SuperGaming!
ludic networking & massively collaborative play

JANE MᶜGONIGAL

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www.avantgame.com

What is SuperGaming! ?

JANE MᶜGONIGAL   Computer Systems Lab – Colloquium @ Stanford University   2.23.05

What is SuperGaming! ? (etymology)

SuperGaming! is:

• massively scaled, as in **super***sized* gaming

What is SuperGaming! ? (etymology)

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What is SuperGaming! ? (etymology)

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What is SuperGaming! ? (etymology)

SuperGaming! is:

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•embedded in and projected onto everyday public environments, as in **super*imposed*** gaming.

•able to heighten the power and capabilities of its players, as in **super*hero*** gaming;

•designed to harness the play of distributed individuals into a high-performance problem-solving unit, as in **super*computing*** gaming.

What is SuperGaming! ? (structural/aesthetic)

Networking that is:

ludic (gamelike)

- rule sets govern action & interaction
- there is a shared goal and clear "win condition"
- "magic circle" is created
- transformative through play

& spectacular (for an audience)

- public display
- large or lavish scale
- contrast, friction and/or surprise

What is **SuperGaming!** ? (technological)

Platforms

PDAs

Cell phones

Wi-fi laptops

RFID tags

GPS devices

LANs   Digital cameras

Applications

Social networking software

Wikis

blogs

SMS   Tagging software

Public message forums

What is **SuperGaming!** ? (cultural-historical)

smart mobs

networked console gaming

superhero culture

live action role playing

open source ethic
& hacker culture

do-it-yourself supercomputer culture

urban computing

SuperGaming!

ludic networking & ma~~ssively~~ *moderately* collaborative play

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Moderately collaborative play
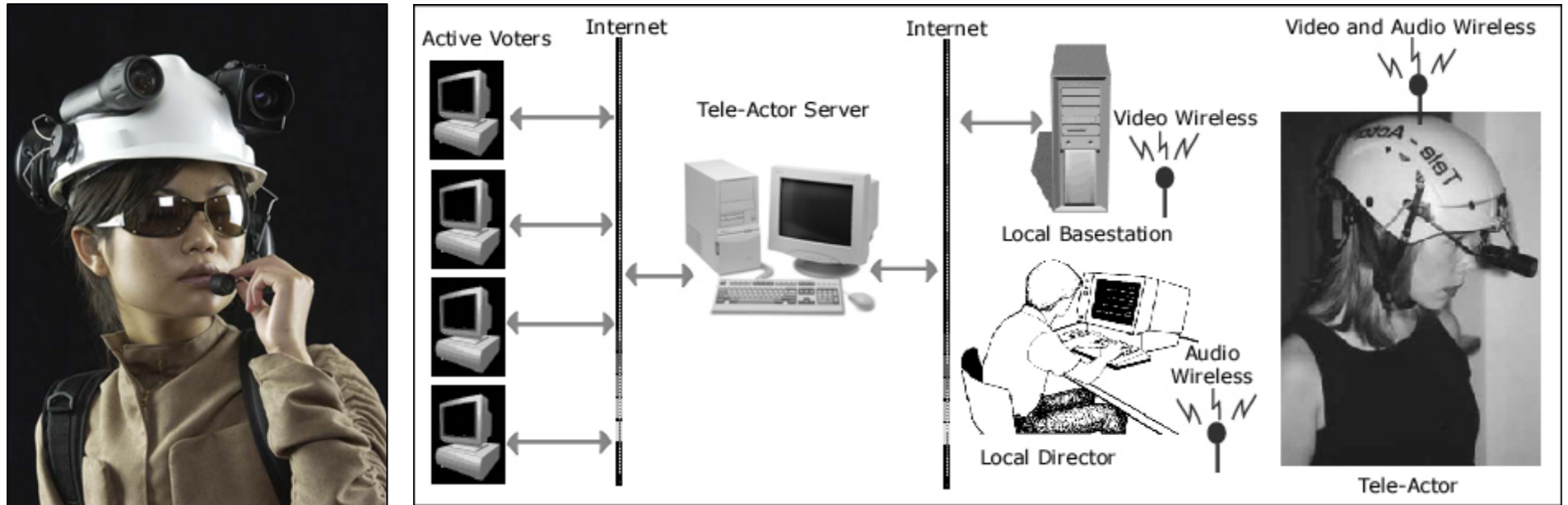
The Tele-actor Project (Alpha Lab/UC Berkeley)

Moderately collaborative play

the co-opticon project & **demonstrate** (Alpha Lab/UC Berkeley)

Moderately collaborative play

Tele-Twister (Alpha Lab/UC Berkeley)
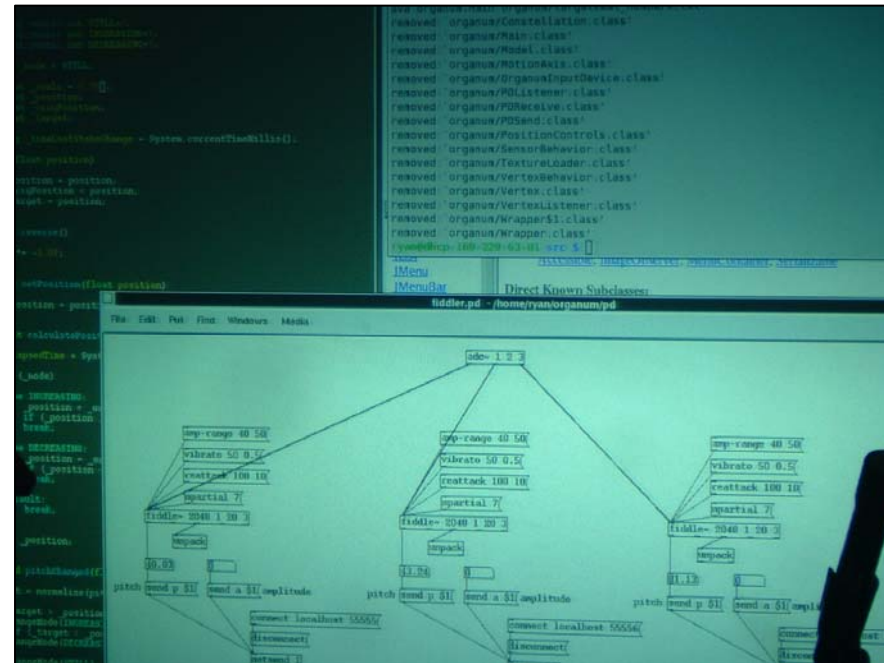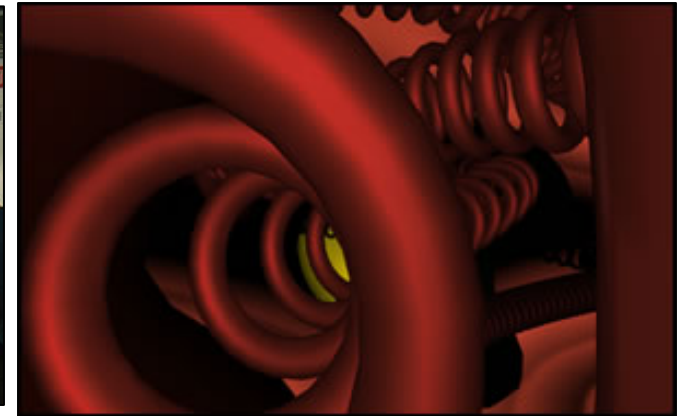
ORGANUM (Berkeley Institute of Design

Moderately collaborative play

Research questions

Moderately collaborative play

Research questions

• How do collaborative strategies change in the absence of verbal communication?

Moderately collaborative play

Research questions

- How do collaborative strategies change in the absence of verbal communication?
- Can competitive sub-structures improve overall collaboration?

Moderately collaborative play

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• How does leadership emerge and evolve during highly condensed, quickfire collaborations vs. ongoing collaborations?

Moderately collaborative play

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• Can competitive sub-structures improve overall collaboration?

• How does leadership emerge and evolve during highly condensed, quickfire collaborations vs. ongoing collaborations?

• What non-averaging algorithms and untraditional statistical categories could be used to best represent the collective judgment or desires of the group?

Moderately collaborative play

Research questions

• How do collaborative strategies change in the absence of verbal communication?
• Can competitive sub-structures improve overall collaboration?
• How does leadership emerge and evolve during highly condensed, quickfire collaborations vs. ongoing collaborations?
• What non-averaging algorithms and untraditional statistical categories could be used to best represent the collective judgment or desires of the group?
• Does collaboration require community?

Moderately collaborative play

Design challenges

Moderately collaborative play

Design challenges

- How can do you design a problem that requires collective effort?

Moderately collaborative play

Design challenges

• How can do you design a problem that requires collective effort?
• How can your interface communicate individual, differentiated roles within the collaborative structure?

