

DR. PIPPIN BARR

Visiting Researcher
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EDUCATION

Ph.D., Computer Science (to be conferred) April 2004 - August 2008
Victoria University of Wellington, Wellington, New Zealand

Thesis: *Video Game Values: Play as Human-Computer Interaction*

My Ph.D. research involved the close analysis of video games in order to develop a model for thinking about them within Human-Computer Interaction. Specifically, my dissertation presented a model of video game play as a distinctive form of interaction with video game software. The methodology used included the qualitative analysis of interviews and think-aloud observations of real players of the games as well as detailed study of the games, their marketing, and their online communities. The video games used as case studies were *Civilization III*, *Fable*, *Grand Theft Auto: San Andreas*, *Half-Life 2*, and *The Sims 2*. The model presented was developed with activity theory and chiefly turns on the concept of “value” as relating to the ways a game interface promotes particular kinds of conduct as valued, and players’ experience of, and reaction to, this persuasion.

M.Sc. (Distinction), Computer Science April 2002 - April 2003
Victoria University of Wellington, Wellington, New Zealand

Thesis: *User Interface Metaphors in Theory and Practice*

My M.Sc. thesis presented an in-depth study of user-interface metaphor from the perspective of Human-Computer Interaction. This involved the development of a taxonomy based on the work of Lakoff and Johnson in *Metaphors We Live By*, as well as a semiotic model of user-interface metaphor. The two approaches were applied to case studies and were used to produce a number of metaphor usability heuristics which were validated through application by usability evaluators.

BA (Hons), Philosophy and Computer Science March 1997 - October 2002
Victoria University of Wellington, Wellington, New Zealand

My undergraduate degree was a double major in Philosophy and Computer Science, while my honours degree was taken in Philosophy, but also involved an even division between Philosophy and Computer Science papers. Within Computer Science the papers I took led toward a focus on Human-Computer Interaction where possible, but included a substantial software engineering component along with some Artificial Intelligence. My Philosophy studies centred around metaphysics, the philosophy of religion, and ethics.

EXPERIENCE	Visiting Researcher	September 2009 - present
	Center for Computer Games Research, IT University of Copenhagen, Denmark	
	Visiting Researcher	August 2008 - August 2009
	Psychology Department, Carleton University, Ottawa, Canada	
	Research Assistant	January - March 2000
	Philosophy Department, Victoria University of Wellington, New Zealand	
	Tutor and Teaching Assistant	1999 - 2000
	Computer Science Department, Victoria University of Wellington, New Zealand	
	Web Developer	Summer 1999
	The Web, Wellington, New Zealand	
	Assistant Archivist	1996 - 1997
	New Zealand Film Archive, Wellington, New Zealand	

- ACHIEVEMENTS**
- Victoria University of Wellington Ph.D. Completion Scholarship, 2007
 - UCLA Scholarship for postgraduate attendance at the Beyond Barbie and Mortal Kombat Workshop at UCLA, Los Angeles, 2006
 - Top Achiever Doctoral Scholarship from the New Zealand Tertiary Education Commission, 2004 - 2007
 - Commonwealth Scholarship for Ph.D. study in Canada, 2004 (awarded but declined)
 - Victoria University of Wellington Postgraduate Scholarship for Ph.D. study, 2004 (awarded but declined)
 - European Conference of the Pattern Languages of Programming Scholarship for attendance at EuroPLoP2003, 2003
 - Victoria University of Wellington Postgraduate Scholarship for Masters study, 2002 - 2003
 - Victoria University of Wellington Graduate Award, 2000

- GRANTS**
- Science Faculty Small Grant, 2006 - Travel to Eindhoven, Netherlands for attendance at Persuasive'06 (\$1,800 awarded)
 - Science Faculty Small Grant, 2005 - Travel to Rome, Italy for attendance at INTERACT'05 (\$900 awarded)
 - Science Faculty Small Grant, 2004 - Travel to Wollongong, Australia for attendance at OzCHI2004 (\$1,000 awarded)

- REFEREED PUBLICATIONS**
1. Khaled, R., Barr, P., Biddle, R., Noble, J., and Fischer, R. Game Design Strategies for Collectivist Persuasion, In the Proceedings of the 36th International Conference and Exhibition on Computer Graphics and Interactive Techniques, SIGGRAPH'09, 2009.
 2. Khaled, R., Barr, P., Johnston, H., Biddle, R., Let's Clean Up This Mess: Exploring Multi-Touch Collaborative Play, In the Proceedings of the 27th International Conference Extended Abstracts on Human Factors in Computing Systems, CHI'09, 2009.

