UCF DEPARTMENT OF COMPUTER SCIENCE

Spring 2018 Seminar Series

From Online Romance to Collective Innovation:
How Interactive Technologies Shape Interpersonal Relationships and Group Behaviors

Monday, March 19th 2018

10:00am-11:00am — HEC 356

A core research question in HCI and CSCW is to explore how people work, live, and interact in various forms of collective lives such as dyads, teams, organizations, and communities. In her talk, Dr. Freeman will bring an interdisciplinary perspective to this question and explore it at three levels -- dyad, team, and community. At the dyad level, she will introduce her research project on how marriage in Multiplayer Online Games (MOGs) affects players' emotional connections and collaborative behavior. Marriage between avatars, as a simulation of a culturally dense real-life institution related to gender and sexuality, and as set of rituals in a game, provides a novel lens through which to explore how everyday people find emotional fulfillment by collaborating in virtual worlds. At the team level, she will discuss social support and team dynamics in eSports (competitive online gaming). On the one hand, her research emphasizes eSports players' particular needs to coordinate their team activities under pressure and the higher requirements for sophisticated multimodal communication patterns to sustain such coordination. On the other hand, she points out that the context of eSports facilitates frequent acts of helping through both tangible and intangible means within the game, which not only remain within the context of the game but also bled out into in-person interactions and relationships. At the community level, she will highlight the social creativity and bottom-up innovation practices in a technology community – how activities and interactions of a network of distributed individual makers and manufacturers collectively identify Taiwan's *regional advantage* in IT R&D from bottom-up, and how their actions construct an innovation ecology that is more democratic in Taiwan's near future. Dr. Freeman's work contributes to a better understandings of how interactive technologies such as digital games and social media affect interpersonal relationships and group behaviors, so as to design and develop more inclusive, supportive, and fulfilling collaborative online systems.

Dr. Guo Freeman

Assistant Professor, University of Cincinnati

Dr. Guo Freeman is an Assistant Professor in the School of Information Technology at the University of Cincinnati (UC). She received her Ph.D. in Information Science with a specialization in computer-mediated communication (CMC) and Human-Computer Interaction (HCI) from the School of Informatics and Computing at Indiana University-Bloomington (IUB). At UC, she directs the game development and simulation tracks for the Master of Science and Bachelor of Science programs in Information Technology. Broadly construed, Dr. Freeman's research focuses on social dynamics forged surrounding technological objects and collaborative systems. She has extensively published on topics including virtual world intimacy; self-presentation online; CMC, social media, and culture; theorizing online communities and online behaviors; content analysis for the web; digital creativity; and computer-mediated team dynamics and collective innovation. Her new book *Multiplayer online games: Origins, players, and social dynamics* is in press by CRC Press/Taylor and Francis. She is a member of the AI-Cyber Initiative and Digital Media Collaborative at UC, and an affiliate of the Center for Computer-Mediated Communication at IUB. She is also a member of the Association for Computing Machinery Special Interest Group on Computer-Human Interaction (ACM SIGCHI), the Association of Internet Researchers (AoIR), and the Association for Information Science and Technology (ASIS&T).

Hosted by: Gita Sukthankar

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