



Real World Games: Serious Games about Serious Issues

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Chapter Leader, Korea

Games for Change

www.gamesforchange.org





VIDEO GAMES





FEAR





THE WRITTEN WORD

" Thanks to you and your invention, your pupils will be widely read without benefit of a teacher's instruction; in consequence, they'll entertain the delusion that they have wide knowledge, while they are, in fact, for the most part incapable of real judgment"

- Plato, *Phaedrus* 360 BC





BOOKS

"The multitude of books is making us ignorant."

- Voltaire (1694-1778)



NOVELS

"It may, with confidence, be pronounced that no one was ever an extensive and habitual reader of novels, even supposing them all to be well selected, without suffering both intellectual and moral injury and incurring a diminution of happiness"

- Reverend Samuel Miller, 1803



FILM

"Film is robbing children of all creative ability and initiative and of their capacity to think for themselves and do things on their own"

- in The New York Times, 1949





Let's look back...



EARLY FILM

NED KELLY'S GANG 1906



EARLY TELEVISION

Joe Louis-Billy Conn heavyweight
fight at Yankee Stadium.





THE EARLY WEB

(I can't show you this image.)

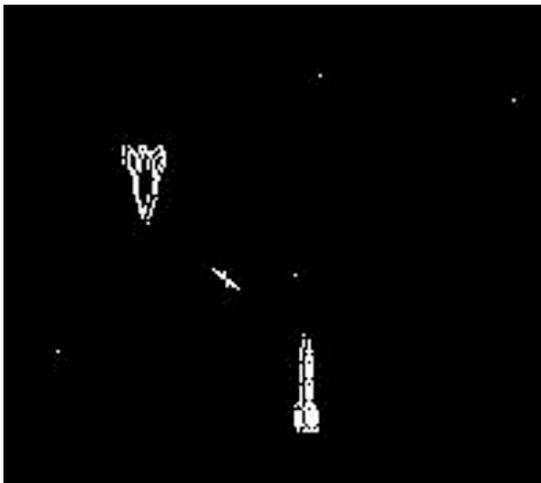
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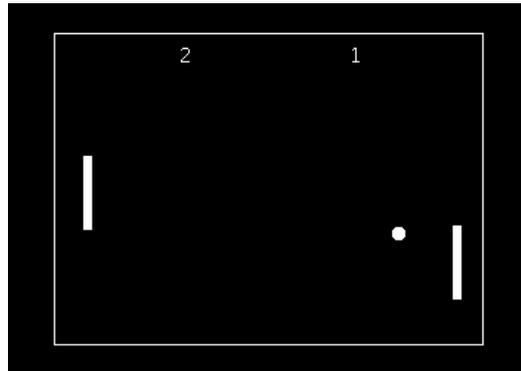


EARLY VIDEO GAMES

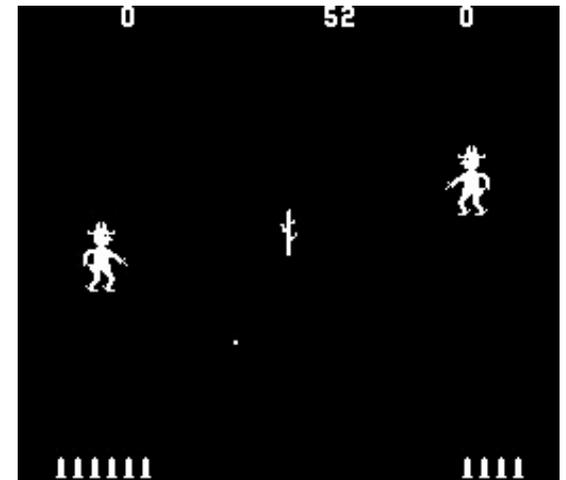
SPACEWARS



PONG



GUNFIGHT



**MORE EARLY VIDEO GAMES
(Think of film in 1930)**



GAMES ARE GROWING UP

- Young medium
- Tipping point
- Hollywood rival
- Girls, boys, soccer moms
- Average gamer is nearly 30
- Like film in the 60s and 70s
- Museums
- Universities
- Art