3. Khaled, R., Barr, P., Biddle, R., Noble, J., and Fischer, R. Fine-tuning the Persuasion in Persuasive Games, In the Proceedings of the Second International Conference on Persuasive Technology for Human Well-Being, PERSUASIVE 2007, 2007.
4. Barr, P., Khaled, R., Biddle, R., and Noble, J. Playing the Interface: A Case Study of Grand Theft Auto (short paper). In Proceedings of OzCHI 2006: the Annual Conference for the Computer-Human Interaction Special Interest Group of the Human Factors and Ergonomics Society of Australia, 2006. (OzCHI/2006)
5. Khaled, R., Barr, P., Fischer, R., Biddle, R., Noble, J. Factoring Culture into the Design of a Persuasive Game. In the Proceedings of OzCHI 2006, the Annual Conference of the Australian Computer-Human Interaction Special Interest Group
6. Barr, P., Khaled, R., Biddle, R., and Noble, J. Get Out Of My Way!: Exploring Obstruction in Popular Games in Proceedings of Future Play, 2006.
7. Barr, P., Brown, J., Biddle, R., Khaled, R., and Noble, J. Changing the Virtual Self: The Avatar Transformation Activity in Popular Games. In Proceedings of the Joint International Conference on CyberGames and Interactive Entertainment, 2006. (Won a best paper award)
8. Dormann, C., Barr, P., and Biddle, R. Humour Theory and Videogames: Laughter in the Slaughter in Proceedings of Sandbox Symposium, 2006 (ACM Videogame Symposium) (Included in the Top 10 Research Findings presentation at the Game Developers Conference, 2007)
9. Barr, P., Biddle, R., and Noble, J. Videogame Values: Human-Computer Interaction and Games. *Interacting with Computers*, 19:2 (Special issue on HCI Issues in Computer Games), pp.180-195.
10. Barr, P., Khaled, R., Noble, J., and Biddle, R. "Well-Being to Well Done!": The Development Cycle in Role-Playing Games, in Proceedings of the First International Conference on Persuasive Technology for Human Well-Being, 2006.
11. Barr, P., Khaled, R., Noble, J., and Biddle, R. Feeling Strangely Fine: The Well-Being Economy in Popular Games, in Proceedings of First International Conference on Persuasive Technology for Human Well-Being, 2006.
12. Khaled, R., Barr, P., Noble, J., Fischer, R., and Biddle, R. Our Place or Mine?: Exploration into Collectivism-Focused Persuasive Technology Design, in Proceedings of the First International Conference on Persuasive Technology for Human Well-Being (Persuasive06), 2006.
13. Khaled, R., Barr, P., Noble, J., and Biddle, R. Investigating Social Software as Persuasive Technology, in Proceedings of the First International Conference on Persuasive Technology for Human Well-Being (Persuasive06), 2006.
14. Barr, P., Noble, J., Biddle, R., Khaled, R. From Pushing Buttons to Play and Progress: Value and Interaction in Fable, In Proceedings of the Seventh Australasian User Interface Conference, 2006.
15. Khaled, R., Biddle, R., Noble, J., Barr, P., Fischer, R. Persuasive Interaction for Collectivist Cultures, In Proceedings of the Seventh Australasian User Interface Conference, 2006.
16. Barr, P., Marsen, S., Noble, J., and Biddle, R. Oppositional Play: Gathering Negative Evidence for Computer Game Values, In Proceedings of the Second Australasian Conference on Interactive Entertainment (IE2005), 2005.
17. Ferreira, J., Barr, P., and Noble, J. The Semiotics of User Interface Redesign, In Proceedings of Sixth Australasian User Interface Conference, 2005.

