



Massively Multimodal Communication and Space: A Case Study of Video Game Livestreaming

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The Project

This project combines the three research interests **multimodality, space, and video game livestreaming**.

By means of a descriptive analysis of the livestreaming platform Twitch.tv, together with a case study of two broadcasters' videogame play sessions, the study aims to further advance the research on multimodal communication and space in digital environments, (cf. Berger, Jucker & Locher 2016; Sindoni 2014; Stertkamp 2017).

References

- Berger, Manuel, Andreas H. Jucker, and Miriam A. Locher. 2016. Interaction and Space in the Virtual World of Second Life. *Journal of Pragmatics* 101, 83-100.
- Sindoni, Maria. 2014. *Spoken and Written Discourse in Online Interactions: A Multimodal Approach*. New York: Routledge.
- Stertkamp, Wolf. 2017. *Sprache und Kommunikation in Online-Computerspielen: Untersuchungen zu multimodaler Kommunikation am Beispiel von World of Warcraft*. (Linguistische Untersuchungen, 11). Gießen, Gießen: Universitätsbibliothek.

Data and Methodology

Descriptive analysis of the livestreaming environment based on the first hour of 18 Twitch.tv-broadcasting sessions by 4 different streamers (i.e. 18 hours of data).

Case study based on 6 livestreaming session by two different streamers (~9 hours of data).

Data driven: Qualitative data analysis; coding the transcriptions of spoken and written data with MAXQDA and QDA Miner

Theory driven: Multimodal computer-mediated discourse analysis (MCMCA); developed on the basis of previous multimodal frameworks (e.g. multimodal conversation analysis, multimodal (inter)action analysis, multimodal ethnography)

Primary Research Questions

Theoretical Research Questions:

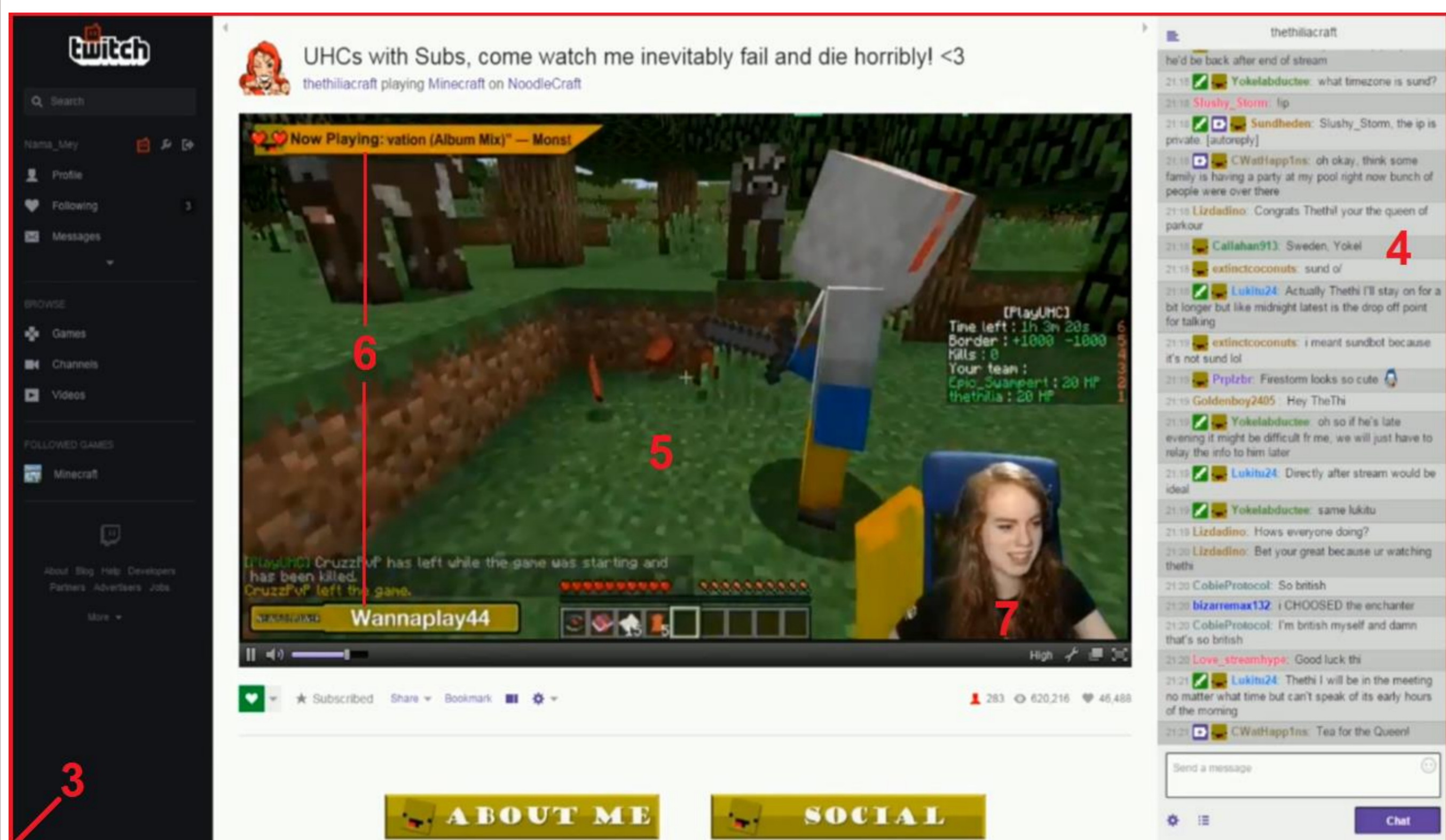
- Who are the participants of a livestream, what are the possible participation framework(s) (cf. Goffman 1981) in such an environment and how is the participation status of each participant negotiated within the framework?
- Which spatial layers are present in a livestreaming situation and how are they connected by the participants' use of verbal and non-verbal modes of communication?

