Identifying and Balancing Competing Definitions of Risk on Digital Game Development Projects

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Agenda

1. Introduction to This Research Research in Progress
2. Contextual Nuance
3. Research Questions
4. Data Collection
5. Proposed Methods
6. AI Mess
7. Contributions
8. Feedback

Introduction to This Research in Progress

1999

Aug 2025

Dec 2025

Spring 2026

Future

Wallace Risk Instrument

Hey, let's do a replication study, but in games

Test pilot study

Different participants interpreted questions differently

Here's our Plan

Can you help critique?

Conduct Case Study

Collect qualitative data about a game studio's development projects

Contribute

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YOU ARE HERE

Contextual Nuance in Digital Games

- Hedonic Software
- Cultural Texts
- Producers not Managers
- Creative Team Roles
- Complex Success Criteria

Research Questions

1. How are risks defined in digital game development projects?

2. How are competing definitions of risk understood and balanced in digital game development projects?

3. To what extent does the definition of project success differ from the traditional project management standard definition on a digital game development project?

Proposed Methods

Case Study (small-to-medium digital game studio)
- Review Public Data (news, analysis, filings)
- Conduct Semi-structured Interviews (multiple roles)
- Observe Development and Risk Management Processes
- Collect Artifacts
- Analyze Qualitatively

Then There's the AI Mess

Generative AI Project Risk Impact

- Legal Concerns
- Customer / Creator / Management Differences
- Slop
- Uses vs Perceptions
- Impacts on Sense of Ownership

Activision "AI slop" Guitar Hero advert is market research for a fake game that doesn't exist and maybe never will

Call of Duty and Crash Bandicoot titles also touted.
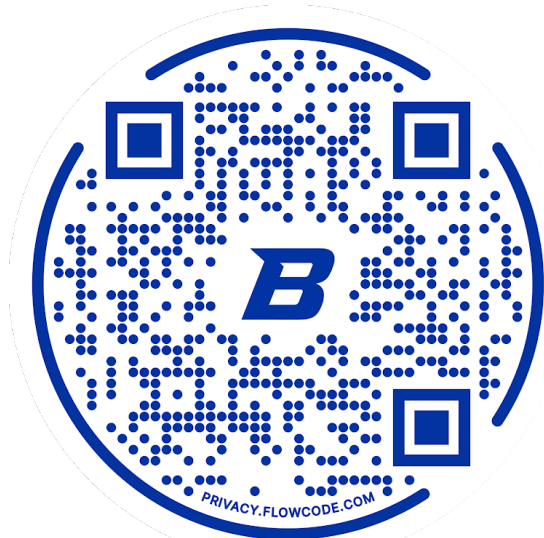
Image credit: Activision

Contributions

- New Context
- Diverse Stakeholders
- New Theory
- New Instruments

Feedback Please!

- Important Literature
- Data Gathering
- Analysis
- Related Contexts

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Link to Interview Protocol

We want to hear from you!

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