 190 Cassell, Justine, 10n17 Casual games, 5, 8-10, 53-55 affordances of, 53-55 design of, 30–55, 190 difficulty in, 39-44 (see also Difficulty and punishment) flexibility of, 2, 10, 22, 36-37, 53-55, 62, 118, 129, 138-142, 146-147, 198–199 history of, 25-27, 84, 147-148, 185, 199, 202, 210 in the history of games, 23 played in hardcore ways, 8, 29–30, 50 (see also Time commitment) popularity of, 8 skepticism towards, 62, 101, 150-151, 196, 213–214, 216–217 status of, 85 supporting casual players, 51-52 usefulness of term, 176, 182, 186-187, 189–190, 197, 204, 209, 213– 214

Casual players, 8–10, 50–52, 208– 209 history of, 25-27 inflexibility of, 10, 53-55 self-identified, 62, 169-171, 214-215 stereotype of, 8–10, 50, 139–142, 146 Casual revolution, 2, 7, 63, 146 Catz, 81, 211 Centipede, 96, 171 Cerny, Mark, 75 Chain Shot, 87–92 Chess, 33, 55-56, 164, 195 Chocolatier, 68 Chuzzle, 89 Civilization, 163, 190 Clark, Ethan, 76n28, 151n13 Classic game model, 131–132 Collapse, 11, 88, 165, 185 Combos, 35 Commodore Amiga, 162 Consalvo, Mia, 21 Controllers complexity of, 108 history of, 106-107 Costikyan, Greg, 13–14, 68 Counter-Strike, 164, 197 Culin, Stewart, 85 Dance Dance Revolution, 5, 17, 168 Davis, John, 75n27 Deer Hunter, 26 Defender, 202 Depth (strategic), 41, 55, 58–59, 62, 121, 129 Desktop Tower Defense, 5, 149 Destruction Derby, 107 Difficulty and punishment, 33, 39-45, 50, 180, 190–192 attitude toward, 30, 146, 154, 158, 161-162, 165, 172 and gender, 42n56 history of, 42–45 Diner Dash, 42, 79, 100, 160–161, 191, 217 Distribution channels, 5, 27, 57, 79– 84

Dogz, 81, 211 Donkey Kong, 170 Donkey Konga, 116 Downloadable casual games, 5, 8, 18, 22, 35-36, 79-80, 101, 153-156, 216-217 Dr. Mario, 89, 100 Ducheneaut, Nicolas, 59n81 Eco, Umberto, 139n20 Electronic Arts, 7 Elite, 138 Emotions, 124–126 Enevold, Jessica, 10117 EverQuest, 21, 166, 206, 212 Exertier, Jacques, 147, 186–189 Experience consideration (when playing), 126–127 Facebook, 149–150, 205, 207 Fiction, 31–33, 50 Fiction preference, 29, 50, 146 Fils-Aime, Reginald, 28 Flanagan, Mary, 10n17, 139n19 Flexibility of games and players, 2, 10, 53-55, 139-142, 146. See also Casual games; Casual players; Hardcore games; Hardcore players Flickr, 117 flow, 205 Focus testing, 75 Fortugno, Nick, 189–193 Frequency, 179–180 Fron, Janine, 10n17 Fullerton, Tracy, 53n72, 206 Gabler, Kyle, 45 Galaga, 96, 192 Game-centric view, 9, 52-53 Game conventions, player knowledge of, 29, 65-67, 72, 76, 78, 92-93, 206 Game developers, 7 desire to be perceived as original, 92-97 obligations of, 23, 151

and the target audience, 10-11, 74-76, 151, 177, 182–183, 193, 194–195, 199-200, 202, 204-205 Game Developers Conference, 13, 25, 184–185 Game development budgets, 148 Gamehouse, 185 Game mechanics, 68, 72, 79, 84, 98, 100–101, 126, 150 Games casual (see Casual games) defined, 131-132 design time of, 74-78 difficulty of (see Difficulty and punishment) fitting into players' lives, 5, 10, 72 flexibility of (see flexibility of games and players) game-playing time, 77 goals, 23 hardcore (see Hardcore games) historical time of, 77 as languages, 138–139 meaning of, 121-128 as mental workout, 163, 167, 174 open box, 79, 110–113, 203 and players, 9, 52-55, 78, 146-147 Game theory (economic), 53n72 Gamezebo, 65, 153 Garfield, Richard, 121–122 Gears of War, 31-33, 49, 117 Gender. See Players Genre, 33, 65-68, 78, 79, 84-85, 98-100 Gingold, Chaim, 113–116 Go (game), 197 Goal orientation (when playing), 126-127 Goals, 129–143, 133111 presentation of, 133-138 problem with, 138–139 shared understanding of, 126 Graphics, 12–16, 26, 148, 211 high definition, 13–16 and innovation, 14 three-dimensional, 16

