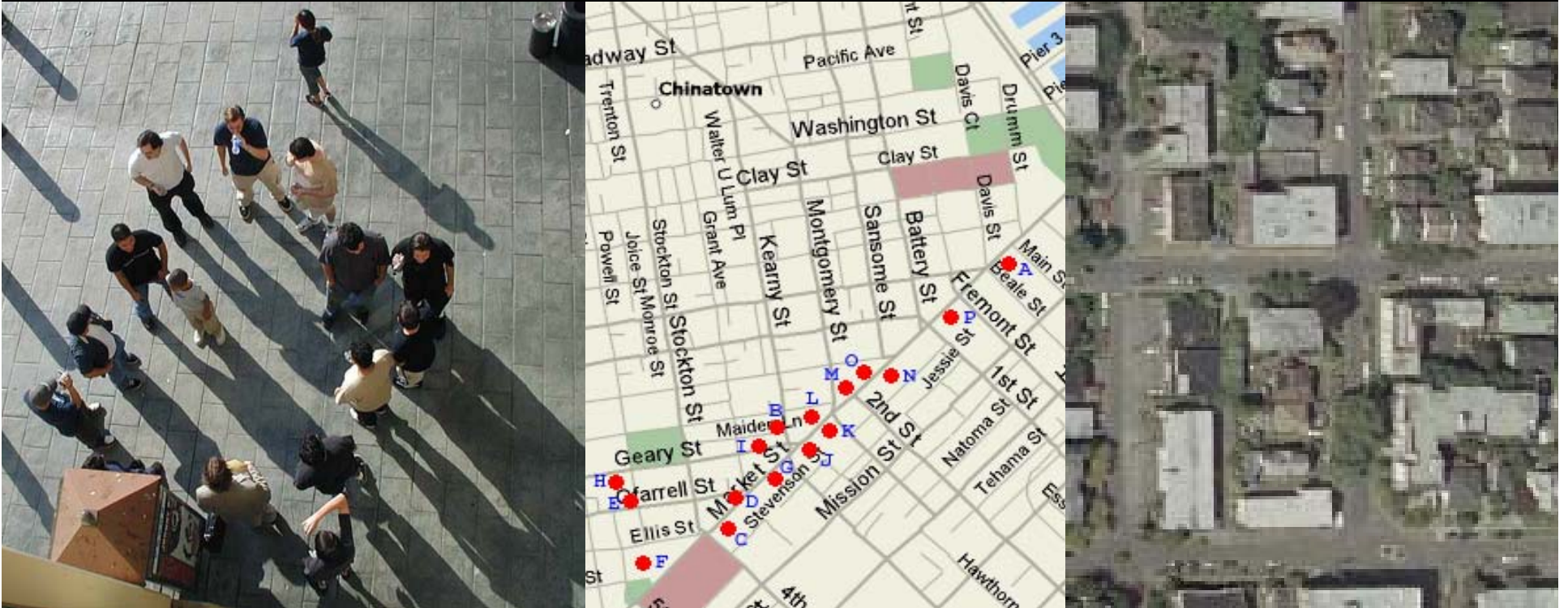


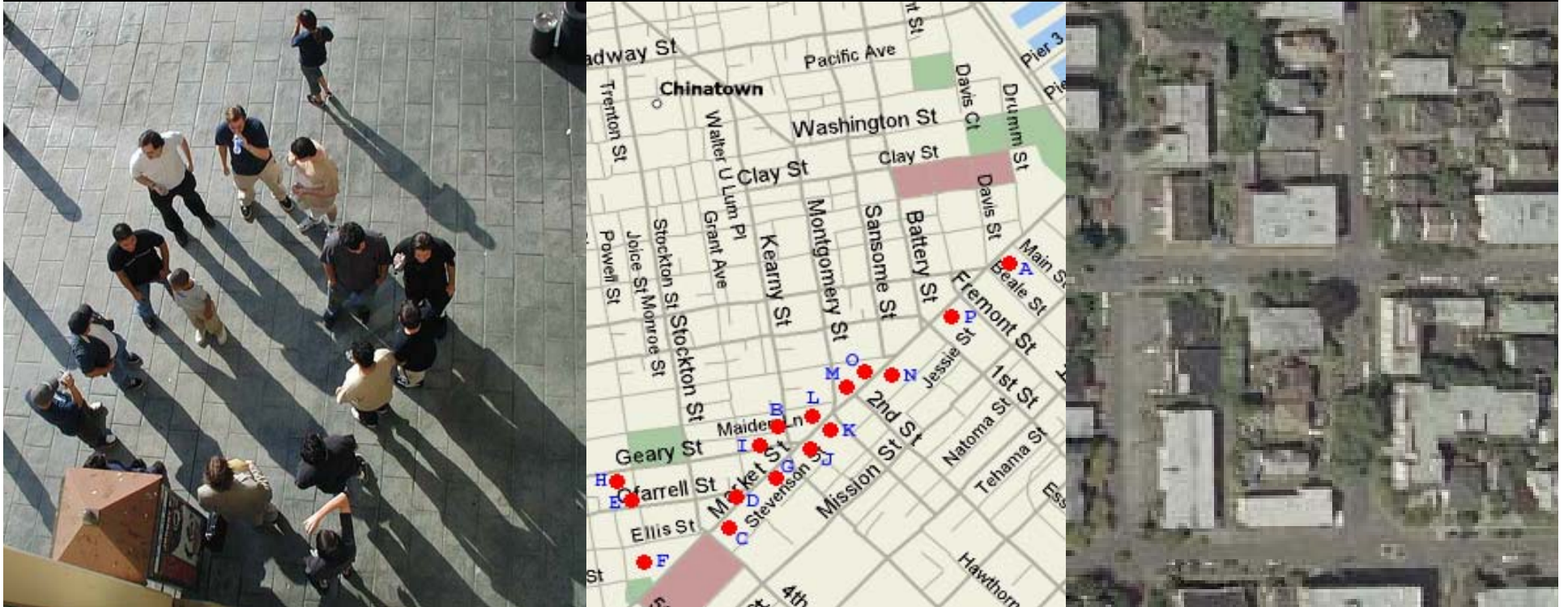
Alternate Reality Gaming



JANE M^CGONIGAL game studies / game design
University of California @ Berkeley / 42 Entertainment