Methodological Research Question:

- How can the communicative processes be transcribed in a meaningful way in order to analyze them within and across all communicative channels and spatial layers?

The 7 Spatial Layers of a Videogame Livestream

- Physical Environment (of streamer, co-player(s), and viewer(s))
- 2D-interface of the screen
- Depicted content as a whole, i.e. the website with all its elements
- Chatroom
- 3D-virtual world of the game
- Third-party content (e.g. follower, subscription, donation alerts, frames etc.)
- Webcam feed (with or without the greenscreen)

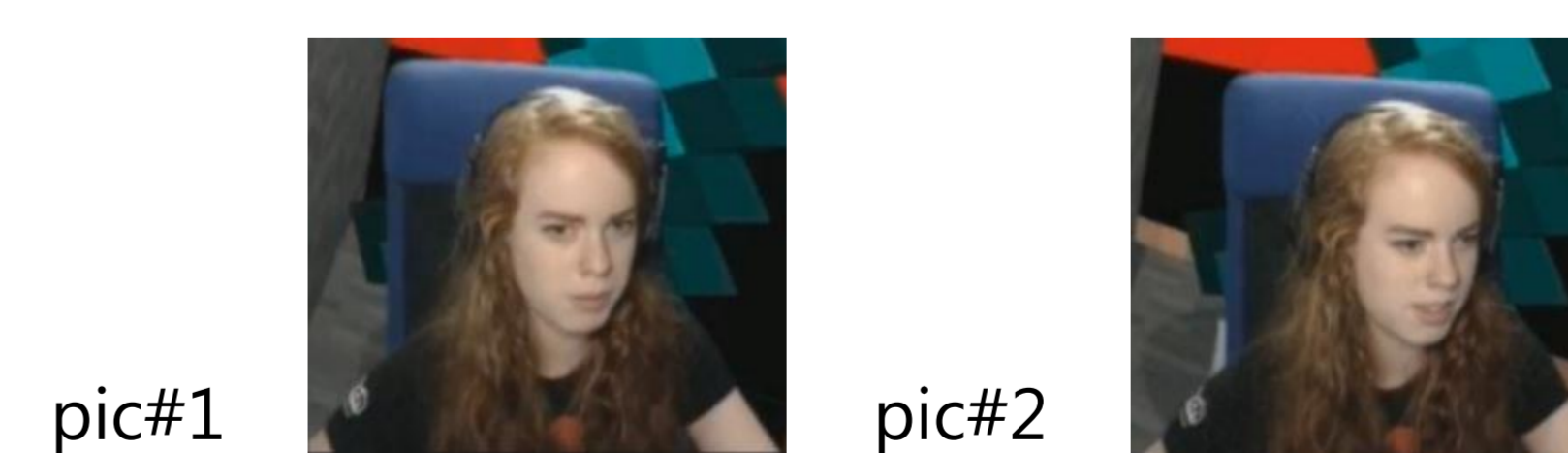
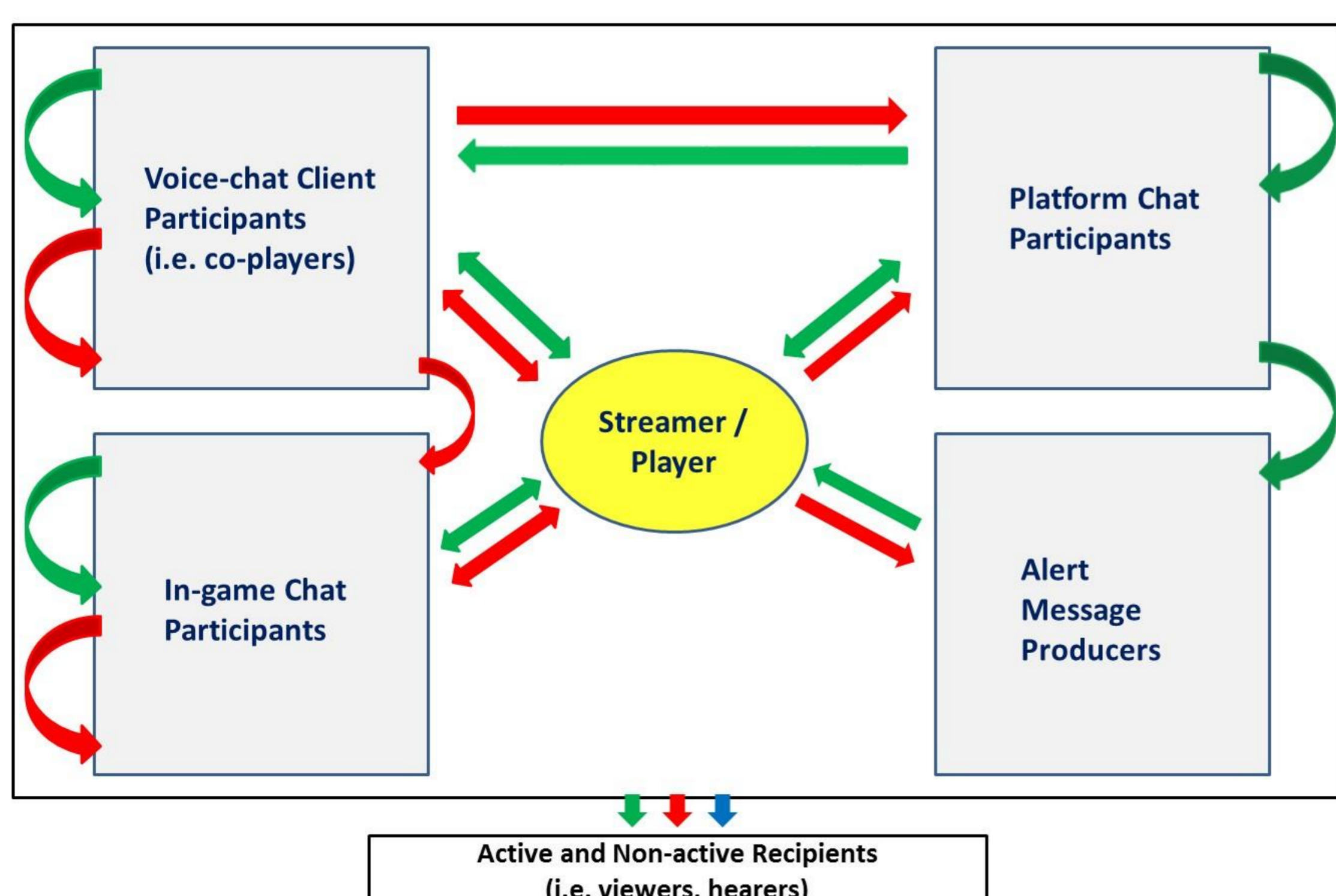


