

[FREE] Glued to Games: How Video Games Draw Us In and Hold Us Spellbound (New Directions in Media)

Glued to Games: How Video Games Draw Us In and Hold Us Spellbound (New Directions in Media)

Scott Rigby, Richard Ryan

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Scott Rigby, Richard Ryan : Glued to Games: How Video Games Draw Us In and Hold Us Spellbound (New Directions in Media) before purchasing it in order to gage whether or not it would be worth my time, and all praised Glued to Games: How Video Games Draw Us In and Hold Us Spellbound (New Directions in Media):

7 of 7 people found the following review helpful. Great read, a lot of useful information
By ParamagneticI was skeptical to drop money on this book since the only review, although positive, was from a self-proclaimed non-gamer. I picked up the sample on my Kindle Fire and was pleasantly surprised, so I bought the full book. To give a little background, I AM a gamer and I work for a mobile video game developer. We recently got into the social/freemium market and, although our games have great ratings, we seem to be lacking in retention. This is where *Glued to Games* comes into play. I am just a little over halfway through the book and I already have a decent list of things that will help to improve our current game as well as our past/future titles. Even if you don't make video games for a living, this book is fascinating from a psychological perspective. Ever wonder why some games, even simple ones, draw in users and get them hooked? This book explains it. I would recommend this to anyone trying to understand the relationship that games and gamers have. On a final note, the authors are themselves gamers and give many examples of recent games that are good at hooking users. They also give real-world examples, for those who may have not played the games. Definitely a solid read for all types.

0 of 0 people found the following review helpful. Fantastic, Well-Supported Read; A Tested Theory of Fun
By Christopher J. FidalgoThe most amazing thing this book does is pull back the curtain on 'fun' and give you the individual components: Competency (need for challenge), Autonomy (need for meaningful choice), and Relatedness (need to feel important). Using this model, you can break down any game and find holes within the design, and repairing those holes will lead to not just happier customers, but also higher sales. Once more, their theory is not just conjecture but something they test through countless research projects. They find people engaging with the games based on their model more often and for longer periods of time, so this isn't just a theory. Their research is also backed by more than 30 years in Applied Psychology, and they've found that providing these needs in other areas of life (school, work, sports, relationships, etc.) creates more engaged people in those areas as well. While the tail end of their book won't be as meaningful for designers, I highly recommend this book as "Must Read" for anyone in the video game industry and interested in design because it really helps to break down the simple things that we take for granted in games.

0 of 0 people found the following review helpful. More than just the best book to understand the pull of video games
By Scott DodsonThe Authors Scott Rigby and Richard Ryan accomplish one of the most difficult challenges for those with extensive scientific and academic backgrounds: presenting the results of years of rigorous research in a book that is easily understood, fully absorbing and at times very entertaining. I have a strong interest in what makes people tick, and because of my career, what makes things engaging and compelling. The authors provide direct and actionable answers to those questions. As a result, this was one of the most valuable books I've ever read. If you want an understanding of what it is that satisfies intrinsic psychological needs and drives sustained engagement--you'll find it here. While the focus is video games the book goes far beyond games and the knowledge it imparts is highly transferable and applicable. This is a must read for anyone in marketing, user experience, or frankly in any leadership position with an interest in employee motivation. I am also a parent and struggle a bit with the role video games should play in my kids' lives. To be clear of my bias, I'd call myself more of an advocate than a critic. I still play a very direct role in the type of games they can play and I believe the games they play are beneficial to them. I've learned a lot of critical thinking, logic, and systems optimization from games and I believe they have value. Despite the title, "*Glued to Games*" is not inherently anti-video game. I might even call it slightly positive towards them. It is at the very least, balanced. The authors address the negative side of video games but do it from a refreshing perspective of scientists. They are not sensationalist, trying to grab headlines, but instead present the research without bias and with thoughtful consideration of the implications. They succeed in imparting an understanding of why video games can, "hold us spellbound" with both the benefits and the dangers of that powerful ability. If you are a parent, this book will help you understand (and relax a bit) about the power of video games. Beyond this, as another reviewer mentioned, this is a very professional production: high quality paper, binding, editing and proofreading--nothing to distract the reader from the very substantial content herein.

With video game sales in the billions and strong opinions about their potential and their peril growing louder, *Glued to Games: How Video Games Draw Us In and Hold Us Spellbound* brings something new to the discussion. It is the first truly balanced review of the psychology of video game motivation and engagement, based on years of research with thousands of gamers. The book addresses both the positive and negative aspects of game play by drawing on significant recent studies and established motivational theory to explore the fundamental drivers of engagement, how games satisfy basic psychological needs, and how an understanding of these factors can be applied to controversial topics such as video game violence and game addiction. Filled with examples from popular games and the real experiences of gamers themselves, *Glued to Games* gets to the heart of gaming's powerful psychological and emotional allure--the benefits as well as the dangers. It gives everyone from researchers to parents to gamers themselves a clearer understanding of the psychology of gaming, while offering prescriptions for healthier, more enjoyable games and gaming experiences.

"This accessible survey of the psychology of video games serves as a useful introduction. Summing Up: Recommended." - Choice
As games mature, and the average age of gamers continues to rise, we can hope that game

scholarship will evolve as well, and Glued to Games is a good step in that direction." - videogamewriters.com

About the Author Scott is founder/president of Immersyve, Inc. (immersyve.com) and a veteran of both the ivory tower and interactive media development. After earning his doctorate in clinical psychology with a research emphasis on motivation, Scott spent eight years building Internet games and interactive content for Sony, Time Warner, and Viacom as well as online games based on major feature films such as AI: Artificial Intelligence, Red Planet, and Frequency before founding Immersyve in 2003. Scott was the host of several television shows in the NY region, including Your Internet Show and Metro Channel's Plugged In with Scott Rigby. His interactive work can also be seen as part of the "Explore the Universe" exhibit at the Smithsonian Institute in Washington, D.C. In addition, Scott is the principle investigator on several grants awarded by the National Institutes of Health (NIH) looking at innovative ways to enhance learning and deepen motivation for healthy lifestyle change through virtual environments. Scott has served on the faculty of the Game Developers Conference, the New York New Media Association, and been a contributing feature author on Gamasutra. His work on measuring the player experience has been featured by EGM as part of its "Future of Video Games" special edition (May, 2007), as well as being featured by ABC News and Scientific American.