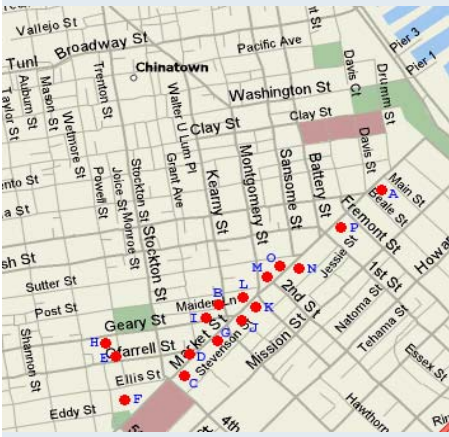
“Life imitates ARG.”

-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

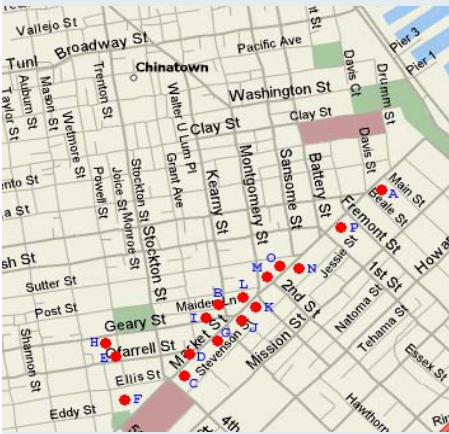
What is **Alternate Reality Gaming**?





