# Mat Laibowitz

## **Revised Project Proposal**

My project will take the form of a publication-quality paper comprised of the following three sections:

### Section 1

This section will be a general introduction (review) of the topic of deep engagement based upon the readings, presentations, discussions, and written assignments. The goal of this section is to identify potential attributes of deeply engaging experiences and possible methods of measuring the presence of these attributes, using the work of the covered researchers as case-studies.

#### Section 2

This section will propose a method for post-analysis of an experience to determine how engaging the experience was, using the attributes identified in the previous section. This method will take into account artifacts of the experience as well as feedback from participants.

### Section 3

This section will apply the method proposed in the previous section to a specific event. The event chosen is a reality-based urban puzzle solving game that happened in New York City in August of this year. It may be necessary to identify a specific experience within the game to analyze due to the overall size and complexity of the entire game. This game is an ideal candidate because there are detailed logs of the time spent by the players at every step of the game, and who solved what, when they solved it, how many hints were required, when they finished the game, and if they had played any of the previous years. There is also a messageboard log of all the talk leading up to the game and all the discussion immediately after the game. And the community of players is easily accessible to ask them questions now, six months after the game has been played.