NEW FINDINGS



- New worlds, new perspectives
- Complex problem-solving, dynamic systems with multiple variables
- Engaging
- Low-risk failure, new behaviors
- Scientific process
- “Situating learning”





**HOW DO WE HARNESS THIS
POWERFUL MEDIUM?**





GAMES FOR CHANGE

WHO WE ARE

- Supporting non-profit for “real-world games”
- International nexus and new movement
- “Early Sundance” of video games
- Voice for the power of positive video games





GAMES FOR CHANGE

WHAT IS A GAME FOR CHANGE?

G4C definition: A game which engages a contemporary social issue to foster a more just, equitable, and/or tolerant society.



WHAT WE DO

- Annual Festival: workshop, panels, keynotes, Expo Night, Awards Ceremony
- Listserv and web site
- Regional chapters: DC, SF, Sidney, Seoul
- Partnerships: Microsoft, MTV, UN, MacArthur Foundation, MIT
- The New School: PETLab (Prototyping, Evaluation, Teaching, Learning)
- Public discourse: NYT, Newsweek, CNN, Globe and Mail, the Guardian
- Visibility: Sundance, Harvard, Davos, Global Contents





Xbox 360



Challenge

GAMES FOR CHANGE

Xbox 360 Games for Change Challenge



- XNA - new tool for Xbox game creation
- The first contest to promote environmental games
- Reaching 100,000 university students around the world
- Winners get scholarships total: \$30K
- Winners get game on Xbox Live
- Winners get internship with Microsoft
- Winners get to pitch game idea to Microsoft executive team
- New games are seeded



PETLab

- Partnership with Parsons School of Design to create public-interest game design & research lab:
 1. Prototyping
 2. Evaluation
 3. Teaching
 4. Learning
- First Year Projects:
 - Xbox on Campus
 - Xbox After School
 - MTV Think
 - New York Public Library





Let the games begin...



PEACEMAKER

Team: CMU, Impact Games + others



Long-term Goals

- Lower violence in Israel-Palestine conflict
- Increase understanding across differences
- Allow for each side to understand the other's perspective

Short-term Effects

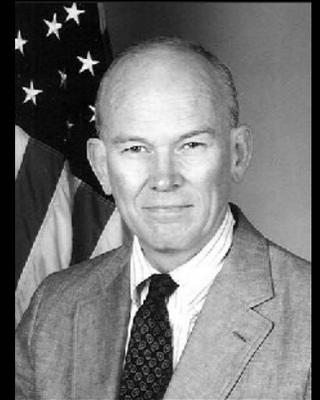
- Engage in real-world collaboration between Israeli students and Palestinian groups
- Expand dialogue about games: CNET, MSNBC, FoxTV, CNN, Washington Post, ArabTV



Content Experts

American Conflict Experts

Clayton Swisher – Director of Programs, Middle East Institute
Ambassador (Ret.) Philip C. Wilcox, Jr. – President, Foundation For Middle East Peace



Palestinian Content Experts

Samar Assad – Executive Director, Palestine Center
Ziad Asali, Rafi Dajani – President, American Task Force on Palestine



Israeli Content Experts

Major General (res.) Shlomo Gazit
Moty Crystal – Israeli Negotiator Camp David



User Testing Development

Ido Roll – HCI, Carnegie Mellon University

Gaming Industry

Bing Gordon – CCO and Founder, Electronic Arts
Will Wright – Game Design Guru





PEACEMAKER

رجوع ♦ ENGLISH ♦ עברית ♦ عربي ♦ LANGUAGES:



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אתה מסוגל לעשות שלום?