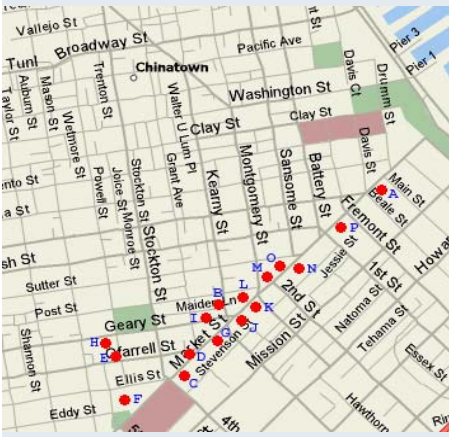
What is **Alternate Reality Gaming**?

An interactive drama played out online and in real-world spaces,



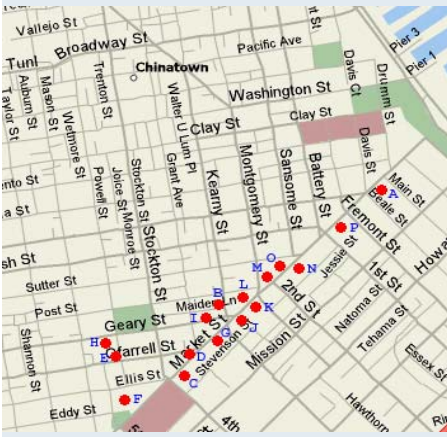
What is **Alternate Reality Gaming**?

An interactive drama played out online and in real-world spaces, taking place over several weeks or months,



What is **Alternate Reality Gaming**?

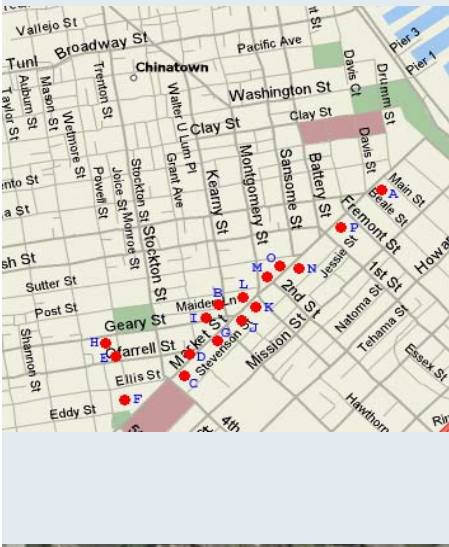
An interactive drama played out online and in real-world spaces, taking place over several weeks or months, in which dozens, hundreds, or thousands of players come together online,





What is **Alternate Reality Gaming**?

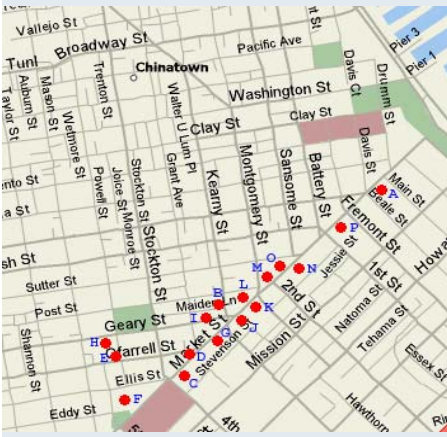
An interactive drama played out online and in real-world spaces, taking place over several weeks or months, in which dozens, hundreds, or thousands of players come together online, form collaborative social networks,

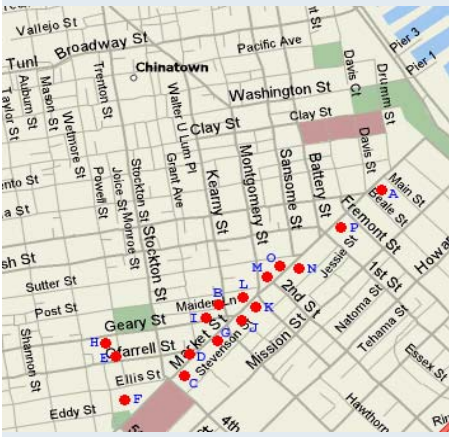




What is **Alternate Reality Gaming**?

