“Game Love – A Categorization Model” (Enevold, 2008/2010)

Categories explained in more detail:

1. The game itself
   a. Semiotic level
      Representational elements, signs, graphics
      Discourse – interpretable ideology, textual elements, text, cut scenes
      Inter-game references (intertextuality) etc
   b. Mechanical level
      Verbs – emotes, interface options, npc interaction etc that can be understood as embedded in the Code- anything that changes gamestate

2. Player-generated, paraludic action or interaction among players.
   This may be directly related to the previous category or independent of it, but only to a degree where the gaming process or game still has bearing on the action/performance. If it does not, it would obviously not be game-love, but something other. Game and/or gaming interpellates, sustains, inspires, mediates etc love. Gamers invent games within and outside the game.

3. Game Discourse
   Reception, history, scientific or popular discourse - into this category is included anything outside the game that you can read or understand about a game’s love content, forums, criticism, silent agreements etc. and also current socio-cultural understandings of love in its relation to games and gaming.

4. Love for games – including avatars, gaming performance as process/activity
   Game-player relation. A performance/feeling expressed in terms of affection. This affection can take different forms – aversion/rejection/fear = ludophobia; attraction and appreciation= ludophilia; excessive obsessive game appreciation and execution, pathological addiction – ludomania.

"Game Love – A Categorization Model” (Enevold 2008/2010) is accessible at:
http://gamingmoms.wordpress.com/publications/