اتستطيع ان تصنع السلام؟



PEACEMAKER

PLAY AS



PALESTINIAN PRESIDENT



ISRAELI PRIME MINISTER



RANDOM LEADER



ZOOM OUT

NEWS REPORT



18 PALESTINIANS KILLED AND 40 WOUNDED BY ISRAELI TANK FIRE

Palestinian officials stated that a barrage of tank shells hit civilian homes... Women and children were among the dead.... Palestinian leaders have called for an emergency UN Security Council meeting... Israel is investigating the incident.

WATCH EVENT ►

X CLOSE

Palestinian President Jul 17, 2007

GROUPS AND LEADERS

POLLS



0/100

NATIONAL APPROVAL



0/100

WORLD APPROVAL



ACTIONS

SECURITY MEASURES: Police Presence, Manage Police, Extreme Measures, Israeli Forces Cooperations, Internal Travel Restrictions, or Gaza Border Control

SECURITY



POLITICAL MEASURES: Speech to the Palestinians, Speech to the World, Internal Negotiations, Israel Negotiations, Foreign Negotiations, Call for Independent State, or Push for Control Over Holy Sites

POLITICAL



CONSTRUCTION MEASURES: Civilian Construction, Transportation Construction, National Resources Construction, Social Services Construction, Governmental Construction, or Tourism

CONSTRUCTION





Your National Advisor Says: Foreign powers tend to side with Israel because of its ongoing influence in the U.S. and Europe. You should beware not to let the powerful players pressure you.

Your Foreign Advisor Says: Negotiating with foreign powers can present your cause on the global stage and create an important path to political and financial support.

 X CLOSE

COMMENCE FOREIGN NEGOTIATIONS

Who do you want to negotiate with?

- > With the USA
- > With the United Nations
- > With Egypt
- > With Jordan

 ADVISOR X CLOSE

Palestinian President Jul 24, 2007

NATIONAL APPROVAL 4/100 **WORLD APPROVAL** 3/100

GROUPS AND LEADERS **POLLS**



ZOOM OUT

ACTIONS



NEGOTIATE WITH THE UNITED NATIONS

What do you want to request?

- > Request a Meeting
- > Request Aid
- > Request Investment
- > Political Pressure on Israel



? ADVISOR

X CLOSE

Palestinian President Jul 17, 2007

GROUPS AND LEADERS

POLLS



0/100

NATIONAL APPROVAL



0/100

WORLD APPROVAL





ACTIONS



UN AGREES TO MEET

The UN secretary-General gladly agrees to meet with you. He states "The ultimate shape of a Middle East peace settlement is well known. It was defined long ago in Security Council Resolutions 242 and 338."



X CLOSE

Palestinian President Jul 24, 2007

GROUPS AND LEADERS

POLLS



4/100



3/100

NATIONAL APPROVAL

WORLD APPROVAL





Your National Advisor Says: Taking extreme measures against the militants could create unrest among your people and lead to internal faction wars. Fight the Israeli occupation before you fight your own people.

Your Foreign Advisor Says: Taking extreme measures can suppress the violent and criminal elements in the society and lead to trust on the Israeli side and in the world arena.



X CLOSE

EXTREME MEASURES

What do you want to do?

- > Arrest Known Militants
- > Seize Militant Arms
- > Assassinate Militant Leader



? ADVISOR

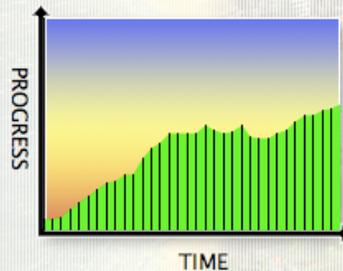
X CLOSE



PEACEMAKER

(The player has to consider how his choices might affect not only national and world approval but also the strength of the Palestinian economy, Palestine's authority over Gaza and the West Bank, the level of Palestinian independence, the Palestinian view of Israel, Israeli cooperation, and their relationship with the Palestinian public, Fatah, Hamas, the Israeli Prime Minister, the Israeli Public, the United Nations, the United States, and the Arab World. Graphs plot the player's progress with these issues over time.)