An interactive drama played out online and in real-world spaces, taking place over several weeks or months, in which dozens, hundreds, or thousands of players come together online, form collaborative social networks, and work together to solve a mystery or problem...





What is **Alternate Reality Gaming**?

An interactive drama played out online and in real-world spaces, taking place over several weeks or months, in which dozens, hundreds, or thousands of players come together online, form collaborative social networks, and work together to solve a mystery or problem


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



What is **Alternate Reality Gaming**?

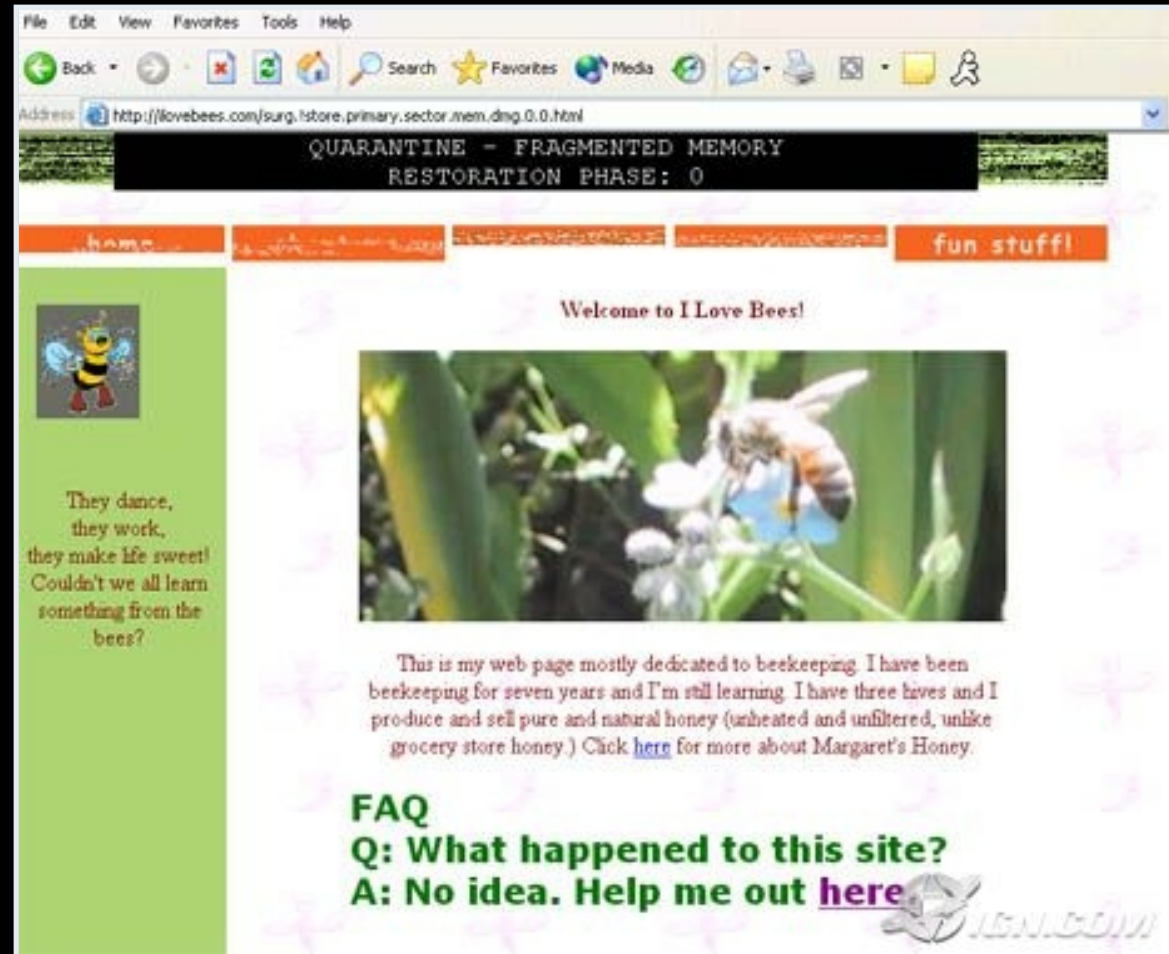
← 6 key terms that describe ARGs

cross-media
pervasive
persistent
collaborative
constructive
expressive



What is **Alternate Reality Gaming**?

