WORKSHOP GAMING IN MEDIA LITERACY
BY HANZE UNIVERSITY STUDENTS
GRONINGEN, THE NETHERLANDS

"DON'T BOTHER ME, MOM -- I'M LEARNING"
- M. Prensky

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GAMING IN MEDIA LITERACY

BRAINSTORM

Discuss what you think Media Literacy is.
- Time: 5 minutes
GAMING IN MEDIA LITERACY

VIDEO GAMES – CORE GAMING

- Known for its history aspect
- Developed for pc’s, but mostly played on consoles

- Action games:
  - Role Playing Games (RPG)
    - First Person Shooter
    - Third Person Shooter
    - Shootem up
  - Fighting Games

- Platform Games
  - Simulation Games
    - Strategic Simulation Games
    - Skill Simulation Games
  - Music Games
  - Sport Games
GAMING IN MEDIA LITERACY
VIDEO GAMES — CASUAL GAMING

- Easy accessible – jump in and out on demand
- Played on PC, PDA and Mobile Phones

- 3 in a row
- Search and find
- Time and Click – management
- Word games
- Board and Map
- Puzzle games
GAMING IN MEDIA LITERACY

VIDEO GAMES – SERIOUSGAMING

- Designed for education, simulation, advertising or training
  - Training: brain training games
  - Simulation
  - Advergames
  - Edutainment
  - Games-based learning (defined learning outcomes)
  - Edumarket games (combining several aspects in serious gaming)
  - News games
  - Simulation or simulation games
  - Persuasive games
  - Organizational- dynamic games
  - Games for health
  - Art games
  - Militainment
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES — MY POP STUDIO
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES — MY POP STUDIO

What is My Pop Studio

- Creative play experience that strengthens critical thinking skills about television, music, magazines and online media directed at girls
- Four studios: Magazine Studio, TV Studio, Music Studio, Digital Studio
- Free available online at www.mypopstudio.com, you have to log-in
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES – MY POP STUDIO

- Magazine studio
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EXAMPLES OF GAMES – MY POP STUDIO

- TV studio
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES — MY POP STUDIO

- Music studio
GAMING IN MEDIA LITERACY

EXAMPLES OF GAMES – MY POP STUDIO

- Digital studio

The Digital Studio explores life with your favorite gadgets and tech toys. Grab your cell phone, MP3 or iPad. Play with the computer and videogames. Do you use IM with your friends or visit a chat room?

Digital life can be complicated. Explore some issues that people face with digital media.

VOTE:
What Should She Do?

Pretend your friend was in this situation. What would you tell her to do?
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES – MY POP STUDIO

- Share opinions
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES — MY POP STUDIO

- Creators
  - Team of researchers
  - Media professionals at the Media Education Lab
  - Teams of girls

- Why is this game necessary?
  - Entertainment media, popular culture, product placement, advertising, celebrity culture and online social interaction all have an influence on girls' social, mental, physical and emotional development
  - Recent study: today's children are not well-equipped to deal with the current digital media and advertising environment
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES — MY POP STUDIO

Learning outcomes
- Understanding media messages
- How to behave in situations they have not yet experienced.
- Recognize the power they have to make effective choices about their media consumption behaviour.
- Recognize that fashion magazines and advertising create impossible ideals and stereotypes that are unrealistic, unhealthy and undesirable in real life
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES — GLOBAL CONFLICTS
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES – GLOBAL CONFLICTS

- What is it?
  - series of games for students
  - explore and learn about different conflicts throughout the world
  - 3D role playing games in a simulation set-up

- What do you have to do:
  - Narrtor of a journalist → write articles
  - Journalist will meet different people
  - Mission of the game: form your opinion
Global Conflicts: Latin America (GC:LA – 2008)
- Conflicts across the region from Bolivia up to the Mexican border.
Global Conflicts Palestine (GC:P)

- Global Conflicts: Palestine (2007)
- Conflict between Israelis and Palestinians
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES — GLOBAL CONFLICTS

- Global Conflicts: Child soldiers (GC:CS - 2009)
  - Focusses on child soldiers in Uganda, human rights and war crimes.
Global Conflicts: Sweatshop (GC:S)

