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## MEASURING ATTENTION IN VIDEO GAMES

Everyone knows the experience of playing a video game, but being able to measure that experience is still a challenge. Meeting that challenge would give greater insights into how games work and improve game design. In this talk I describe a method for measuring how well games hold your attention. This method uses visual images to distract participants while they are playing and then after the game participants are tested to see how many of the distractor images they recognise. I will also be describing how I have used this method to measure inattention blindness in games and show how inattention blindness in games is related to how immersed players are in the game but also the specific design features of the game.