cross-media
pervasive
persistent
collaborative
constructive
expressive



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



What is **Alternate Reality Gaming**?

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

cross-media

pervasive

persistent

collaborative

constructive

expressive





cross-media

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constructive

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What is **Alternate Reality Gaming**?

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

What is **Alternate Reality Gaming**?

cross-media


pervasive

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collaborative

constructive

expressive



File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail

Address http://lovebees.com/sung.istore.primary.sector.mem.dmg.0.0.html

QUARANTINE - FRAGMENTED MEMORY
RESTORATION PHASE: 0

home [about](#) [contact](#) [faq](#) [help](#) [privacy](#) [terms](#) [fun stuff!](#)

Welcome to I Love Bees!



They dance,
they work,
they make life sweet!
Couldn't we all learn
something from the
bees?

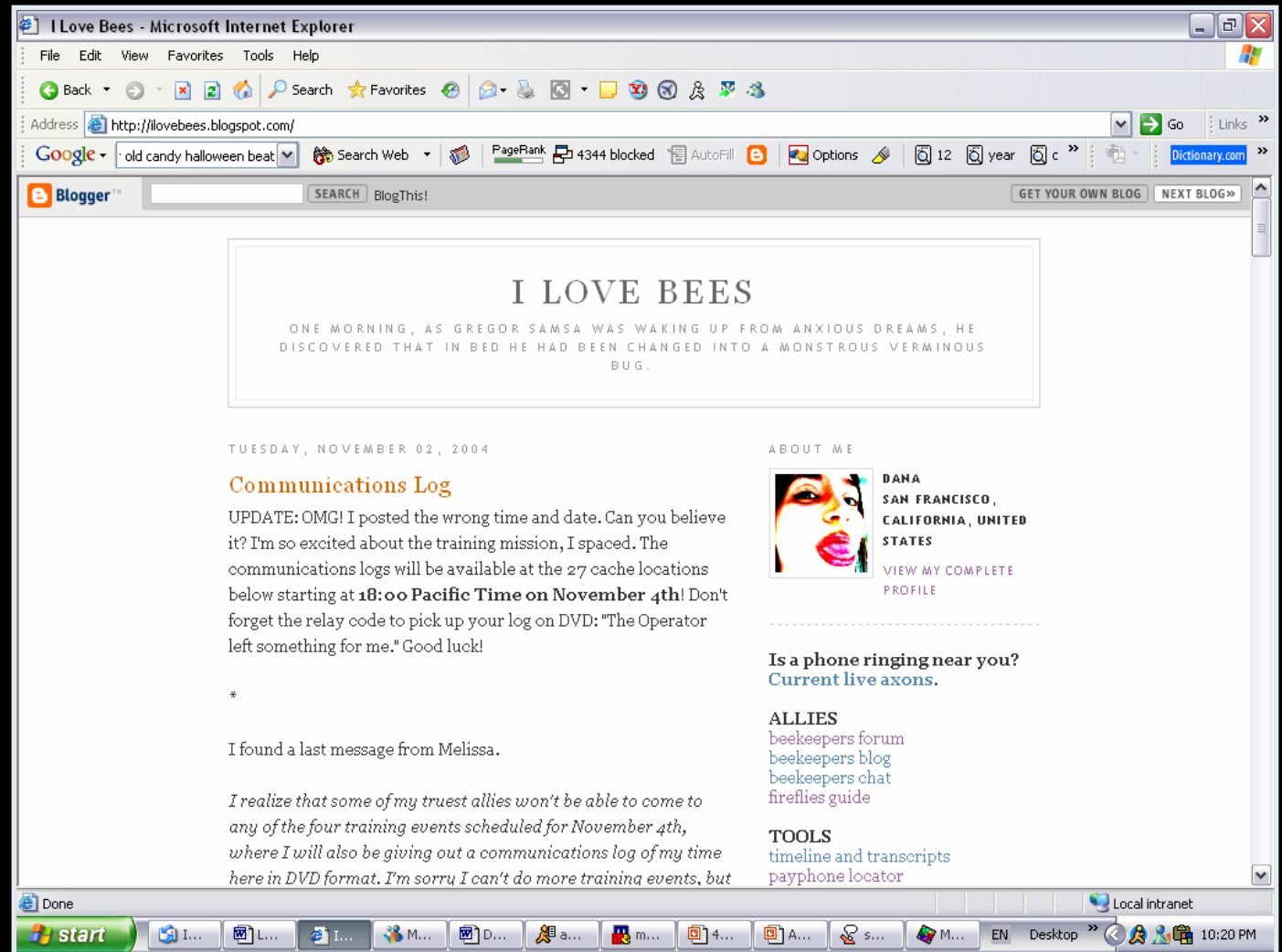
This is my web page mostly dedicated to beekeeping. I have been beekeeping for seven years and I'm still learning. I have three hives and I produce and sell pure and natural honey (unheated and unfiltered, unlike grocery store honey.) Click [here](#) for more about Margaret's Honey.