Case Study Example: Gaze Shift (simple transcript)

Line	Timestamp	Spoken (Streamer, Co-Player)	Written (Twitch.tv Platform Chat)
1298	00:39:50	THETHILIACRAFT: okay	
1299	00:39:54		<n0mic> how was the dregen fight
1300	00:39:55	okay so	
1301	00:39:56		<wild_tamado555> dose anyone have xbox one if so what is your GT
1302	00:39:57	I'm not sure if we want to try and find someone or just pretend we didn't see them and keep digging	
1303	00:40:01	what do you think	
1304	00:40:05		<bobhjoness> hiya n0mic
1305	00:40:05		<yokelabductee> n0mic it was funny asshit
1306	00:40:05	CJSHERRER: ha: i don't know I'm kind of the uh	
1307	00:40:07		<vortex_v> block your path with fumaces :D
1308	00:40:08	newb at this so-	
1309	00:40:09	THETHILIACRAFT: [kay]	
1310	00:40:09	CJSHERRER: [oh] I see na- any uh name tags	
1311	00:40:11	THETHILIACRAFT: okay crouch	
1312	00:40:12	oh they're right there	
1313	00:40:13	do you have that lava	
1314	00:40:15		<marvellyss> Hi n0mic. Dragon killed them all right at the start.
1315	00:40:15	CJSHERRER: yes I do	
1316	00:40:16	THETHILIACRAFT: oh my goodness	
1317	00:40:17	that was bird	
1318	00:40:18	oh it's bird and brad	
1319	00:40:18		<the_original_sarah_w_an_h> Hey just a quick question why are no other languages aloud?
1320	00:40:20	okay get that lava ready	
1321	00:40:21	if they break open that bottom block pour it cut there	
1322	00:40:22		<yokelabductee> they spawned on obby platform and all got rekt by the dragon
1323	00:40:25	but just wait just wait [[pic#1]]	
1324	00:40:26	maybe they didn't see us [[pic#2]]	
1325	00:40:28	hey nono	
1326	00:40:29	it was good I got wrecked	
1327	00:40:31		Notification: sirensirius subscribed for 2 months in a row!
1328	00:40:33	I got really wrecked	
1329	00:40:35	oh my goodness ((breatnes heavily))	
1330	00:40:36		<callahan913> Hey n0mic

The Participation Framework(s) of a Videogame Livestream

Modes: voice, text & images, bodily conduct



Streamer head and gaze shift from focus on 3D-virtual world of the video game to the platform chatroom, right before providing a spoken response to a written chat message.

Contact

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