- Journalist is in Bangladesh as a representative of European leatherwear to investigate child labour in a tannery
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES – GLOBAL CONFLICTS

- Awards:
  - Nordic Game Nominee (2008-2009)
  - IndieCade Finalist (2008-2009)
  - PcZone Indie Game of the Month award (2007)
  - Children's software review (2007)
  - KEK most creative product (2006)
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES – GLOBAL CONFLICTS
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES – THE WIKI GAME

- Objective of the game:
  - You have to go from a starting Wikipedia article to an ending article using only the hyperlinks within the articles

- [http://wikipediagame.org/](http://wikipediagame.org/)
GAMING IN MEDIA LITERACY
EXAMPLES OF GAMES – THE GAME

- [http://library.uncg.edu/game/newgame.html#](http://library.uncg.edu/game/newgame.html#)
GAMING IN MEDIA LITERACY DISCUSSION

- Should we use games to teach Media Literacy?
  - Why or why not?
  - Which target group?
  - In what kind of situation?
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WHY

Why change the current way of teaching?

- Our learners have changed radically
- These learners need to be motivated in new ways

Prensky: ‘Students are no longer the people our educational system was designed to teach.’
**GAMING IN MEDIA LITERACY**

**WHY**

- Why use games in education?
  - Good game design is the key
  - James Paul Gee (What Video Games Have to Teach Us About Learning and Literacy): ‘Games are heavily motivating’
  - Computer can track choices of gamer
GAMING IN MEDIA LITERACY

WHY

- Effectiveness of games
  - Multi-tasking
  - Use of tools
  - Experience

James Paul Gee: “It is more important to know how to learn proactively than it is to memorize a set of things once and for all.”
GAMING IN MEDIA LITERACY

WHY

- Ace of Mythology
  - Search further
  - They get interested
  - Unintentional learning
GAMING IN MEDIA LITERACY

WHY

- Usage of games for teaching purposes
  - Squire & MIT students and “Supercharged”
  - The University of Miami and “Budgetball”
  - HdM (Stuttgart) Summerschool workshop “Intercultural Encounters” and “Ecotonos”
GAMING IN MEDIA LITERACY
SOCIAL MEDIA GAMES

- Trends
  - Virtual worlds
  - Personalization
GAMING IN MEDIA LITERACY
SOCIAL MEDIA GAMES

- Trends
  - System simulators
  - Interesting missions
GAMING IN MEDIA LITERACY
SOCIAL MEDIA GAMES

Trends:
- Donations as revenue
- Using friends’ gameplay data
- Capitalizing players’ resources
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SOCIAL MEDIA GAMES

- Top 10 Facebook Games

1. Farmville
2. Word challenge
3. Mafia Wars
4. Yoville
5. Bejeweled Blitz
6. Zynga Poker
7. Know-it-all Trivia
8. MindJolt Games
9. Restaurant City
10. Biotronic
GAMING IN MEDIA LITERACY

MOBILE GAMES

- Requirements
  - Easy to learn
  - Interruptible
  - Rich social interactions
  - Take advantage
  - Non explicit content
GAMING IN MEDIA LITERACY
MOBILE GAMES IN 2006 – 2009

2006

2009
GAMING IN MEDIA LITERACY

MOBILE GAMES IN 2006 – 2009

2006

2009
GAMING IN MEDIA LITERACY

MOBILE GAMES IN 2006 – 2009

2006

2009

[Images of mobile games from 2006 and 2009]
GAMING IN MEDIA LITERACY

MOBILE GAMES IN 2006 – 2009

2006 (and older)  2009
GAMING IN MEDIA LITERACY

MOBILE GAMES IN 2006 – 2009

2006

2009
GAMING IN MEDIA LITERACY
NETWORK GAMES
GAMING IN MEDIA LITERACY
DISCUSSION

- What could be the effects of future games on Media Literacy?
  - Do you think that you will use gaming in Media Literacy surroundings in the near future? Why or why not?
  - What kind of games do you think will be useful to teach Media Literacy in the future?
  - ...?
GAMING IN MEDIA LITERACY

THE END

Don’t forget to visit your poster presentation!