

PhotoPlay: A Collocated Collaborative Photo Tagging Game on a Horizontal Display

Nick Diakopoulos (nad@cc.gatech.edu)
Georgia Institute of Technology
Patrick Chiu (chiu@fxpal.com)
FX Palo Alto Laboratory

Motivation

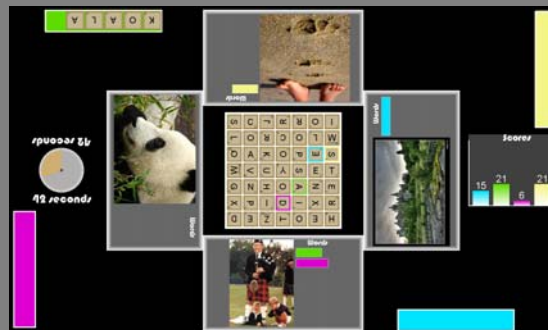
- Tags aid retrievability of media → *collect tags*
- People like sharing photos, socializing with others, playing games → *photo-sharing tagging game*

Research Questions

- Does playing with familiar content (personal photos) affect the specificity of tags?
- Is there a preference for content source?
- Is the game fun?
- What behavior arose around the game?

Interaction Design

- Capitalize on player interaction / group dynamic
- Visual design for table (orientation of trays, photo animation, letter rotation)
- Individual game controllers, shared challenge button



Evaluation

- 4 Groups played in each of 2 conditions (Personal vs. random photos)
- About 3.36 tags / min generated, 85% nouns
- Significant difference in # of subordinate level tags added to personal photos and in # of named entities added to personal photos

	Personal	Online
% Tags named entities	10.0%	1.2%
% Nouns subordinate level	21.3%	6.0%

- Significant difference in preference for playing with personal content
- Mean rating of game fun 5.25 (on 7 pt scale)
- Behavior included comments, dialogue, *interpretation* around tag/photo pairs, laughing, joking, teasing
- Different behavior depending on whose photo and whose tag and whether there was a stake in a particular interpretation

Future Work

- Online version? Still fun without collocation?
- Single player version? How to get consensus of meaning?
- Bootstrapping machine learning algorithms