ISRAELI COOPERATION

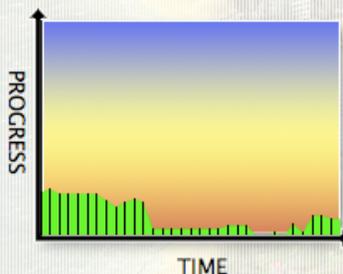


This meter indicates the amount of effort the State of Israel is willing to give for peace and the well-being of Palestinians. When the meter is high Israel will offer reconstruction help, concede control and withdrawal from settlements.



X CLOSE

HAMAS



Political Power: One of the two major political parties in Palestine. An Islamic Sunni party. Derives power from public support through establishing welfare programs, presenting a non-corrupt authority and using its armed factions, mainly Izzedine al-Quassam Brigades.

Goals: Jihad against the Israeli occupation, an Islamic State in Palestine, greater political power.

Fears: A negotiated settlement with Israel that neglects Hamas' agenda, loss of political and military power to Fatah.

Possible Actions: Attacks on Israel, incitement



X CLOSE



PEACEMAKER

New paradigm... winning by diplomacy, peaceful negotiations,
with the support of your population.



REAL LIVES

Team:

Educational Simulations, UNICEF + other
UN data, Big Picture Small World,
Computers for Youth



Long- and Short-term Effects:

- Creating empathy in students
- Gives students a sense of life in other countries, including a personal experience of poverty
- Gives 10% of profits to countries in crisis
- 100,000 players
- Media impact: USA Today, Wired Magazine



Real Lives - Alma Bernal

File Edit Actions View Help

Age A Year

0 years old

I was born a girl in the city of Ciudad Victoria in the state of Tamaulipas in México.

My parents have named me Alma. My surname is Bernal. My mother, Esperanza, is 43 and my father, Ignacio, is 46. I have a sister, Dolores, age 10, a brother, Alfredo, age 11, a brother, Abel, age 13, a sister, Juanita, age 15 and a brother, Francisco, who is 17.

Home - Ciudad Victoria, Tamaulipas, México

México

Pop: 98,882,000 PR: 2 Cost: 5

Cur: poco DL: 3 GSS: 2

Alma's Personal Data

Happiness	45
Intelligence	47
Artistic	54
Musical	62
Athletic	44
Strength	25
Endurance	28
Appearance	52
Conscience	31
Wisdom	0
Income vs Nation	Low
Income vs World	Low
Diet	Minimal
Homes	Modest
Safe Water	Yes
Public Sanitation	Yes
Medical Care	Yes
Televisions	2
Radios	1

Alma's family

The Bernal household	Age	Health	Resistance	Health Problems	Profession	Monthly Income	Monthly Expenses	Net Worth (pesos)
Ignacio (father)	46	66	1	alcoholism, diabetes mellitus	scientist	17,200		
Esperanza (mother)	43	83	62		domestic chore	0		
Francisco (brother)	17	100	100		temporary odd jobs	930		
Juanita (sister)	15	100	94		student	0		
Abel (brother)	13	91	100		student	0		
Alfredo (brother)	11	100	100		student	0		
Dolores (sister)	10	95	77		student	0		
Alma (cell - female)	0	53	37			0		
Household						18,130	22,929	573,162





MLE: 71.0 Wasting: 4.0% SWU: 97.0% SWR: 56.0%
 FLE: 74.0 Stunting: 32.0% SU: 74.0% SR: 7.0%
 IM: 23.0 Goitre: 9.0% HSU: 100.0% HSR: 89.0%

Age A Year

Revert to Age

Website

Home

born a girl in a village in China's Guangxi Zhuang
 province, not far from the city of Nanning.

My parents have named me Zhen. My surname is Sun. My
 mother, Min, is 24 and my father, Dai-lin, is 23. I have a sister,
 age 2 and a brother, Wing-fung, who is 4.