Grand Theft Auto series, 23, 130–131, 134–136, 138–139, 176, 208 Guitar Hero series, 5, 20, 22, 23, 37, 45, 56, 59, 79, 103–107, 110–118, 129-130, 145, 158, 168, 179-182, 195, 207–208, 214 multiple ways to play, 139-143 Hagström, Charlotte, 10117 Half-Life 2: Episode One, 148, 179 Halo, 169 Hardcore games, 8–10, 53–55, 103, 190 affordances of, 53-55 conditions for developing, 7, 151, 178-179, 205 inflexibility of, 10, 53–55, 130 played casually, 139–143 Hardcore players, 8–10, 28–30, 51–55 ethic of, 28–29, 62, 143, 180 flexibility of, 10, 53-55 lapsed, 12, 51-52, 157, 162-163, 176, 215 stereotype of, 8–10, 28–29, 146 Harmonix, 116, 142-143, 179-182, 207 Harry Potter, 151 Herdlick, Catherine, 39 Hidden object games, 1, 68, 79, 100, 172, 212-213 Hoffman, Steven, 53n72 Innovation and cloning, 14, 67, 84, 92–97, 172, 206, 212 Insaniquarium, 165 International Game Developers

Association, 25n2, 92n31, 184 Interruptibility, 30, 36–39, 50, 57–58. *See also* Time commitment iWin, 92

Jakobsson, Mikael, 53n71 Järvinen, Aki, 68n10, 124 Jenga, 33 Jenkins, Henry, 10n17 Jewel Quest series, 40, 92 John, Michael, 75 Jones, Whitmore, 71–72 Juiciness, 30, 45-50, 202-203 Kaipainen, Kirsikka, 74n21 Kallio, Kirsi, 74n21 Kapalka, Jason, 28n25, 39n45, 84n11, 88 Katamari Damacy, 191 Kay, Rob, 179 Kim, Scott, 25–26 Kotaku, 29 Kuittinen, Jussi, 26n9 Lantz, Frank, 26, 193–198 Lazzaro, Nicole, 116 Legend of Zelda, 191 Link, Garrett, 76n29, 198–201 Lopez, Damien, 106-107 Ludo. See Parcheesi Lumines, 57–58, 60 Luxor, 89, 94–97 Magic crayons, 113–116 Magic Match, 42–44 Mahjong, 98, 174 Malaby, Thomas, 53n69 Mancala, 85 Manic Miner, 42–45 Matching tile games, 1, 65–68, 79– 101, 172, 197 family tree of, 86 as genre, 98–100 Mäyrä, Frans, 74n21 Medal of Honor, 209 Meretzky, Steve, 11n18, 27, 74, 195 Metagame, 121–122 Microsoft, 13, 148, 204 Microsoft Xbox, 13, 169 Microsoft Xbox 360, 13, 57–58, 204 Midway (company), 27 Mimetic interface games, 5, 18, 22, 33-34, 37, 76, 79, 103-119 as barrier for experts, 113-116 and player space, 116-117 Minigames, 117–118 Missile Command, 186

Mittell, Jason, 51n68, 68n7 Miyamoto, Shigeru, 105 MobyGames, 100n50 Monopoly, 26, 59, 75, 196 Ms. Pac-Man, 27 Mumbo Jumbo (company), 96 Music games, compared to real instruments, 113–116 Myst, 26, 27, 168 Mystery Case Files: Huntsville, 79, 100 Nakamura, Rika, 10117 Nielsen, Jakob, 33n32 Nintendo, 28, 204, 207 Nintendo DS, 16n29, 65 Nintendo Game Boy, 159, 215 Nintendo GameCube, 13 Nintendo 64, 159 Nintendo Wii, 1, 5, 14, 22, 28, 58–59, 61, 103, 116–117, 145, 158, 163–164, 195, 207, 214 Norman, Donald, 45 Norton, Marleigh, 34n37 Oberon Games, 25 Onesound, 124–125 Orbanes, Philip, 75n24 Pachinko, 98 Pac-Man, 2-4, 17, 27, 173, 186, 192, 216 Pagulayan, Randy, 75n27 Panel de Pon, 89, 98 Panzer General, 81, 211 Parcheesi, 22, 68, 103, 149 social meaning of, 124-126 Parker Brothers, 74–75, 211 Parking Wars, 149–150, 193–194, 198 Parlett, David, 70n14 Patience (game). See Solitaire Pearce, Celia, 27n19 Peggle, 45-49, 62, 176, 196, 203 Piccione, Peter, 131n5 Pirates!, 138 Player-centric view, 9, 52–53