FAQ
Q: What happened to this site?
A: No idea. Help me out [here](#)



What is **Alternate Reality Gaming**?

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The screenshot shows a Microsoft Internet Explorer browser window with the address bar displaying <http://ilovebees.blogspot.com/>. The page content includes:

I LOVE BEES

ONE MORNING, AS GREGOR SAMSA WAS WAKING UP FROM ANXIOUS DREAMS, HE DISCOVERED THAT IN BED HE HAD BEEN CHANGED INTO A MONSTROUS VERMINOUS BUG.

TUESDAY, NOVEMBER 02, 2004

Communications Log


UPDATE: OMG! I posted the wrong time and date. Can you believe it? I'm so excited about the training mission, I spaced. The communications logs will be available at the 27 cache locations below starting at **18:00 Pacific Time on November 4th!** Don't forget the relay code to pick up your log on DVD: "The Operator left something for me." Good luck!

*

I found a last message from Melissa.

I realize that some of my truest allies won't be able to come to any of the four training events scheduled for November 4th, where I will also be giving out a communications log of my time here in DVD format. I'm sorry I can't do more training events, but

ABOUT ME



DANA
SAN FRANCISCO,
CALIFORNIA, UNITED
STATES

[VIEW MY COMPLETE PROFILE](#)

Is a phone ringing near you?
[Current live axons.](#)

ALLIES
[beekeepers forum](#)
[beekeepers blog](#)
[beekeepers chat](#)
[fireflies guide](#)

TOOLS
[timeline and transcripts](#)
[payphone locator](#)

The browser's taskbar at the bottom shows the Windows Start button, several open application windows, and the system tray with the time 10:20 PM.

What is **Alternate Reality Gaming**?

