

# Can transmedia storytelling be used 'for the public good'?

- Design a transmedia campaign around a particular issue
- Explain how each element takes advantage of a particular medium
- Discuss how useful (or not) transmedia might be to civic/public life
- Potential issues:
  - Fiscal crisis/economy
  - Americans' unhealthy diets/lifestyles
  - Poverty
  - Illiteracy
  - Terrorism/war
  - Privacy threats
  - Haiti (redux)
  - Your idea here

Gamification/achievements  
unleashed



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How do I play SCVNGR?

## SCVNGR Game Dynamics Playdeck

TechCrunch

**Guide To This Document:** This list is a collection of game dynamics terms, game dynamics theories that are interesting, useful and potentially applicable to your work here at SCVNGR. Many of them have clear applications within the SCVNGR game layer (progression dynamic, actualization), many of them don't... yet (status, virtual items). Many of them are just interesting for your general education on game dynamics theory (epic meaning, social fabric of games). Many of these game dynamics concepts are well known and are sourced from all over the internet and from researchers such as Jane McGonigal, Ian Bogost and Jess Schell and articles on gamasutra (which I highly recommend reading). Others are used exclusively internally here and won't make any sense outside of HQ. Along with a link to this document, you will have received these dynamics in a set of flash cards. Please memorize those. If you're on the engineering / game-design team you can access our internal game dynamics visualizer (with the most up to date dynamics) through your account. Download the SCVNGR app for iPhone& Android (if you haven't already) and start playing. Find places where these game dynamics exist or places where you could implement them by building on the game layer using our tools, or others.



## **“1. Achievement**

Definition: A virtual or physical representation of having accomplished something. These are often viewed as rewards in and of themselves.

*Example: a badge, a level, a reward, points, really anything defined as a reward can be a reward.*

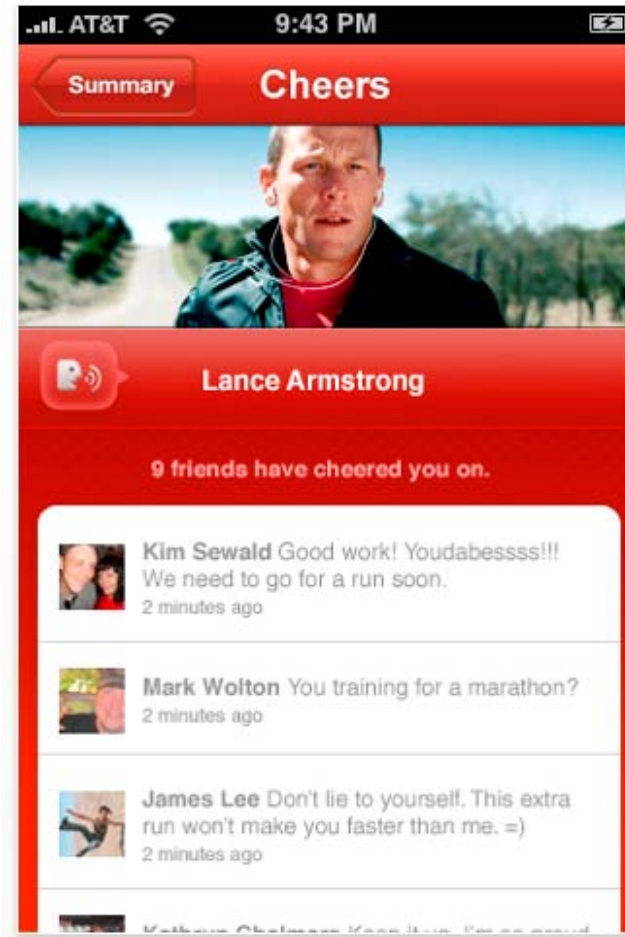
## **2. Appointment Dynamic**

Definition: A dynamic in which to succeed, one must return at a predefined time to take some action. Appointment dynamics are often deeply related to interval based reward schedules or avoidance dynamics.

*Example: Cafe World and Farmville where if you return at a set time to do something you get something good, and if you don't something bad happens.”*

**[etc.]**

# Gamification:



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How can gamification potentially improve our lives and media experiences?

Alternately, what might be wrong or damaging about the gamification of various elements of our lives and media experiences?

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CMS.100 Introduction to Media Studies  
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