Zhen's Personal Data

Happiness	
Intelligence	
Artistic	
Musical	
Athletic	
Strength	
Endurance	
Appearance	
Conscience	
Wisdom	
Income vs Nation	
Income vs World	
Diet	Adequate
Home	Simple
Safe Water	No
Public Sanitation	No
Medical Care	Yes
Televisions	1
Radios	1
Telephones	0
Cars	0
Formal Education	0 years
Language	Mandarin

Zhen's Family

Family Member	Age	Health	Resistance	Health Problems	Profession	Monthly Income	Monthly Expenses	Net Worth (CNY)
Mother	24	89	96		domestic chores	0		
Father	23	92	90		miner	2,350		
Brother	4	100	89			0		
Sister	2	83	54			0		
Self - female	0	22	48			0		
Household						2,350	2,442	4,000



Website

BR: 22.0 PP: \$3,460 PPT: 110 Urban: 29%
 ML: 73.0% WPC: \$1,080 PPR: 14 HDI: 0.56
 FL: 48.0% GINI: 0.30 PPV: 170

Age A Year

Revert to Age

0 years old

I was born a boy in a village in the state of Gujarat in India, not far from the city of Rajkot.

My parents have named me Chandresh. My surname is Shrinivas. My mother, Asa, is 36 and my father, Agha, is 39. I have a brother, Akhila, age 6, a brother, Bhudev, age 10, a sister, Kamra, age 13, a brother, Nirvan, age 15 and a brother, Toril, who is 17.



Happiness	30
Intelligence	69
Artistic	46
Musical	38
Athletic	54
Strength	49
Endurance	43
Appearance	72
Conscience	70
Wisdom	0
Income vs Nation	Minimal
Income vs World	Simple
Diet	No
Home	No
Safe Water	No
Public Sanitation	No
Medical Care	0
Televisions	0
Radios	0

Chandresh's Family

The Shrinivas household	Age	Health	Resistance	Health Problems	Profession	Monthly Income	Monthly Expenses	Net Worth (rupees)
Agha (father)	39	70	69		subsistence farmer	4,160		
Asa (mother)	36	76	80		subsistence farmer	2,560		
Toril (brother)	17	86	71	goiter, epilepsy	student	0		
Nirvan (brother)	15	70	69	leprosy	student	0		
Kamra (sister)	13	100	80		student	0		
Bhudev (brother)	10	100	100		student	0		
Akhila (brother)	6	100	100		student	0		
Chandresh (self - male)	0	55	43			0		
Household						6,720	5,514	42,689

DARFUR IS DYING

Team:

mtvU, USC, Reebok Human Rights Foundation, International Crisis Group, Interfeul



Long-term Goals:

- Raise awareness around the crisis in Darfur
- Educate and engage college students

Short-term Effects

- 25,000 emails, letter to Congress and Administration
- Engaging new groups of college students
- NYT Op-ed, Boston Globe, Washington Post, CNN +
- 1,000,000+ players



DARFUR IS DYING

SEND TO FRIEND

BACKGROUND

TAKE ACTION

TRANSLATING GENOCIDE

ABOUT THE GAME

WHO'S PLAYING



SUDAN [TAKE ACTION]
HELP STOP THE CRISIS IN DARFUR

GO

HELP

FORAGE FOR WATER

Threat Meter



Camp Health



Day Number

0

Water Supply



Food Supply



Elham
Age 14

by JEL

A FORCE MORE POWERFUL

Team: International Center on Non-violent Conflict, Breakaway Games, Serbian student Leaders



Long-term Goals

- Overcome oppressive regimes

Short-term Effects

- Train movement leaders and activists
- Engage and empower Serbian student leaders in game creation
- Affect media dialog: Time, Fortune, NYT, Washington Post



