



Dr Tom Cole

Tom is Lecturer in Games Development at the University of Greenwich

Lost in the Woods: The importance and utility of grounded theory methodology and qualitative research in games

Abstract: Using my own research on mixed-affect and eudaimonic emotional experiences in games as a touch point, I will talk about Grounded Theory methodology (GTM), what it has to offer games research, and how qualitative work in general is essential to the health of any research field. In particular, I will highlight how GTM has great potential for opening up new frontiers in research, as well as bringing innovation and novel insights to established domains of knowledge.

Bio: Tom is Lecturer in Games Development at the University of Greenwich. Until recently he was Lecturer in Computing at Goldsmiths, University of London and before that founded and led the BA Games Design degree at the University for the Creative Arts, Rochester.

Tom was in the very first intake of IGGI in 2014. He obtained his PhD from Goldsmiths in 2020, and has published papers on mixed-affect and reflective gameplay experiences, player agency and the use of grounded theory methodology (including 2 papers at the recent CHI 2022 conference

in New Orleans). His research is situated at the boundary of Human Computer Interaction (HCI) and Games Studies, and focuses on how we can broaden and deepen emotional engagement in videogames, with a particular focus on the eudaimonic gameplay experience.

He also organises AdventureX - the Narrative Games Convention. The only event of it's kind in the world, it's an internationally recognised sell-out event at the British Library Conference Centre.

Before entering academia, Tom worked at Supermassive Games where he was a designer on the BAFTA award-winning horror game Until Dawn and artist on Killzone Shadow Fall.