18. Barr, P., Khaled, R., Noble, J., and Biddle, R. A taxonomic analysis of user-interface metaphors in the Microsoft Office Project Gallery, In Proceedings of Sixth Australasian User Interface Conference, 2005.
19. Khaled, R., Barr, P., Noble, J., Biddle, R., and Marsen, S. Extreme Programming System Metaphor: A Semiotic Approach, presented at The 7th International Workshop on Organisational Semiotics, 2004. (A version of this paper was presented as a workshop paper at ADC2004.)
20. Duignan, M., Biddle, R., Noble, J., and Barr, P. Metaphors for Electronic Music Production in Live and Reason, Proceedings of 6th Asian Pacific Conference on Computer Human Interaction (APCHI 2004)
21. Khaled, R., Barr, P., Noble, J., and Biddle, R. Metaphorscape: Patterns for XP System Metaphors, Proceedings of the Ninth European Conference on Pattern Languages of Programs, 2004.
22. Barr, P., Biddle, R., and Noble, J. Interface Ontology: Creating a Physical World for User-Interfaces, Proceedings of Eighth European Conference on Pattern Languages of Programs, 2003.
23. Barr, P., Noble, J., and Biddle, R. A Semiotic Model of User-Interface Metaphor, chapter in "Virtual Distributed and Flexible Organisations". Kluwer Academic Publishers, 2003. [Edited proceedings of the Sixth International Workshop on Organisations Semiotics in Reading, UK.]
24. Barr, P., Noble, J. and Biddle, R. Icons R Icons, Proceedings of the Fourth Australasian User Interface Conference, 2003.
25. Barr, P., Biddle, R., and Noble, J. A Taxonomy of User-Interface Metaphors, Proceedings of SIGCHI-NZ Symposium On Computer-Human Interaction, 2002.

**POSTERS
AND
COLLOQUIA**

1. Khaled, R., Barr, P., Fischer, R., Biddle, R., Noble, J. Culturally Relevant Persuasive Games, poster presented at Sandbox Symposium, 2006 (ACM Videogame Symposium)
2. Barr, P. Play and Work: Investigating the Role of Value in Human-Computer Interaction, Doctoral Consortium paper in Adjunct Proceedings of INTERACT'05, 2005.
3. Barr, P., Noble, J., and Biddle, R. Oppositional Play in Action, poster presented at Children's Learning in a Digital World Conference, 2005.
4. Barr, P. , Doctoral Colloquium paper in OzCHI2004, the Annual Conference of the Australian Computer-Human Interaction Special Interest Group, 2004.

**INVITED
PRESENTATIONS**

1. Barr, P., Khaled, R., and Biddle, R. *Labour of Loaf: A Multi-Touch Game To Support Collaborative Play and Learning*. Interactive With Immersive Worlds, Brock University, St. Catherines, Canada, 2009.
2. Greenspan, B., Khaled, R., Barr, P., Eaket, C., and Biddle, R. *Linking Narrative and Locative Media*. Media in Transition 6, Massachusetts Institute of Technology, Cambridge, MA, USA, 2009.
3. Barr, P. and Khaled R. *Cultures in Games and Games in Cultures*. CapCHI (Chapter of SIGCHI), Ottawa, Canada, 2009.
4. Barr, P. *Play and Work: Investigating the role of value in computer games*. School of Linguistics and Applied Language Studies Departmental Seminar, Victoria University of Wellington, New Zealand, 2005.

5. Barr, P. *Play and Work: Investigating the Role of Value in Human-Computer Interaction*. Microsoft Games User Research Group, Redmond, WA, USA, 2005.

TEACHING	Teaching Assistant 2008 Computer Science Department, Carleton University, Ottawa, Canada
	Group Leader 2007 Maori and Pacific Outreach Program, Wellington, New Zealand
	Tutor 2007 Wellington Ethnic Youth Homework Club, Wellington, New Zealand
	Teaching Assistant 2002 Computer Science Department, Victoria University of Wellington, Wellington, New Zealand
	Tutor 1998 - 2001 Computer Science Department, Victoria University of Wellington, Wellington, New Zealand
PROFESSIONAL SERVICE	Invited reviewer for the 27th Annual SIGCHI Conference on Human Factors in Computing Systems (CHI'2009), 2009
	Invited reviewer for journal Computational Intelligence, 2008
	Invited reviewer for journal Interacting With Computers, special issue on semiotics and HCI, 2008
	Invited reviewer for the 7th International Digital Arts and Culture Conference, 2007
	Invited reviewer for the 2nd ACM SIGGRAPH Videogame Symposium, 2007