

This is a pre-print version of Jennifer deWinter and Stephanie Vie's webtext "Sparklegate: Gamification, Academic Gravitas, and the Infantilization of Play" published in *Kairos: Rhetoric, Technology, Pedagogy*, 201(1), available at <http://kairos.technorhetoric.net/20.1/topoi/dewinter-vie>.

Wendi Sierra talking:

So the game has several different quest types. There are networking quests that ask you to go meet other people, so you might go get business cards from some people. You might get a luminary to sign your booklet or buy a newcomer a drink, right? There are roleplaying quests that ask you to act out something related to the field in some way. So we have one that says, you know, give your elevator pitch in 30 seconds. Cite as many theorists as you can. And of course that's silly and people start tripping over their words and it becomes very funny. But it does get you ready to think about, well, how am I going to do that, right, when I either meet new people or go on the market or do whatever. How am I going to be able to give a 30-second comprehensive "this is who I am and what I do"?

And then the last big grouping is the events quest, so it signals places that you should go. And some of them are: go to one panel in every session of . . . section of the building. Or, attend the Bedford party. Attend the Rock N' Roll dance, right? So it lets new players know about some of these other things that they might be doing.

So I would say what the typical play through looks like really varies based on whatever any individual player wants to do. If you really want to just . . . you're going to hit all the panels, you're going to do all the things, see all the presentations, then you might start going down that event tree. And hopefully you discover, like, "Hey, there's this Newcomers' Breakfast; I have never heard of that." So you might learn a thing or two that you could go to.

Or if you really enjoy the roleplaying side, maybe you start doing all of those. You imagine what book pitch you'll give, or you work on your elevator speech; you can take your "qualifying exams" at the booth.

Yeah, so we sort of designed it to encapsulate some of the main things that you're supposed to try to get done at CCCC, right? Professionalization, learning about academic stuff, networking . . . make it really customizable.