A FORCE MORE POWERFUL

2 Jan 05

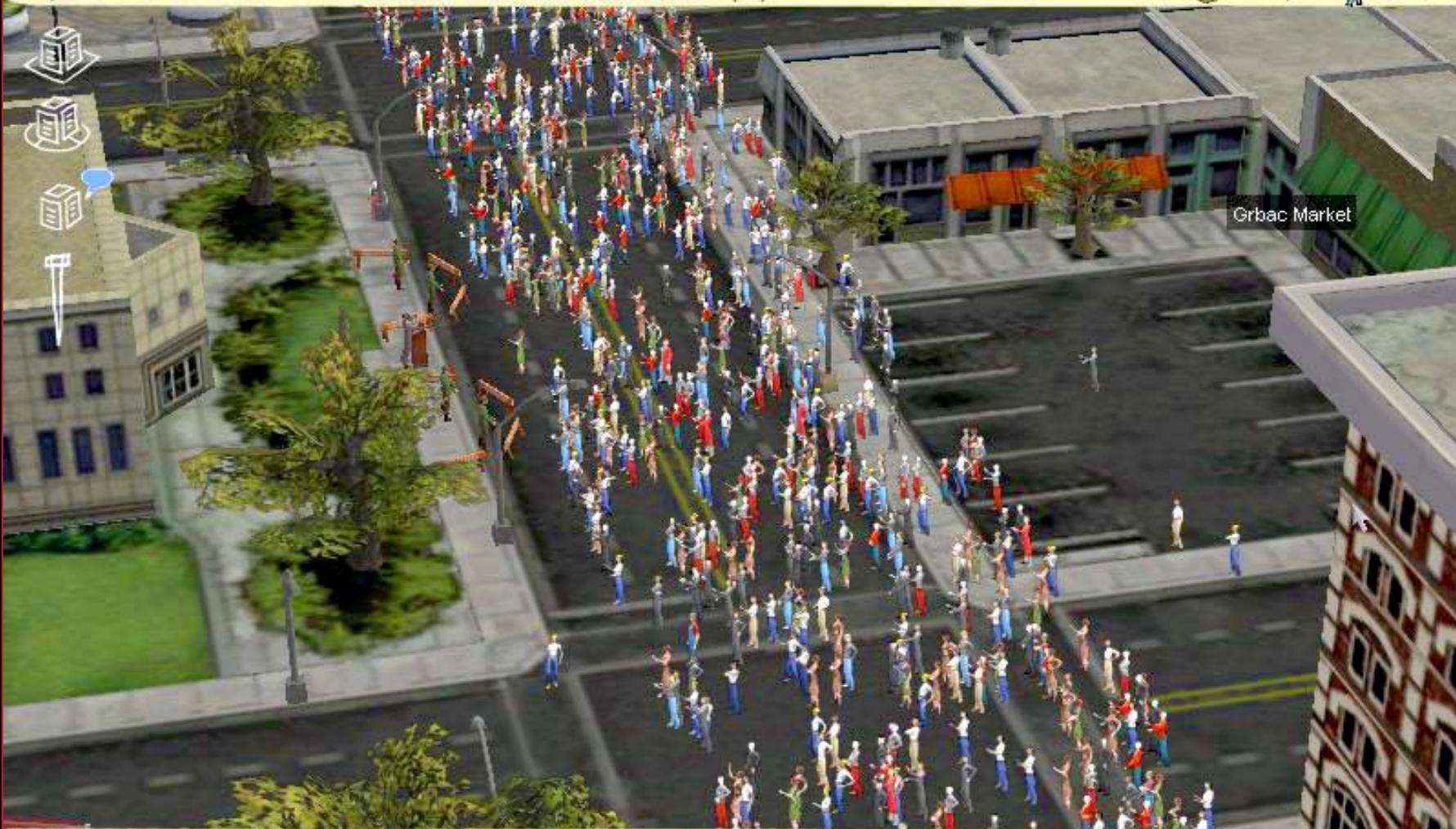
Grbac

Unemployment: Low

Inflation: Low

23 (0)

