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‘There is a Dire Wolf in my Neighbourhood’: Subjectivity and Embodiment in Location-Based and Augmented-Reality Mobile Gaming

Location-specific and augmented reality technologies provide an ideal platform for mobile games across multiple and often hybrid genres.

Involving superimposition of digital information - usually 3-D text or graphics - over a user’s ‘lived experience’ reproduced via a live camera feed or represented on a GPS-enabled map, these technologies allow increasingly seamless integration of gameplay and ‘real’ life. They ‘meld’ together different planes across the reality/virtuality spectrum, radically upsetting our usual sensory experiences and our sense of self in the world.

Through gameplay analysis focusing on games such as the location-based MMORPG *Parallel Kingdom* (PerBlue Inc.) and the hybrid casual AR game *Fairy Trails* (Freeverse), this paper provides a critical reassessment of cultural theory concerning subjectivity and embodiment, in the context of pervasive gaming and augmented reality technologies more broadly.