Moderately collaborative play

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• How do you design for collective intelligence, rather than hive mind or mob effect?

Moderately collaborative play

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How do you get enough people together to test the projects at larger scales and higher densities?

Moderately collaborative play

Design challenges

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PUBLIC PLAY. URBAN ENVIRONMENTS.

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Situated Gaming

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Situated Gaming

Situated Gaming

What is situated gaming?

Think: Clay Shirky's "**situated software**" (2004):

Situated Gaming

What is situated gaming?

Think: Clay Shirky's "**situated software**" (2004):

- "A refusal to embrace scale"

- Social software that is the right size for the right community

- Ideal # of users: 10 – 150

Situated Gaming

What is situated gaming?

Think: Clay Shirky's "**situated software**" (2004):

- Duration as the temporal equivalent of scale – reject this too

- Short life, or one-off, deployment

Situated Gaming

Situated gaming is the practice of developing **small-scale games** designed for **specific local communities**.

It is currently the *norm* in **experimental** and **research-oriented** pervasive game design.

Situated Gaming

A few of my favorite situated pervasive games:

PacManhattan
(NYU's ITP 2004)
Scale: 5 street players, 5 online players

Situated Gaming

A few of my favorite situated pervasive games:

Asphalt Game

(Intel 2004)

Scale: single player street play
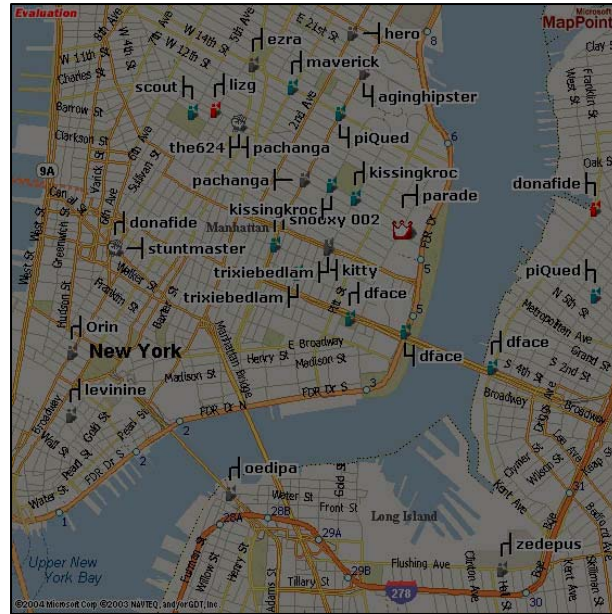
Situated Gaming

A few of my favorite situated pervasive games:

Can You See Me Now?
(Blast Theory/Mixed Reality Lab, 2003)
Scale: 4 street players,
20 online players

Situated Gaming

A few of my favorite situated pervasive games:

Uncle Roy Around You
(Blast Theory/Mixed Media Lab, 2004)
Scale: 4 street players,
20 online players
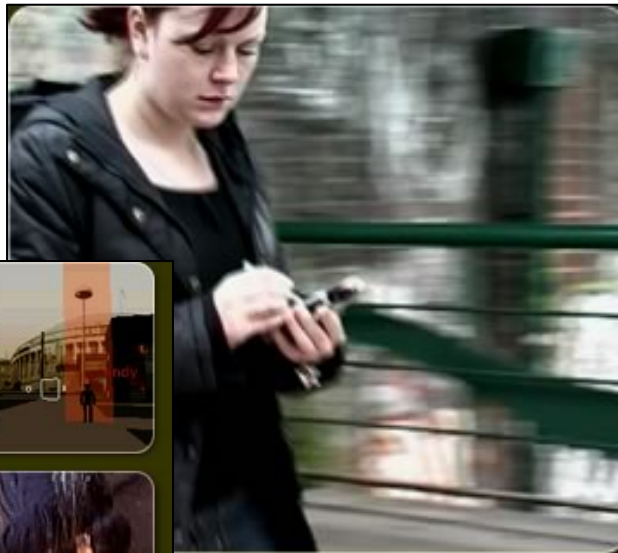
Situated Gaming

A few of my favorite situated pervasive games:

The Seamful Game
(Equator Project)
4 – 16 street players
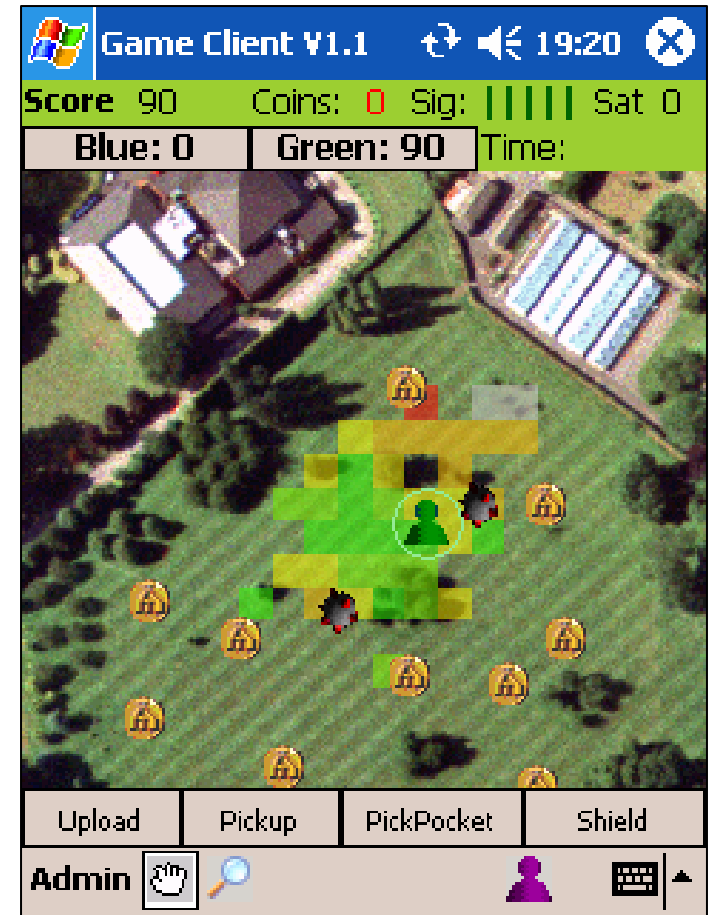
Situated Gaming

A few of my favorite situated pervasive games:

Big Urban Game
(Design Institute 2003)
**Scale: 30 street players,
3000 online players**

SuperGaming! design for more, more, more

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"The more the better."
– Andrew Fluegelman, founding member of the 1970s New Games movement, on the optimal number of players.

SuperGaming! design for more, more, more

"The more the better."
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Read: there is a **phenomenological pleasure** in being part of a larger (much larger) whole.

SuperGaming! design for more, more, more

"More is different."
– P.W. Anderson, physicist, on the phenomenon of emergence — the unpredictably complex behavior of atoms in larger particle systems.

SuperGaming! design for more, more, more

"More is different."
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Read: **Unexpected things happen** when you scale up.

SuperGaming! design for more, more, more

"More is needed."

– Pat Miller, computer scientist, on the massive number of PCs required to create an ad-hoc supercomputer.

SuperGaming! design for more, more, more

"More is needed."

– Pat Miller, computer scientist, on the massive number of PCs required to create an ad-hoc supercomputer.

Read: Massive scaling allows you to create exponentially **more effective and powerful** systems.

SuperGaming! Why to massively-scale play:

More pleasure

More emergence

More problem-solving power

SuperGaming! the mass in massively-scaled

Massively multiplayer online games already think big…

Everquest

SuperGaming! the mass in massively-scaled

Massively multiplayer online games already think big…

But they face scaling challenges, as well.

Multiple servers limit interaction and accessibility.

Everquest

SuperGaming! the mass in massively-scaled

But where is the **MASS**?

- materiality

- physicality

- embodied experience
  of a density of people

City of Heroes

SuperGaming! the mass in massively-scaled

…And, but what about the **MASSES**?

- In the public eye

- Mainstream

World of Warcraft

SuperGaming! the mass in massively-scaled

So, let's give massively multi-player gaming:

- Physical real-world, not just virtual, mass

- A place in the public domain.

Star Wars Galaxies

SuperGaming! Community vs. Audience

SuperGaming! Community vs. Audience

Audience:

One-to-many communications

Members are isolated from one another

Infinitely scalable

Community:

Two-way communications, many-to-many

Members are densely connected

Finite, starts becoming more audience-like >150

SuperGaming! Community vs. Audience

What do we mean by density of connections?

> traditional: "know each other"

> But must it be identity-based?

> Could it be interaction-based instead?

What do we mean by two-way communication?

> traditional: member to member(s)

> But do the "receivers" have to be in the community?