cross-media

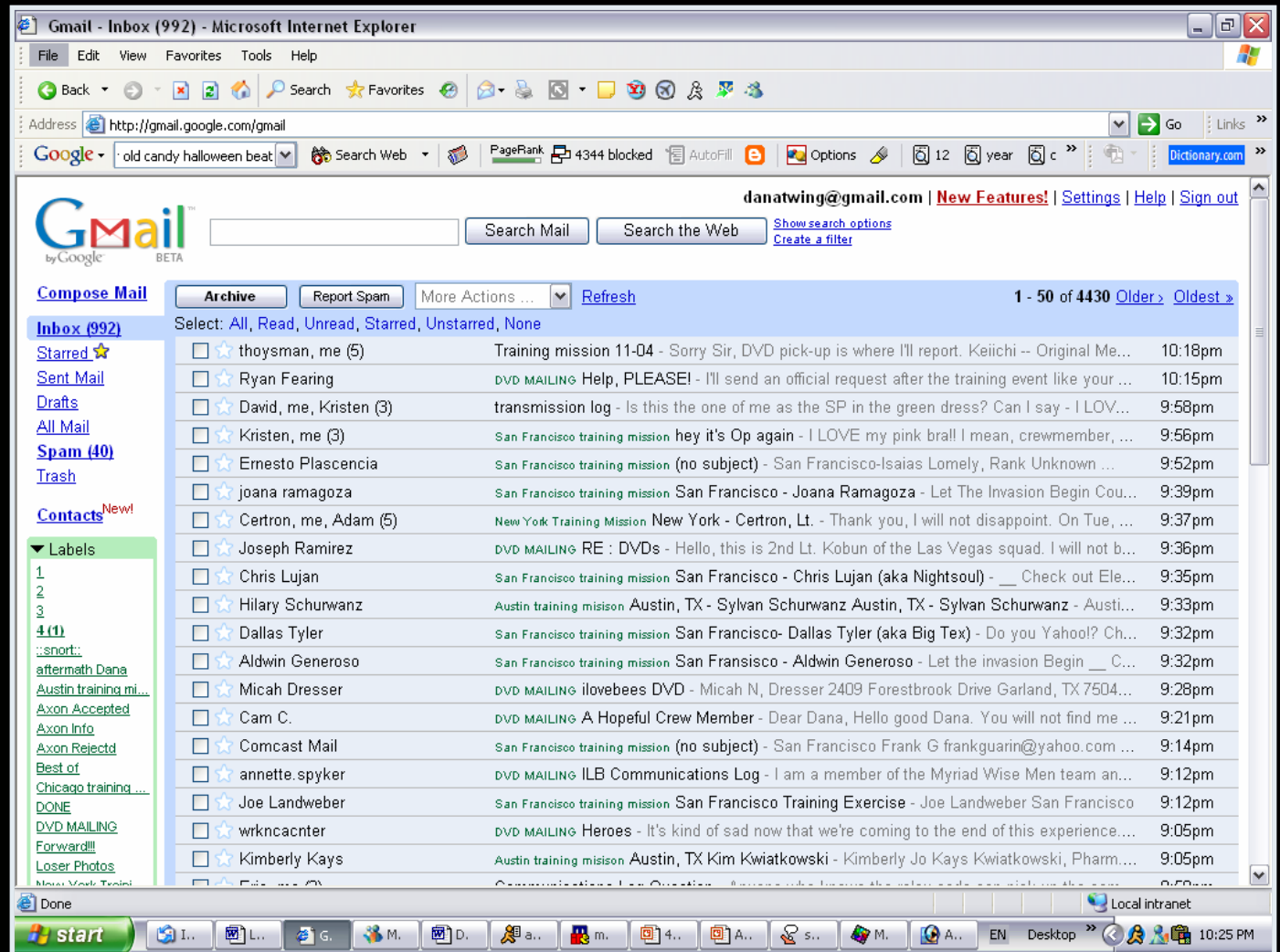
pervasive

persistent

collaborative

constructive

expressive



The screenshot shows a Gmail inbox in a Microsoft Internet Explorer browser window. The browser's address bar displays 'http://gmail.google.com/gmail'. The Gmail interface includes a search bar, navigation buttons like 'Compose Mail', 'Archive', and 'Report Spam', and a list of 41 emails. The email list contains various subjects such as 'Training mission 11-04', 'DVD MAILING', and 'San Francisco training mission'. The interface also shows a 'Labels' sidebar on the left and a Windows taskbar at the bottom with the 'start' button and several application icons.

