Mapping Genre Fields:

Visualizing Genres for Transactional Success

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Some Definitions:
Genre Field

Transformative Locale

Social Structures

Player-Agents

Genre-Agents

Material Conditions

Play Scenarios

Influences

Constraints
When we think we see the whole picture

Anders’ Goals
Receive funding; write CAREER grant

Anders’ Process
Read NSF solicitation, GPG
Write and submit grant accordingly

Anders’ Results
NSF reviewers: “Great project, but we’re not going to fund it.”
Case Study: NSF
Case Study: NSF

PHASE I
Proposal Preparation and Submission 90 Days
1. Opportunity Announced
2. Proposal Submitted
3. Proposal Received

PHASE II
Proposal Review and Processing 6 Months
4. Reviewers Selected
5. Peer Review
6. Program Officer Recommendation
7. Division Director Review

PHASE III
Award Processing 30 Days
8. Business Review
9. Award Finalized
Case Study: NSF
Open the Box

Unpack
Diagram the game and its parts.

Hypothesize
How do/will I play the game?

Ask
Does the game’s objective align with my objective for playing the game?
Is this the game I should be playing?
What are my additional motivations for playing this particular game?
Unpack
Identify the controls imposed upon player action.

Hypothesize
How do others play? What unwritten rules exist?

Ask
When will I know I’ve won (victory conditions)?
When will I decide to leave the genre field (termination conditions)?
Identify Players

Unpack
Who will be playing the game?

Hypothesize
How do others play? What roles do they play?

Ask
How are people approaching the game? Are they resistant, excited, bored, or another affective state?
Identify Transformative Locales

Unpack
Identify the affordances and constraints on players’ actions.

Hypothesize
Do players subject themselves to these limitations or do they resist them?

Ask
In what ways do players influence the game?
In what ways can I influence the game?
Strategize Play
Scenarios

Unpack
Identify possible play scenarios and map the trajectory for each.

Hypothesize
What will the likely result of each action be?

Ask
Are there other play options or considerations other than the published rules?
Unpack
Update your map to include new rules, transformative locales, play scenarios, and players who change the playing field.

Hypothesize
How does this new mapping change the genre field?

Ask
What is your next move? Why?