> Could the group collectively communicate outwards instead?

SuperGaming! density of connections

Massively multiplayer thumb-wrestling (Monochrome 2004)
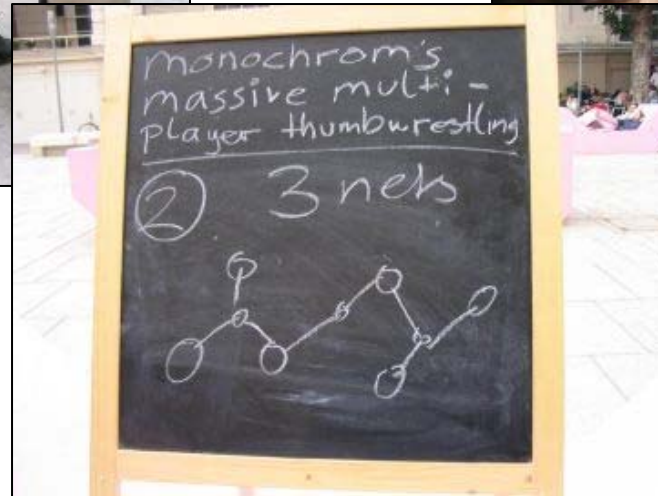
SuperGaming! density of connections

Massively multiplayer thumb-wrestling (Monochrome 2004)

Kazaa Peer to Peer

As many three-player-knots as possible are built. Then these knots are connencted via the players' free left hands.

SuperGaming! density of connections

Massively multiplayer thumb-wrestling (Monochrome 2004)

"This experimental project engages low-fi sweaty-fingers-entertainment and places it in the high TCP/IP context of recent Massive Multiplayer Online Gaming."

SuperGaming! density of connections

Massively multiplayer thumb-wrestling (Monochrome 2004)

"Unlimited amounts of players can connect to join a Multiplayer Thumb-Wrestling Network. As the number of players is unlimited, global thumb-wrestling may emerge through self-sustaining peer-to-peer networks and ad-hoc socializing."

SuperGaming! two-way communications

"Radio is one-sided when it should be two-. It is purely an apparatus for distribution, for mere sharing out. So here is a positive suggestion: change this apparatus over from distribution to communication. The radio would be the finest possible communication apparatus in public life, a vast network of pipes…."

-Bertolt Brecht, *The Radio as an Apparatus of Communication*
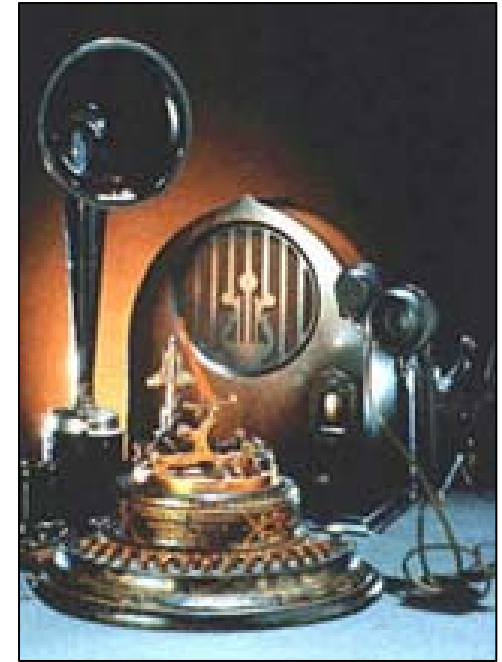
SuperGaming! two-way communications

"…That is to say, it would be if it knew how to receive as well as to transmit, how to let the listener speak as well as hear, how to bring him into a relationship instead of isolating him. On this principle the radio should step out of the supply business and organize its listeners as suppliers."
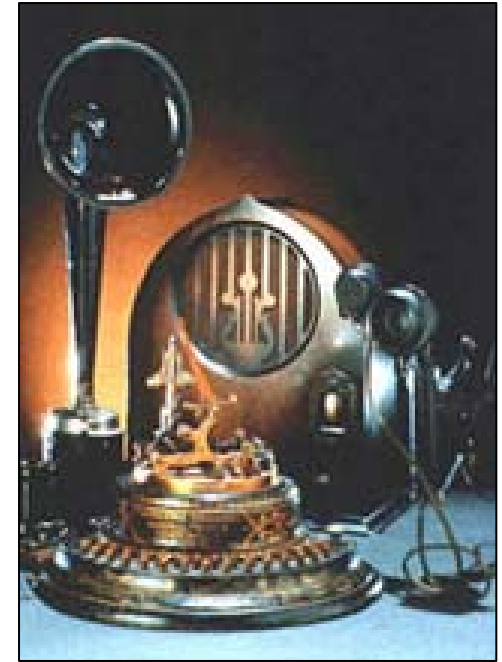
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SuperGaming! two-way communications

Bertolt Brecht, *The Radio as an Apparatus of Communication*

Brecht's radio theory fulfilled by the Internet?

Critical Art Ensemble's "Utopian Promise → Net Realites"

William J. Mitchell's *Me++: The Cyborg Self and the Networked City*
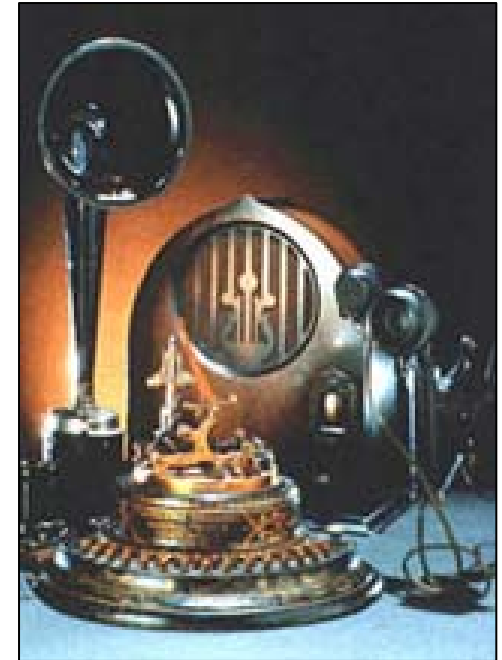
SuperGaming! two-way communications

1936: Brecht's vision for radio achieved with Welles' *War of the Worlds*?

SuperGaming! two-way communications

1936: Brecht's vision for radio achieved with Welles' *War of the Worlds*?

- Massively-scaled communication

- Public character

- Inventive and persuasive responses

- Active and interactive drama

SuperGaming! two-way communications

1936: Brecht's vision for radio achieved with Welles' *War of the Worlds*?

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- Active and interactive drama

What if the "players" knew what they were doing?

SuperGaming!

Flash mob
6/16/03

Go Game
5/12/03

I Love Bees
8/24/04

Flash mob
supercomputer
meetup
4/23/04
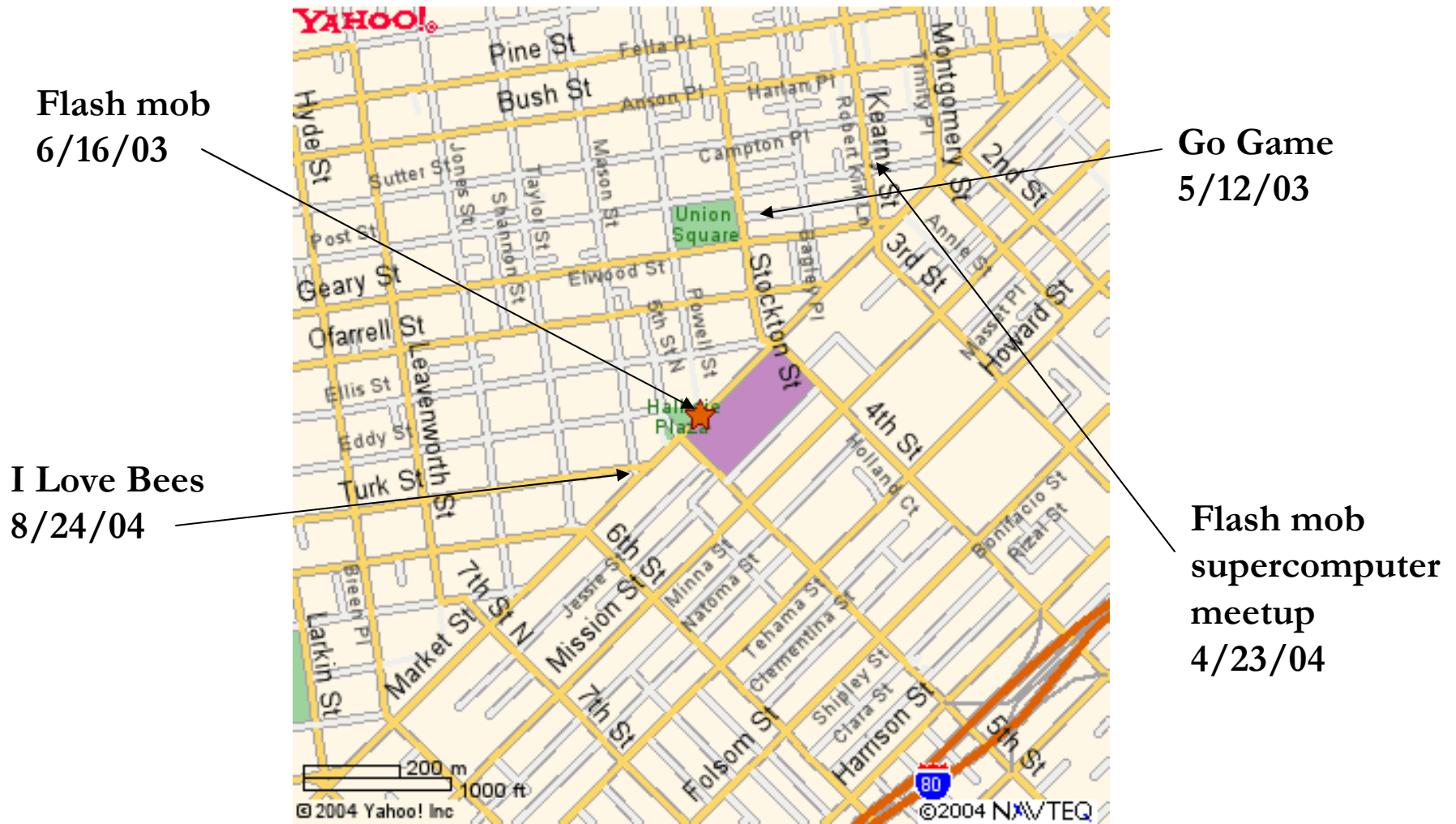
June 12, 2003, San Francisco — **The Go Game**

