

“Game Love – A Categorization Model ” (Enevold, 2008/2010)

Game Love – a categorization (Enevold 2008)

1) The game "itself"

- love as communicated by game semiotics or mechanics

2) player generated love

- love as social process

3) Game Discourse

- here the view, mostly of the second type of game love that is constituted in public discourse, mainly the popular mass-medial construction of what "virtual love" means

4) love for games

- "ludic affection" which may be an *ad hoc* term for game-related emotion, can range from
 - ludophobia to ludophilia or ludomania.



Categories explained in more detail:

1. The game itself

a. Semiotic level

Representational elements, signs, graphics

Discourse – interpretable ideology, textual elements, text, cut scenes

Inter-game references (intertextuality) etc

b. Mechanical level

Verbs – emotes, interface options, npc interaction etc that can be understood as embedded in the Code- anything that changes gamestate

2. Player-generated, paraludic action or interaction among players.

This may be directly related to the previous category or independent of it, but only to a degree where the gaming process or game still has bearing on the action/performance. If it does not, it would obviously not be game-love, but something other. Game and/or gaming interpellates, sustains, inspires, mediates etc love. Gamers invent games within and outside the game.

3. Game Discourse

Reception, history, scientific or popular discourse - into this category is included anything outside the game that you can read or understand about a game's love content, forums, criticism, silent agreements etc. and also current socio-cultural understandings of love in its relation to games and gaming.

4. Love for games – including avatars, gaming performance as process/activity

Game-player relation. A performance/feeling expressed in terms of affection. This affection can take different forms – aversion/rejection/fear = ludophobia; attraction and appreciation- ludophilia; excessive obsessive game appreciation and execution, pathological addiction – ludomania.

“Game Love – A Categorization Model” (Enevold 2008/2010) is accessible at:
<http://gamingmoms.wordpress.com/publications/>