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Master of Science: Interactive Digital Media

Title: Monsters on your lawn: Immersion and Presence in Location-based Games

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Academic year: 2016-2017

## **Abstract:**

This paper presents an examination of Immersion and Presence in regards to location-based games. In light of the cultural explosion that was the release of the location-based game *Pokémon Go* in July 2016, much media attention has been given to these type of games, both positively and negatively. In response to this, the paper explores the role that presence plays in these games.

This paper starts by looking at the historical roots of location-based games in activities such as letterboxing and geocaching. It then goes on to look at theories of Immersion and Presence, first generally and then in specific relation to location-based games. The paper takes these concepts and applies them to an analysis of location-based games, including those that attempt to immerse through sound design, augmented reality and integration of physical elements. From this, an evaluation is made that, rather than only considering immersion, it is also key to examine the role of involvement in creating this sense of presence within location-based games.