20/20

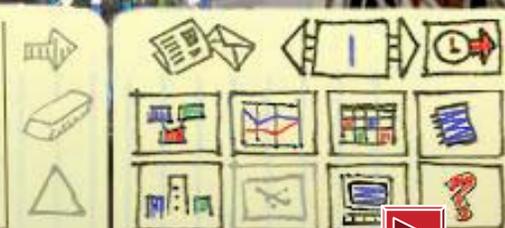


A FORCE MORE POWERFUL

Click here to choose the Tactic Coordinator

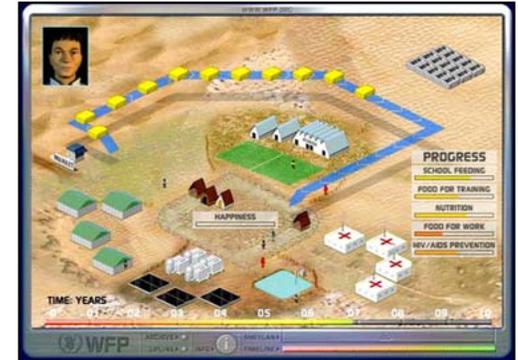
Click here to choose a tactic

Click here to choose a target for this tactic



UN'S FOOD FORCE

Team: World Food Programme, Yahoo, mTV



Long-term Goals

- Inspire future humanitarians
- Create knowledge base around poverty and food relief efforts

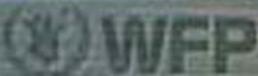
Short-term Effects

- Teach about food aid
- Raise awareness on an international level about games
- Major media impact - NYT, WP, NPR, ABC, CNN, etc.
- 2,000,000+ players



UN'S FOOD FORCE

WWW.WFP.ORG



ARCHIVE >

UPLINK >

INFO >



SHEYLAN >

TIMELINE >



AYITI: THE COST OF LIFE?

Team: gameLab, Global Kids + GK youth,
Taking It Global, UNICEF



Long- and Short-Term Effects

- Engage teens in managing complexity, problem-solving, and critical thinking
- Foster empathy through collaboration across cultures, religions, and lifestyles
- Increase participation in government at local, state, national, and global levels
- Teach local and global implications of civic decisions
- 500,000+ players



QUIT TO MAIN MENU

SOUND ON 



Dry Season

Total Diplomas **7** 

Total Goud **889** 

Living Conditions
Decent Living (560 goud/season) **CHANGE**

Belongings **GO TO STORE**

-  New Shoes
-  Bed
-  Radio



Jean

Healthy

Health [6]

Happiness [9]

Education [5]

Mechanic

WORK HARD **TAKE IT EASY** **QUIT**



Marie

Healthy

Health [5]

Happiness [9]

Education [7]

Secretary

WORK HARD **TAKE IT EASY** **QUIT**



Patrick

Healthy

Health [2]

Happiness [9]

Education [5]

Private 'Lottery' School

STUDY HARD **TAKE IT EASY** **QUIT**



Jacqueline

Sick

Health [8]

Happiness [9]

Education [5]

Protestant School

STUDY HARD **TAKE IT EASY** **QUIT**

Temperate weather rolls in. It shouldn't be hard to get a bunch of work done now.



Yves

Healthy

Health [2]

Happiness [9]

Education [6]

Volunteer

WORK HARD **TAKE IT EASY** **QUIT**





GAMES FOR CHANGE

www.gamesforchange.org

Games for Changes provides support, visibility and shared resources to organizations and individuals interested in the use of video games for the public interest. We are the primary community of practice for games on issues such as poverty, the environment and global conflicts. We provide special assistance to non-profits and foundations new to the field.





**Games for Change
Regional Chapter in Seoul
Launched at
Global Contents Forum
October 10, 2007**

Please join us!

Contact: Suzanna Samstag <jiyunsmom@hotmail.com>

or Suzanne Seggerman <suzanne@gamesforchange.org>