Genre: "urban superhero gaming"

Scale: Over 450 simultaneous local street players

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July 16, 2003, San Francisco — **Whirling Dervishes**
Genre: "flash mob"
Scale: Over 300 simultaneous local participants

April 23, 2004, San Francisco — **FlashMob I**
Genre: "flash mob supercomputing" + LAN gaming tournament
Scale: Over 700 simultaneous local participants
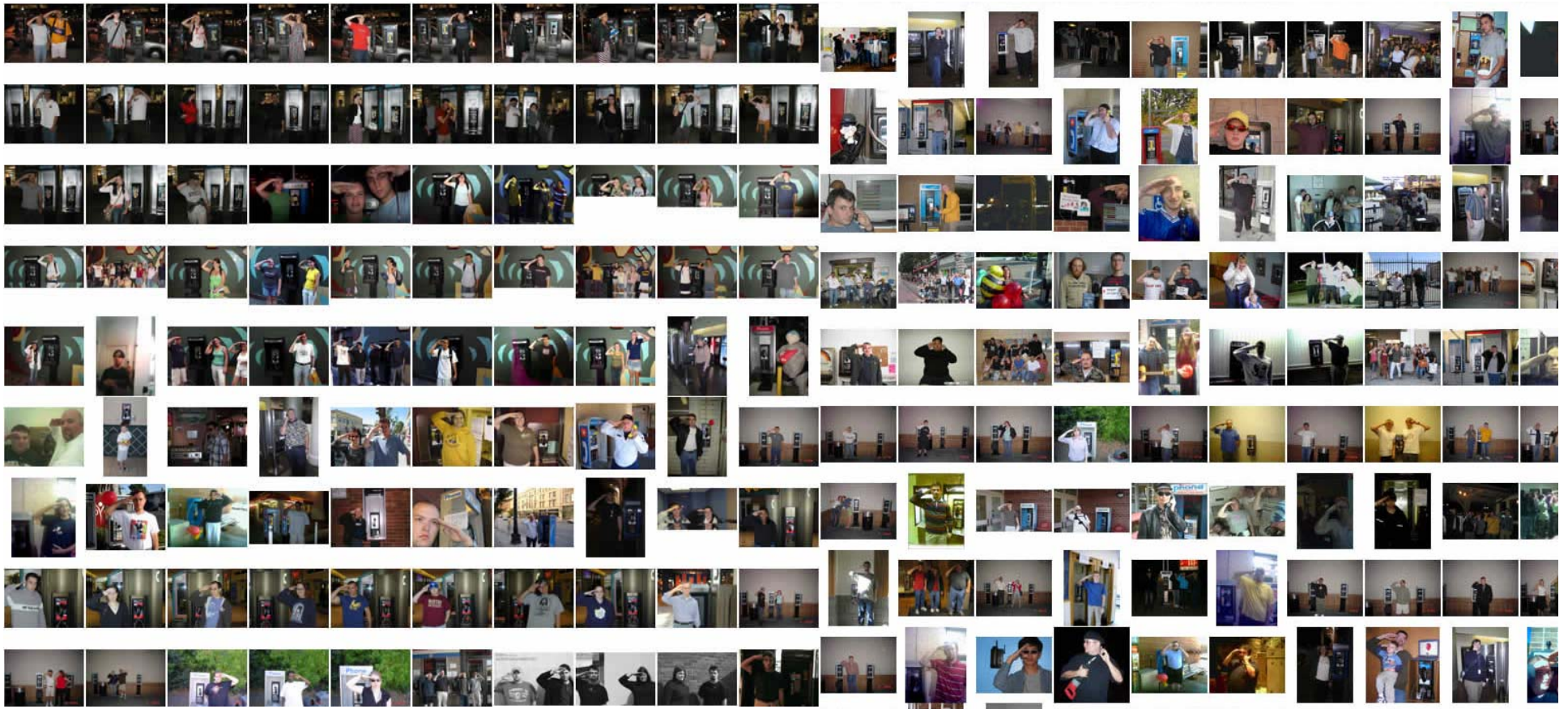
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August 24, 2004, San Francisco — I Love Bees

Genre: "flash mob gaming"

Scale: Over 10,000 distributed local participants

August 24, 2004, San Francisco — I Love Bees
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SuperGaming! two-way communications

SuperGaming! (trend/context)

San Francisco based examples are not isolated…

Urban superhero gaming

+

Flash mobs

+

Flash mob supercomputing

+

Flash mob gaming

"Life imitates ARG."

-ARG player g_rottic
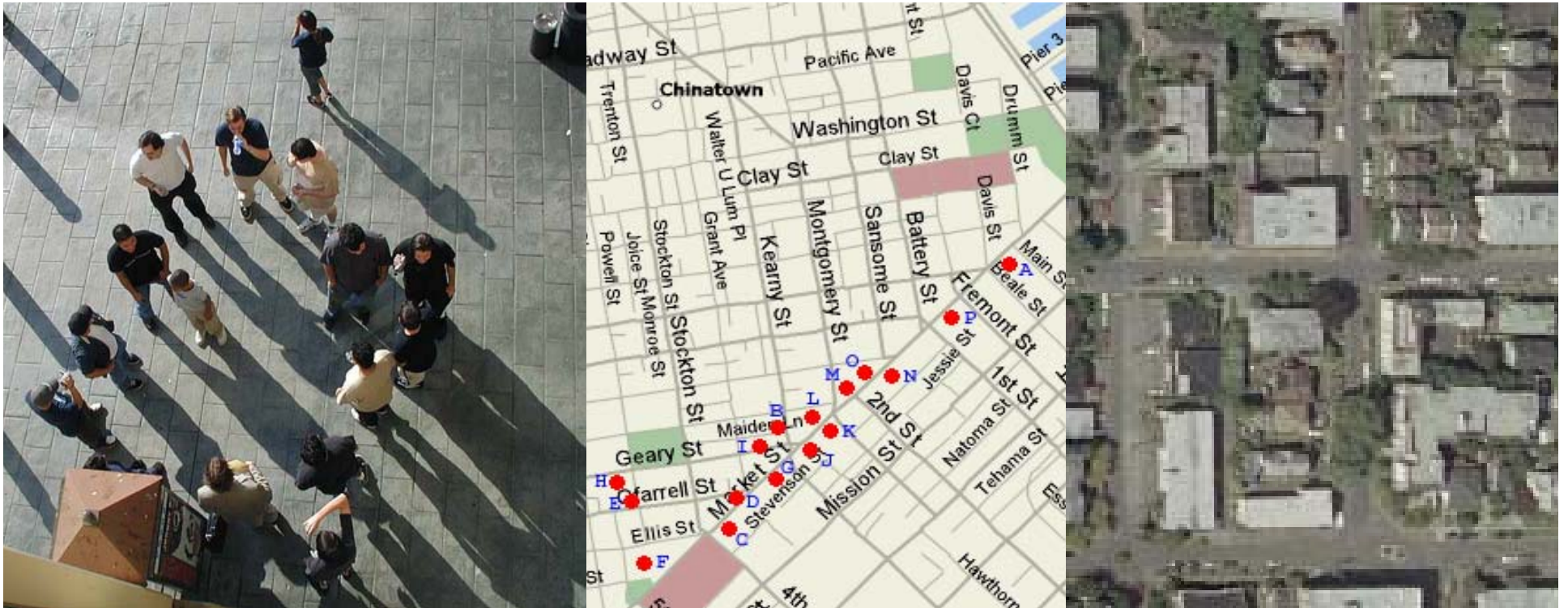
gaming that feels like real life, only MORE →