Players age, 80–84, 130, 147, 151, 154, 189 casual (see Casual players) and difficulty (see Difficulty and punishment) flexibility of (see Flexibility of games and players) and games, 9, 52–55, 78, 146–147 gender, 7, 10117, 28, 42156, 80-84, 130, 152, 154, 190 hardcore (see Hardcore players) life circumstances of, 10, 157-174 misconceptions about, 152 Playtesting, 75, 188, 204 Plotting, 89, 97 Pogo (company), 203 Poker, 195–196 Pong, 17, 164, 199, 202 PopCap Games, 80, 84–85, 94, 159, 185, 197, 201, 203 Portal, 191, 205 Prince of Persia, 81, 211 Pull of games, 2–4, 65, 122 Риуо Риуо, 100 Puzzle Bobble, 97 Puzzle Quest, 65–68, 76, 78, 84 Puzz Loop, 94–97 QBeez, 148, 174 Quake, 25, 175, 198 Ray, Sheri Graner, 42n56 Rayman Raving Rabbids, 117-118, 186-189 Real Arcade, 80, 185, 198–201, 203 Real-time strategy games, 4, 86 Retirees, 171-174 Rock Band series, 5, 22, 37, 103, 115-118, 129-130, 159, 168, 179-182, 208 multiple ways to play, 139–143 Rohrl, Dave, 79, 201–204 Role-playing games, 65-66, 169-171 Rollercoaster Tycoon, 159 Rowling, J. K., 151

Salen, Katie, 21 Samba de Amigo, 116 Same Game. See Chain Shot Sandlot Games, 182–186 Saving games, 36-37, 42, 57, 183. See also Interruptibility Schell, Jesse, 28n24 Scrabble, 173 Scramble, 133–134 Sea Wolf, 107 Senet, 131 7 Wonders of the Ancient World, 93 Shneiderman, Ben, 35 Shockwave (website), 166, 204, 205 Shopmania, 39–41 Sicart, Miguel, 68n10 SimCity, 138, 163 Sims 2, 23, 136–139, 166 SingStar, 175 Slash (musician), 113–114 Smedstad, Solveig Marie, 53n72 Smith, Jonas Heide, 126 Snood, 170 Social embedding of games, 20, 22-23, 116–117, 121–128, 178, 188 Social management consideration (when playing), 126–128 Solitaire, 1, 11118, 22, 68–78, 88, 98, 146, 164, 176, 196 Sonic the Hedgehog, 158, 170 Sony, 13, 148, 175–176, 204 Sony EyeToy, 175 Sony PlayStation 2, 13 Sony PlayStation 3, 13, 180 Sony PSP, 16n29, 57–58 Sorry! See Parcheesi Space in games, 16–20, 49, 103–107, 116-117 history of, 16–18 player space, 17-18, 116-119, 139, 178, 188 screen space, 17–18 3-D space, 16-17 Space Invaders, 173, 202 Spector, Warren, 7n9, 204–208, Staiger, Janet, 146–147

StarCraft, 197 Steury, Keith, 75n27 Sunnanå, Lise, 53n72 Super Granny, 182, 184 Super Mario Bros, 170, 215 Super Mario Galaxy, 60–62 Super Mario 64, 138 Super Nintendo Entertainment System (SNES), 145, 158, 159 Super Smash Bros Melee, 53n71 Švelch, Jaroslav, 29n26 Swain, Chris, 53n72 System Shock, 205 Taylor, T. L., 21 Tetris, 2, 27, 57, 84, 87-92, 98, 100, 145, 158, 159, 186, 197–198, 210 Time commitment, 8, 12, 28-30, 36-37, 50, 146, 149–150, 154, 183–184, 198–199, 207–208. See also Interruptibility Time management games, 68, 79, 172 Tinney, Wade, 28 Tomb Raider, 25 Tradewinds, 184 Tufte, Edward, 98 Tumblebugs, 94 Usability, 12, 33–36, 50 Valence (emotional), 31–33 Video games, 5 cultural status of, 150-152 universality of, 1, 20-21, 26-27, 63, 151-152, 195 Video game studies, 20–21, 52–55, 146–147 Virtua Fighter, 190–191 Virtua Tennis 3, 108–110 Walker, Darren, 96 Wallace, Margaret, 41n53, 57nn75-77, 81-84, 208-213 WarCraft III, 4 Warhammer, 81 WarioWare, 159

Westward, 183–184 Wii Fit, 103, 105, 164, 177, 208 Wii Play, 117 Wii Sports, 18, 20, 31, 34, 37, 58–59, 103–107, 113–117, 159, 164, 169, 177 Williams, Roberta, 167 Windows 3.0, 27, 74 Wipeout, 17 Wirman, Hanna, 10117 World of Warcraft, 59–60, 127–128, 163, 170, 183, 206, 212 Wright, Will, 206

Yoshi's Cookie, 89, 98 Young, Bryan-Mitchell, 117n21

Zimmerman, Eric, 21, 26, 39, 101, 151112, 213–218 Zuma, 11, 89, 94–97, 100, 165, 191, 193