



**KELLEY**  
SCHOOL OF BUSINESS  
Institute for International Business



## **CIBER Focus Interview Series**

### **Video Annotation**

**When Games Invade Real Life**

**Link:** <https://www.youtube.com/watch?v=BPRjEuLCej4&t=9s>

**Length:** 28:17

**Production Date/Year:** November 12, 2018

**Keyword Topics:** Video Games, Gaming, Authenticity, Fantasy Football, Geocaching, Technological Divergence, Future

## Guest Info: Jesse Schell

Jesse Schell is an American video game designer, author, CEO of Schell Games and a Distinguished Professor of the Practice of Entertainment Technology at Carnegie Mellon University's (CMU) Entertainment Technology Center (ETC), a joint master's program between the College of Fine Arts and School of Computer Science in Pittsburgh, Pennsylvania.

Jesse Schell earned a Bachelor's Degree in Computer Science from Rensselaer Polytechnic Institute (RPI) and subsequently, earned a Master's Degree in Information Networking from Carnegie Mellon University. Jesse's early career consisted of his work as a Software Engineer for IBM and Bell Communications Research, and he then moved to LA to work with Disney Imagineering.

## Video Summary/Synopsis

1:28 - Schell discusses how certain gaming platforms such as Facebook, Wii, and Club Penguin have unexpectedly risen in popularity and financial success.

6:38 - Schell investigates the common psychological tricks that popular games and companies in order to entice users and make money.

11:01 - Schell explains how many games are successful in busting through into reality instead of focussing on fantasy and how reality has permeated to many areas of life.

15:00 - Schell explains how technology diverges from itself and how it has reached into different technological forms/games like fantasy football and Geocaching. By creating games out of different technologies, people's behaviors have changed.

21:12 - Schell explains his vision for the future of society that is heavily reliant on technology and influenced by games.

## Standards:

### Geography and World History

- **GHW.6.2**
  - Prepare maps, timelines and/or other graphic representations showing the origin and spread of specific innovations (e.g. Explosives; paper; printing press; steam engine; pasteurization; electricity; immunization; atomic energy; and computer and digital technology). Assess the impact of these innovations on the human and physical environments of the regions to which they spread.

### Indiana Economics

- **E.1.2**
  - Explain that entrepreneurs combine productive resources to produce goods and services with the goal of making a profit.
- **E.1.3**
  - Identify incentives and explain how they influence decisions.
- **E.2.2**
  - Recognize that consumers ultimately determine what is produced in a market economy.

### Global Economics

- **GE-1.3**

- Explain incentives and how they affect choice
- **GE-5.3**
  - Explain what is money and how it is given value

### Indiana Studies

- **IS.1.26**
  - Explain the significance of social, economic, and political issues during the period 1980 to the present and the ways in which these issues affected individuals and organizations.
- **IS.1.27**
  - Describe developing trends in science and technology and explain how they impact the lives of Hoosiers today.
- **IS.4.4**
  - Analyze the economic and social impact of technologies on the state.

### Psychology

- **P.7.3**
  - Analyze the studies that lead to current understandings of conformity, obedience, nonconformity, and compliance, including Asch, Milgram, and Zimbardo.

### Sociology

- **S.3.1**
  - Define socialization as a process that takes place from birth to death, and how it changes throughout the life cycle.
- **S.3.5**
  - Identify the goals of socialization (transmission of culture including values inculcation, self-control and social control, appropriate role behavior, skills attainment).
- **S.3.6**
  - Identify the major agents of socialization and evaluate the role each plays (family, play group, peer group, school, mass media, job, religion, total institutions, including re-socialization).
- **S.8.1**
  - Describe how and why societies change over time.
- **S.8.2**
  - Examine various social influences that can lead to immediate and long-term changes.
- **S.8.3**
  - Describe how collective behavior can influence and change society.
- **S.8.4**
  - Examine how technological innovations and scientific discoveries have influenced major social institutions.
- **S.8.5**
  - Discuss how innovations in science and technology affect social interaction and culture.
- **S.8.6**
  - Describe how the role of the mass media has changed over time and project what changes might occur in the future.
- **S.8.7**
  - Distinguish major differences between social movements and collective behavior with examples.
- **S.8.8**
  - Investigate the consequences of change to society.

- **S.10.3**
  - Discuss theories that attempt to explain collective behavior.

### **Essential Questions:**

- How have companies been able to make large profits using games with simple premises?
- What tricks do companies use to get customers to continue playing their game? Why are they effective?
- How has technology developed and spread into different aspects of human life over time?

### **Depth of Knowledge**

- Students will describe the expansion of technology into different aspects of human life from the industrial revolution to now.
- Students will compare and contrast what certain games/technological services do in order to entice users to continue using them.
- Students design a game that uses multiple techniques to entice users to spend actual money.

### **Additional Links & Related Information**

*Authenticity* - Gilmore and Pine

[Club Penguin](#) - Website

[How Video Games are Changing the World](#) - Article

[Games Can Make A Better World](#) - Video