players who feel more capable, more confident, more expressive, more engaged and more connected in their real everyday lives
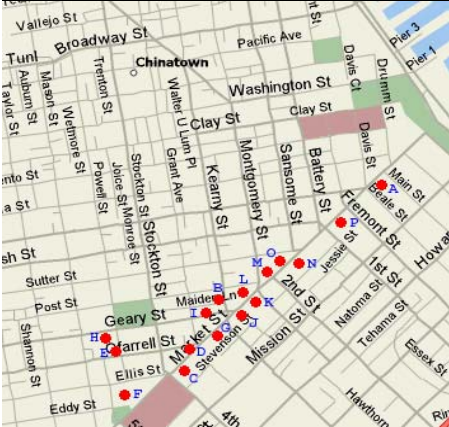
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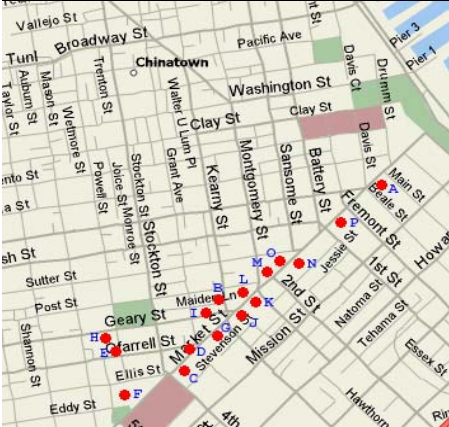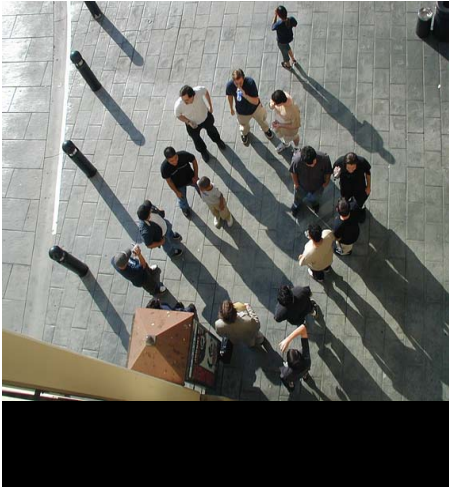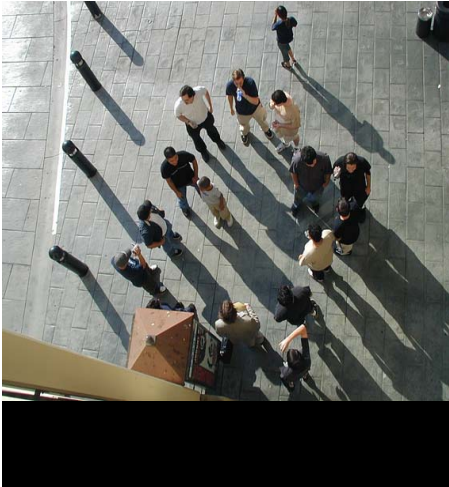
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An interactive drama played out online and in real-world spaces,
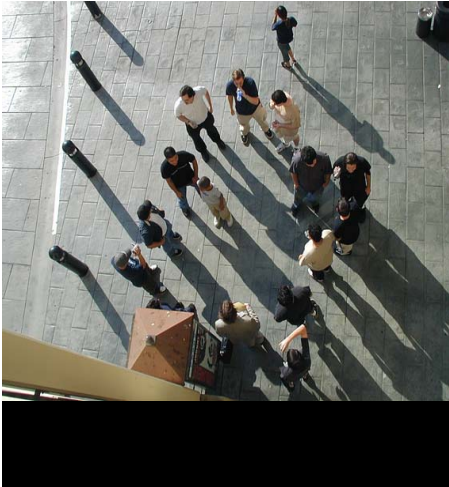
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An interactive drama played out online and in real-world spaces,

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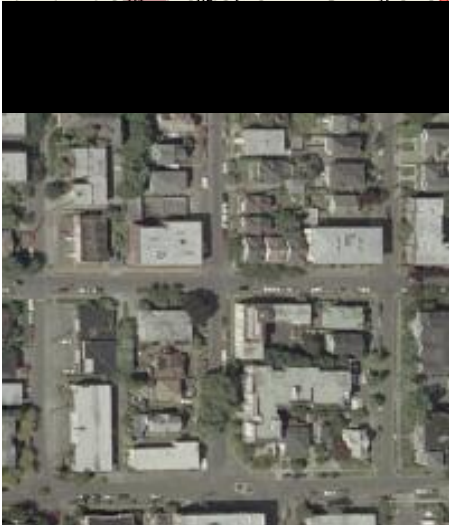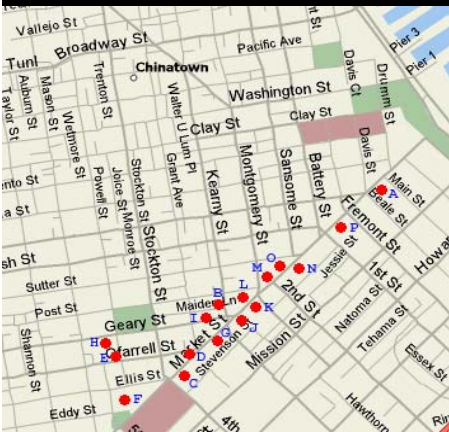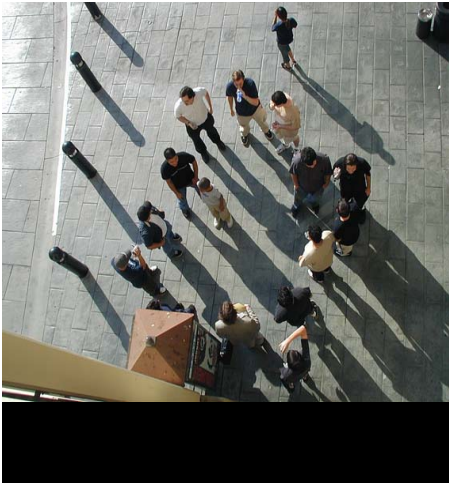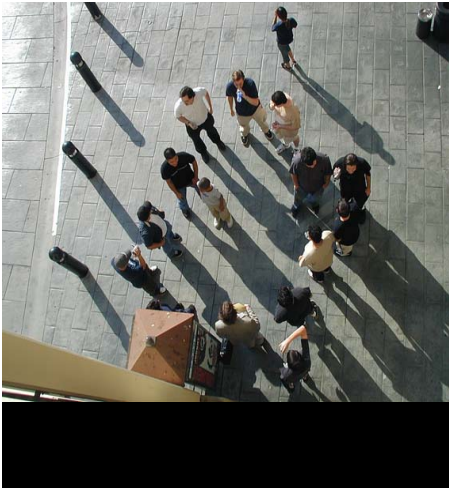
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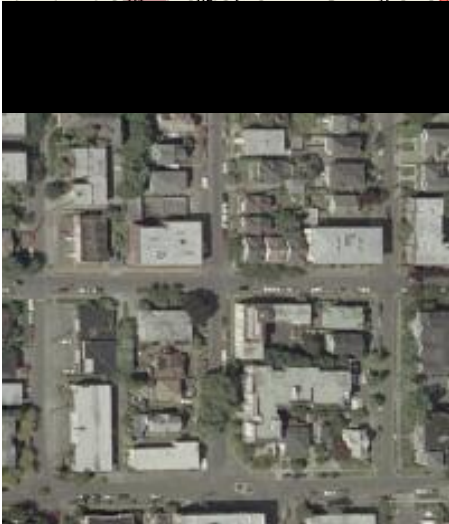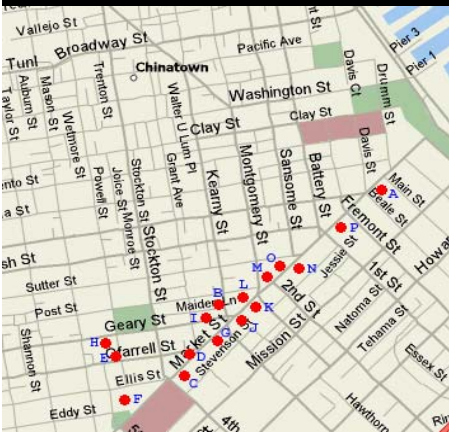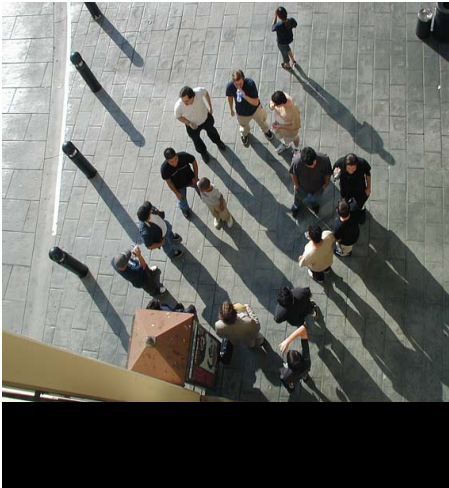
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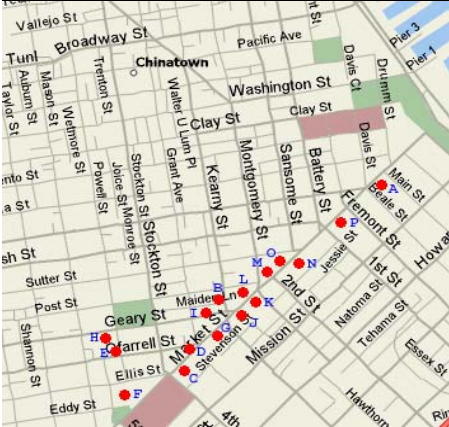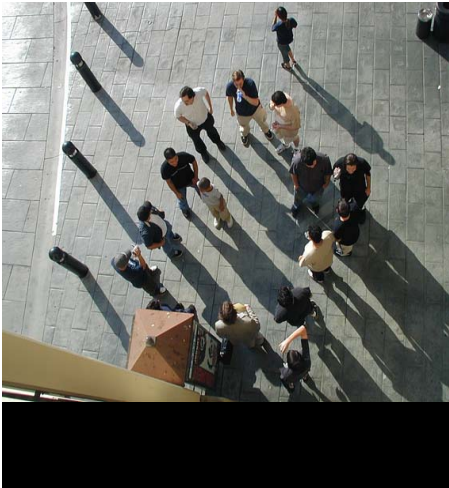
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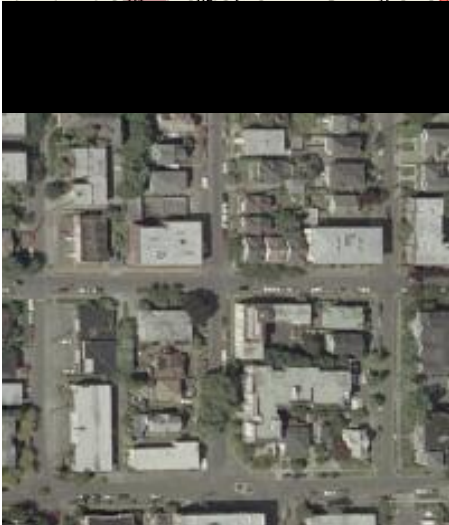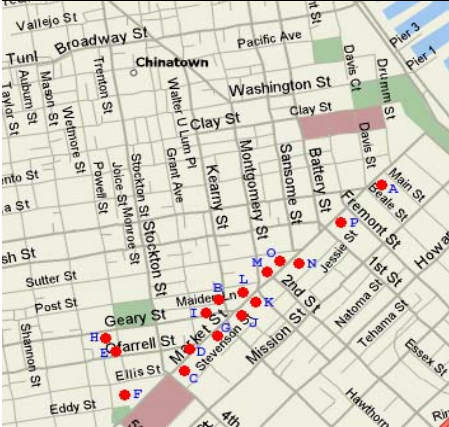
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and work together to solve a mystery or problem

