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Fans, Gamers and Creative Communities. Productivity and Creative Labour in Game Appropriations

The aim of this paper is to further extend our previous research on videogames as media practice focusing on the notion of ‘productivity’ related to the player experience and the similarities, but also the differences, between the activity of media fans and that of engaged players, as it has been stated by Wirman (2007,2009). Drawing from theories of practice, we want to analyze user-generated appropriations related to videogames, particularly gamer-made alterations -like in modding practices- and machinima. Through this analysis we want also to take into account the relationship between commercial strategies and community-based productivity in terms of copyright and conditions of creative labour (Hesmondhalgh, 2008; Hartley, 2008; Ross, 2009). We will focus on specific case-examples like stand-alone machinima tool *Moviestorm*, which benefits from an active modding community, the creative modding practices surrounding the renowned *Half Life* franchise and the policy of its developing company, Valve.