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

Motivation
• Tags aid retrievability of media
• People like sharing photos, socializing with others, playing games

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

<table>
<thead>
<tr>
<th></th>
<th>Personal</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Tags named entities</td>
<td>10.0%</td>
<td>1.2%</td>
</tr>
<tr>
<td>% Nouns subordinate level</td>
<td>21.3%</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

• 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

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

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

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