…that would be absolutely *impossible* to solve alone.

What is **Alternate Reality Gaming**?

cross-media
pervasive
persistent
collaborative
constructive
expressive

← 6 key terms that describe **ARGs**

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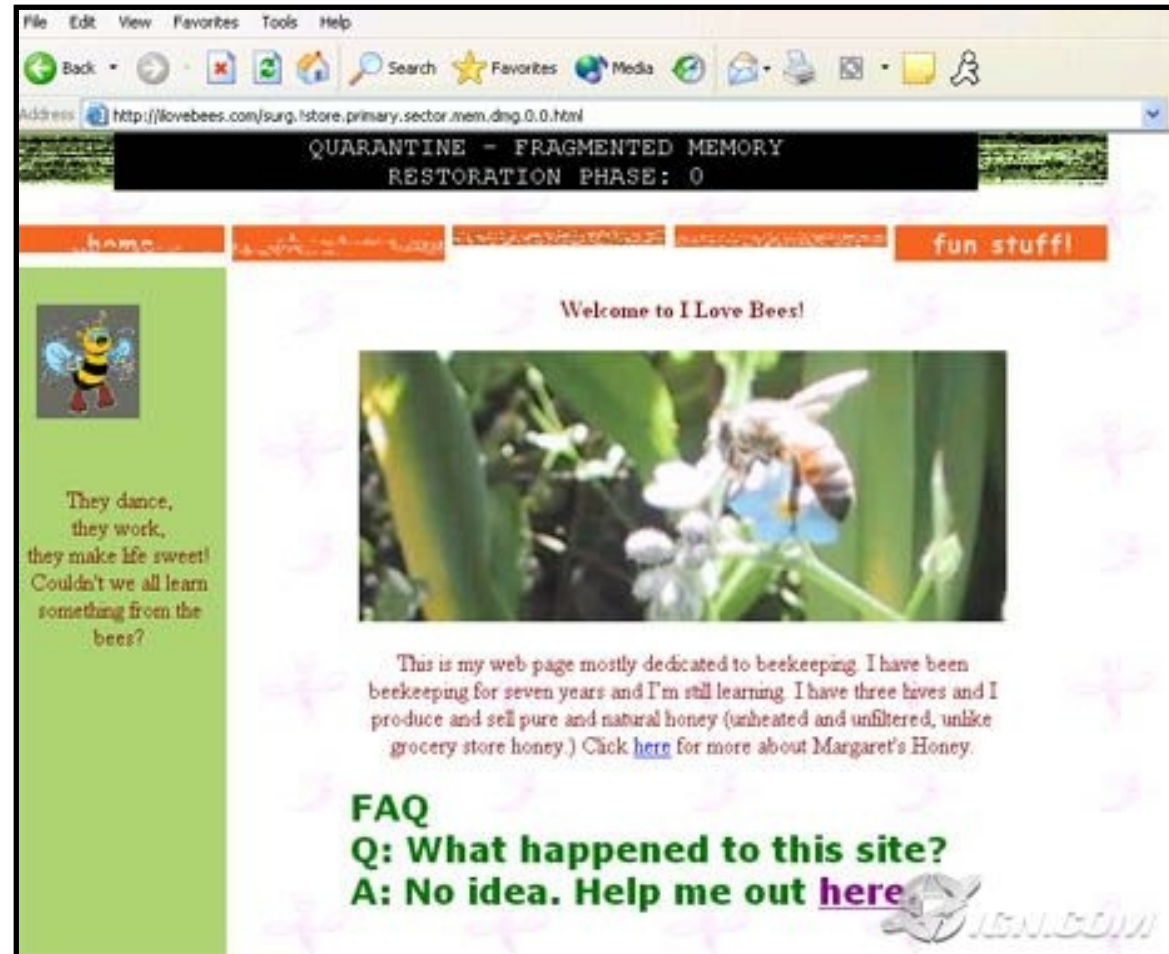
expressive

Case study: **I LOVE BEES** (2004)

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cross media: clues, narratives and missions are distributed via a variety of digital media:

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cross media: clues, narratives and missions are distributed via a variety of digital media:

- web sites
- emails
- blogs
- MP3s and DVDs
- web cams
- text messages
- instant messages
- networked game consoles
- handheld GPS devices

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blip				2/2
DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON CANCELLED	DATA ARCHIVED AXON SUCCESS	fun stuff!
DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS		fun stuff!

jersey				2/2
DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON CANCELLED	fun stuff!
DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON CANCELLED	DATA ARCHIVED AXON SUCCESS		fun stuff!

hey_soldier				2/2
DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON CANCELLED	fun stuff!

What is **Alternate Reality Gaming**?

pervasive: extending into the real-world, taking place in everyday environments

cross-media
pervasive
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What is Alternate Reality Gaming?

pervasive: extending into the real-world, taking place in everyday environments

- physical clues are embedded in everyday environments

- location-specific information is required

- site-specific missions and challenges are given

- public "ubiquitous computing" and personal mobile technologies become essential tools for players

cross-media
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What is **Alternate Reality Gaming**?

cross-media

pervasive

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!transmit truth time THURSDAY 11/04	
Scriv, Lt. 10:00 PST	Wynn, Lt. 10:00 PST
EB, Lt. 10:01 PST	51.752101 -001.257900 10:01 PST
42.096172 -075.975554 10:02 PST	Nitecrawler, ENS 10:02 PST
Justin, ENS 10:03 PST	jontheman, Lt. 10:03 PST
42.279270 -083.748764 10:04 PST	38.881044 -077.111586 10:04 PST
Tony Hill, Eng. 10:05 PST	Cahill, Ens. 10:05 PST
Jsailor, Lt. 10:06 PST	34.857817 -082.671616 10:06 PST
34.106864 -117.711981 10:07 PST	Grimlock, Rear Adm 10:07 PST
eviljester, Lt. Jr. 10:08 PST	bbg, Plebe 10:08 PST
33.922767 -084.342483 10:09 PST	33.922767 -084.342483 10:09 PST

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X 36.11582	-115.172868	Paradise NV	Nevada	Las Vegas	map	rand	acme
X 39.682651	-75.754051	Newark DE	Delaware	Newark	map	rand	acme
X 35.228683	-80.840817	Charlotte NC	North Carolina	Charlotte	map	rand	acme
X 42.439348	-76.51062	Ithaca NY	New York	Ithaca	map	rand	acme
X 41.305402	-72.924261	New Haven CT	Connecticut	New Haven	map	rand	acme
X 39.950079	-75.14569	Philadelphia PA	Pennsylvania	Philadelphia	map	rand	acme
X 38.886117	-77.027917	Washington DC	D.C.	Washington	map	rand	acme
X 35.074196	-89.91932	Oakville TN	Tennessee	Memphis	map	rand	acme
X 35.228864	-80.840941	Charlotte NC	North Carolina	Charlotte	map	rand	acme
X 40.72614	-73.42427	South Farmingdale NY	New York	East Farmingdale	map	rand	acme
X 44.465961	-73.18061	South Burlington VT	Vermont	South Burlington	map	rand	acme
X 41.76432	-72.68196	Hartford CT	Connecticut	Hartford	map	rand	acme
X 34.857817	-82.671616	Pickens SC	South Carolina	3 km NE of Arial	map	rand	acme
X 40.75201	-73.981868	Manhattan NY	New York	New York	map	rand	acme
X 40.84873	-73.16681	Nesconset NY	New York	Smithtown	map	rand	acme
X 45.198595	-93.549977	Rogers MN	Minnesota	1 km N of Rogers	map	rand	acme
X 37.505053	-77.628617	Midlothian VA	Virginia	Bon Air	map	rand	acme
X 36.000883	-78.94045	Durham NC	North Carolina	Durham	map	rand	acme
X 38.890469	-77.026	Washington DC	D.C.	Washington	map	rand	acme
X 36.85923	-75.979429	Virginia Beach VA	Virginia	Virginia Beach	map	rand	acme
X 44.34641	-72.7453	Waterbury VT	Vermont	Waterbury	map	rand	acme
X 40.34987	-74.66295	Princeton NJ	New Jersey	Princeton	map	rand	acme
X 43.21259	-71.51408	Concord NH	New Hampshire	Concord	map	rand	acme
X 39.951054	-75.153517	Philadelphia PA	Pennsylvania	Philadelphia	map	rand	acme
X 40.435801	-79.957633	Pittsburgh PA	Pennsylvania	Pittsburgh	map	rand	acme
X 42.346201	-71.864829	Holden MA	Massachusetts	Holden	map	rand	acme
X 41.306549	-72.926978	New Haven Harbor CT	Connecticut	New Haven	map	rand	acme
X 40.34853	-74.66343	Princeton NJ	New Jersey	Princeton	map	rand	acme

cross-media
pervasive
persistent
collaborative
constructive
expressive

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<u>pervasive</u>
persistent
collaborative
constructive
expressive

What is Alternate Reality Gaming?

persistent: 24 hours a day, 7 days a week

cross-media
pervasive
persistent
collaborative
constructive
expressive

What is Alternate Reality Gaming?

persistent: 24 hours a day, 7 days a week

- always on

- unfolds in "real-time"

- organic and responsive to players

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collaborative
constructive
expressive

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collaborative: designed to be absolutely impossible for an individual or small group to solve in isolation

- parse information strategically

- require location-specific information

- massively-scale challenges

- "walk and talk and chew gum" design

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constructive: requires players to build the gaming platform themselves

What is **Alternate Reality Gaming**?

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constructive: requires players to build the gaming platform themselves

- "Batteries Not Included" design

- communities self-organize

- communications systems are designed and developed by the players

- social engineering

What is **Alternate Reality Gaming**?

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ARG: The Haunted Apiary (Let Op!)		Topics	Posts	Last Post
The Haunted Apiary (Let Op!): Axon Coordination This is a temporary moderated forum in which to post your reports from the field at the Axon Coordinate locations, and to discuss whatever the heck ends up happening. Please keep threads strictly on topic as noted. Only moderators can post new threads. : Files : Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72		73	11425	Wed Nov 03, 2004 12:12 pm kazuma ➡🗋
The Haunted Apiary (Let Op!): General/Updates **(aka System Peril Distributed Reflex or ilovebees)** - Now Playing What do the letters in the honey mean? What's up with Dana's aunt's website? What is the connection to Halo 2 for Xbox? Why **isn't** Dana turning into a bee? : Files : Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72		1336	21749	Wed Nov 03, 2004 12:09 pm Phaedra ➡🗋
The Haunted Apiary (Let Op!): Q Catalog information about sites, char... : Trailhead :: QuickStart :: QuickLink... #beekeepers : Moderators: Aveena, fireball, sapago... AnthraX101, BriEnigma, Giskard, rowan...				
The Haunted Apiary (Let Op!): I List interaction you've had with game... in-person contact. : Files : Moderators: Aveena, fireball, sapago... AnthraX101, BriEnigma, Giskard, rowan...				
The Haunted Apiary (Let Op!): P Catalog puzzles and their solutions he... : Files : Moderators: Aveena, fireball, sapago... AnthraX101, BriEnigma, Giskard, rowan...				
The Haunted Apiary (Let Op!): Q New to the game or have a question t... help you out. This is also the place fo...				

theBruce.ca - Home of Geoff May - Microsoft Internet Explorer

Melissa also reveals coordinates for the next field test - combat training - at 4 places in the US within hours of each other.

Real World	Organized Data	Character Progress
July 13 - Tuesday Dana makes first blog entry about her site at ilovebees.blogspot.com		
July 14 - Wednesday Dana makes second blog entry about China		
July 15 - Thursday Margaret (ladybee777@hotmail.com) sends honey pots and letters Halo 2 trailer flashes www.ilovebees.com Ilovebees.com is hacked, with a countdown to August 24th Dana updates her blog	**Ilovebees.com** Introduction of System Peril Distributed Reflex (SPDR / Spider) by way of countdown timer on front page	
July 16 - Friday Hacking begins on ILB to retrieve all hidden text from HTML source, image binaries, and sound files Dana has a voicemail message	[[Mayday Text]] **Who:** The Operator **Source:** Embedded fragments in HTML **Entities:** Arachne, boy on the beach, spider, Flea **Notables:** Phasmids, castle of sand **Key:** survive evade reveal escape **Key:** survive evade reveal resist **Key:** Those are pearls that were her eyes: Nothing of her that doth fade / But doth suffer a sea-change / Into something rich and stange **Key:** Seek the truth / Behold the truth / Reveal the truth / that is the law and the whole of the law **Key:** hide and seek **Summary:** Narrator goes to her boat, see's the Flea's footprint in the sand... Something happened to the boat and all her companions... slept for "Nine Hours"... tied to the ground and can't move... Phasmids... needs to find a way to signal, possibly behind enemy lines... tries direction finding with stick and sun... tries finding south using stars and southern cross... possibly dreaming this story, a vision?... feeling as if being probed or under surgery... [Key1] behind enemy lines, be quiet, play [Key5]... recalls her	**The Operator (O) - female** Wrote the Mayday Text 'made of sand' has a brother, who made a castle of sand **Flea (PF) - female** Plain to see naked footprint on the sand shore **Arachne** Hung herself **Castle of sand** Long ago, made by the Operator Washed over/melted down by spiders **Boy on the beach** 'made of sand' Next to the Operator on the beach wave foaming with spiders takes away his face **Spider (SPDR) - female** Crawls over the Operator 3 / 5 / 8 voices?

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ilovebees the ARG

Quickphones V1.2 9/20/04

mapquest
mapquest UK
acme
terraserver
Randmcnally click lat/long
Boulter
Topozone
nearest geocache

payphone directory
payphone project
stromcarlson
Yet Another

Lat/Long
ex. 33.794252 -84.

Mapque
Mapquest
ACME
TerraSer
Topozo

Combat Training Exercise

What the freck is this? Read what GameSpot has uncovered: article

OMG!!!11!1!one!!!eleven!!1... How do I get in?
Read the instructions from Melissa: Combat Training Exercise (scroll down)

Who are these people? We are the Beekeepers, players of the I Love Bees game.

LOCATIONS	DETAILS	LIST
37.784568 -122.404169	San Francisco, CA	Attendees
40.743071 -073.976763	New York, NY	Attendees
42.040240 -088.035197	Chicago, IL	Attendees
30.266632 -097.744710	Austin, TX	Attendees
	(Add Yourself)	(Show All)

To edit your record, click on the link next to your name in the list of Attendees.
(NOTE: this data does NOT imply any confirmed registration with Melissa.)

Topics

ⓘ 🗄 **Announcement:** [META] New Coordinates on contactme.html!!!!!
[🗋 Goto page: 1, 2, 3]

ⓘ 🗄 **Announcement:** [META] SF Combat Training/ARGFest-O-Con: Check in Here!
[🗋 Goto page: 1 ... 3, 4, 5]

🗄 **Sticky:** [META] Chicago Combat Training Exercise Coordination
[🗋 Goto page: 1 ... 23, 24, 25]

🗄 **Sticky:** [META] New York City Combat Training Exercise Coordination
[🗋 Goto page: 1 ... 9, 10, 11]

🗄 **Sticky:** [META] Austin Combat Training Exercise Coordination
[🗋 Goto page: 1 ... 4, 5, 6]

🗄 **Sticky:** [META] San Francisco Combat Training Exercise Coordination
[🗋 Goto page: 1 ... 9, 10, 11]

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recipe8 axons

recipe8 axons

Sunday, October 31, 2004

N

Axons

Crew #1
A, O, N

Crew #2
P, B, L

Crew #3
P, I, K

Crew #4
M, E

Crew #5
C, J

Crew #6
D, G

Crew #7
F, L

Crew #8
H, K

Combat Training Exercise
Thursday, November 4, 2004
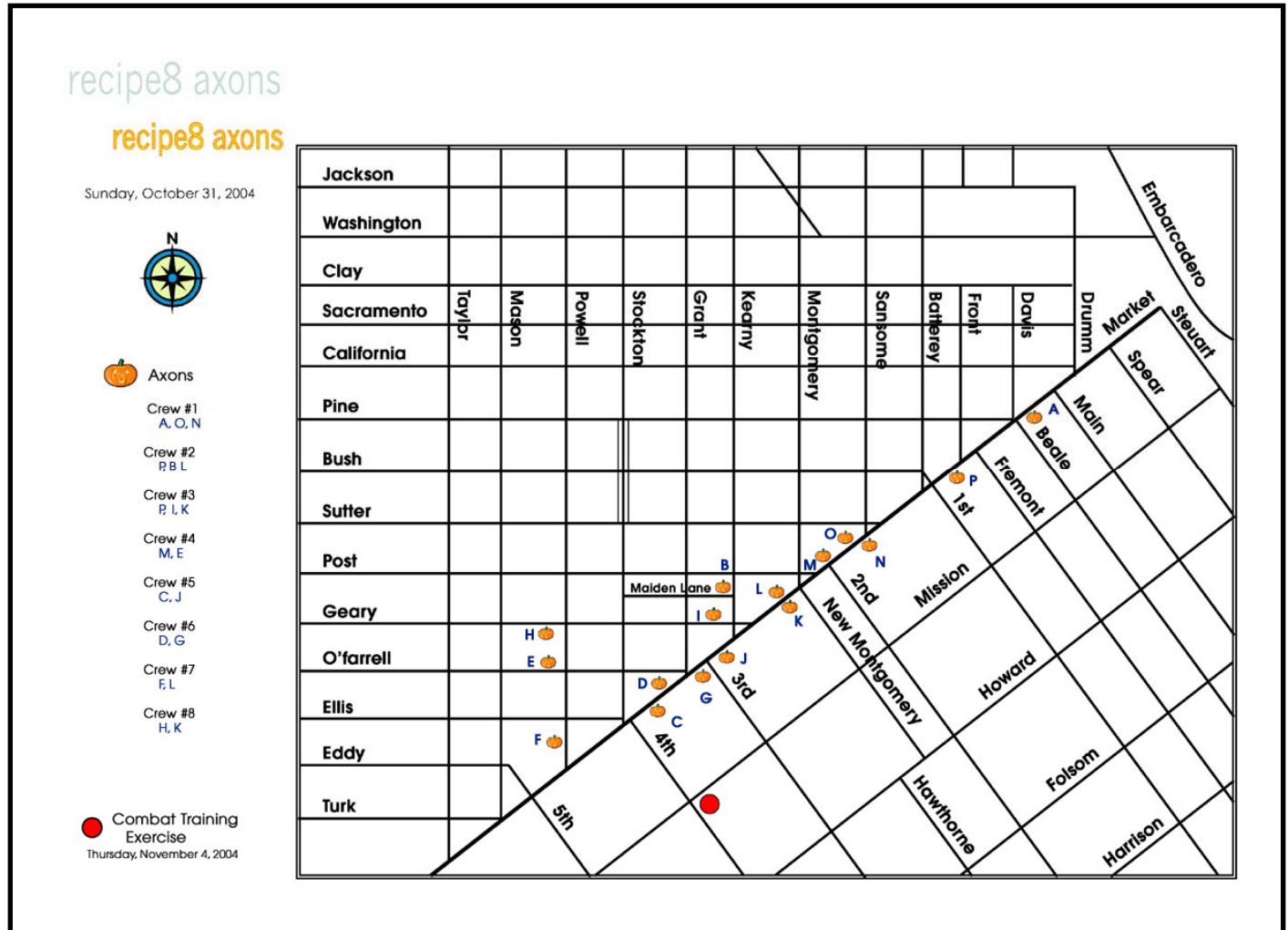
What is **Alternate Reality Gaming**?

expressive: requires and inspires user self-expression

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What is Alternate Reality Gaming?

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expressive: requires and inspires user self-expression

- user-created web sites and blogs

- player guides

- communications missions

- new languages

- fan art

- mass media interventions

What is Alternate Reality Gaming?

expressive: requires and inspires user self-expression

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You are my extraordinary. Near strangers — brilliant, kind, loud, mean, methodical, wildly creative, above all passionate. I don't agree with all of you... no surprise, you hardly agree with one another. But your energy. This community.

By sheer fluke luck, this blog has become a way station for amazing, brilliant, compassionate, crazy people. A clearinghouse for an extraordinary phenomenon. And I don't mean the AI.

I get it now. And I'm here, I'm all in.

P.S. I'm posting a summary of what we've figured out so far in the sidebar. I'll keep updating it as we learn more.

POSTED BY DANA AT 8/24/2004 09:42:14 AM   2358 COMMENTS

What is **Alternate Reality Gaming**?

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```
net: !attach act |

drop !attach act |

drop !route proc attach proc net

grope: !probe host crypt weak

!decrypt host decrypt confidence 100 !

probe master sector fail

surg: !invntry primary sector proc proc
invntry 343 working 0 dmg 38 dmg unk 2 broken
102 abs 201 !invntry primary sector mem mem
invntry 678223072849 clear 0.0007 dmg 0.0014
frgm 1.41 abs 98.5879 net: !attach act |
```

What does Alternate Reality Gaming accomplish?

cross-media

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TECHNOLOGICAL CONFIDENCE:

- Players gain skills and experience using a variety of new media and network technologies.

- Players become confident using these technologies in real-world contexts.

What does Alternate Reality Gaming accomplish?

COLLABORATION SKILLS:

• Players experience the new kinds of collaboration made possible by mobile and ubiquitous network technologies: e.g., ad-hoc, real-time cooperation

• ARGs demonstrate the importance of individual responsibility and contribution within a big group – everybody is uniquely necessary and valued

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expressive

What does Alternate Reality Gaming accomplish?

COMMUNITY:

• Players feel more connected to and actively engaged with others, both in terms of local community and distributed community

• Players become a part of "something bigger"

SuperGaming!

Web site: www.avantgame.com

Email: janemcg@berkeley.edu

Additional Web Resources

www.thegogame.com

www.flashmobcomputing.com

www.ilovebees.com

www.argn.com

www.cheesebikini.com (search "flash mobs")