What is **Alternate Reality Gaming**?

cross-media

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Whois.net - Microsoft Internet Explorer

Address: <http://www.whois.net/?d=ilovebees.com>

Whois.net
DOMAIN-BASED RESEARCH SERVICES
43,465,603 domains registered | 9,235,868

Use this Whois Tool to:

- WHOIS Lookup
- Search by domain or keyword
- Get your own Domain Name
- Search through deleted domains

Domain Information
[Domain name Pricing](#), [News](#)
[Daily DNS Changes](#), [ICANN](#)

Trademark / Intl Info
[US](#), [EU](#), [Canada](#), [UK](#), [Japan](#), [WIPO](#)
[INTA](#), [Free TM Search](#), [BabelFish](#)

Host Information
[Web Page](#)
[Virtual IP](#)

WHOIS
Domain
IP Address

Register your domain

How can I get my own Domain Name?

Copyright © 1997-2003

Registrant:
Margaret's House of Bees
Margaret's House of Bees
2370 Market Street #510
San Francisco, CA 94114-1575
US

Registrar: NAMESDIRECT
Domain Name: ILOVEBEES.COM
Created on: 14-JUN-04
Expires on: 14-JUN-09
Last Updated on: 15-JUL-04

Administrative, Technical Contact:
Efendi, Margaret ladybee777@hotmail.com
Margaret's House of Bees
Margaret's House of Bees
2370 Market Street #510
San Francisco, CA 94114-1575
US
415-248-2617

Domain servers in listed order:
NS1.MYDOMAIN.COM
NS2.MYDOMAIN.COM
NS3.MYDOMAIN.COM
NS4.MYDOMAIN.COM

End of Whois Information

start | I.. | L.. | W. | M. | D. | a.. | m. | 4.. | A.. | S.. | A.. | W. | EN | Desktop | 10:30 PM

What is **Alternate Reality Gaming**?

cross-media

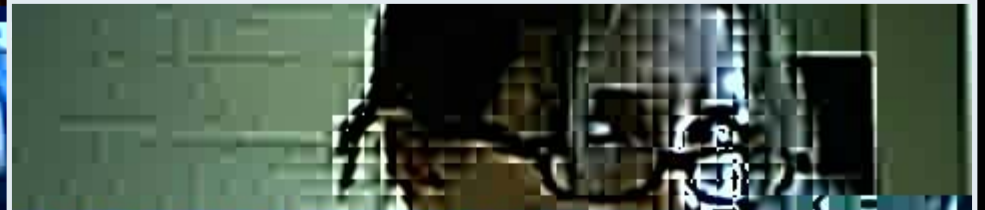
pervasive

persistent

collaborative

constructive

expressive



What is **Alternate Reality Gaming**?



cross-media

pervasive

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constructive

expressive



blip

2/2

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON CANCELLED

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON SUCCESS

TUN STUFF!
fun stuff!

jersey

2/2

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON CANCELLED

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON CANCELLED

DATA ARCHIVED
AXON SUCCESS

TUN STUFF!
fun stuff!

hey_soldier

2/2

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON SUCCESS

DATA ARCHIVED
AXON CANCELLED

TUN STUFF!



cross-media

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What is **Alternate Reality Gaming**?

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



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expressive



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

What is **Alternate Reality Gaming**?



cross-media
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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



cross-media
pervasive
 persistent
 collaborative
 constructive
 expressive



What is **Alternate Reality Gaming?**

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

persistent: 24 hours a day, 7 days a week

cross-media

pervasive

persistent

collaborative

constructive

expressive





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

What is **Alternate Reality Gaming**?

cross-media
pervasive
persistent
collaborative
constructive
expressive



The screenshot shows the website for Margaret's Honey, located in Napa Valley, CA. The URL is www.ilovebees.com. The navigation menu includes 'home', 'about me', 'the hives', 'fun stuff', and 'fun stuff...'. A black terminal window is overlaid on the page, displaying the following text:

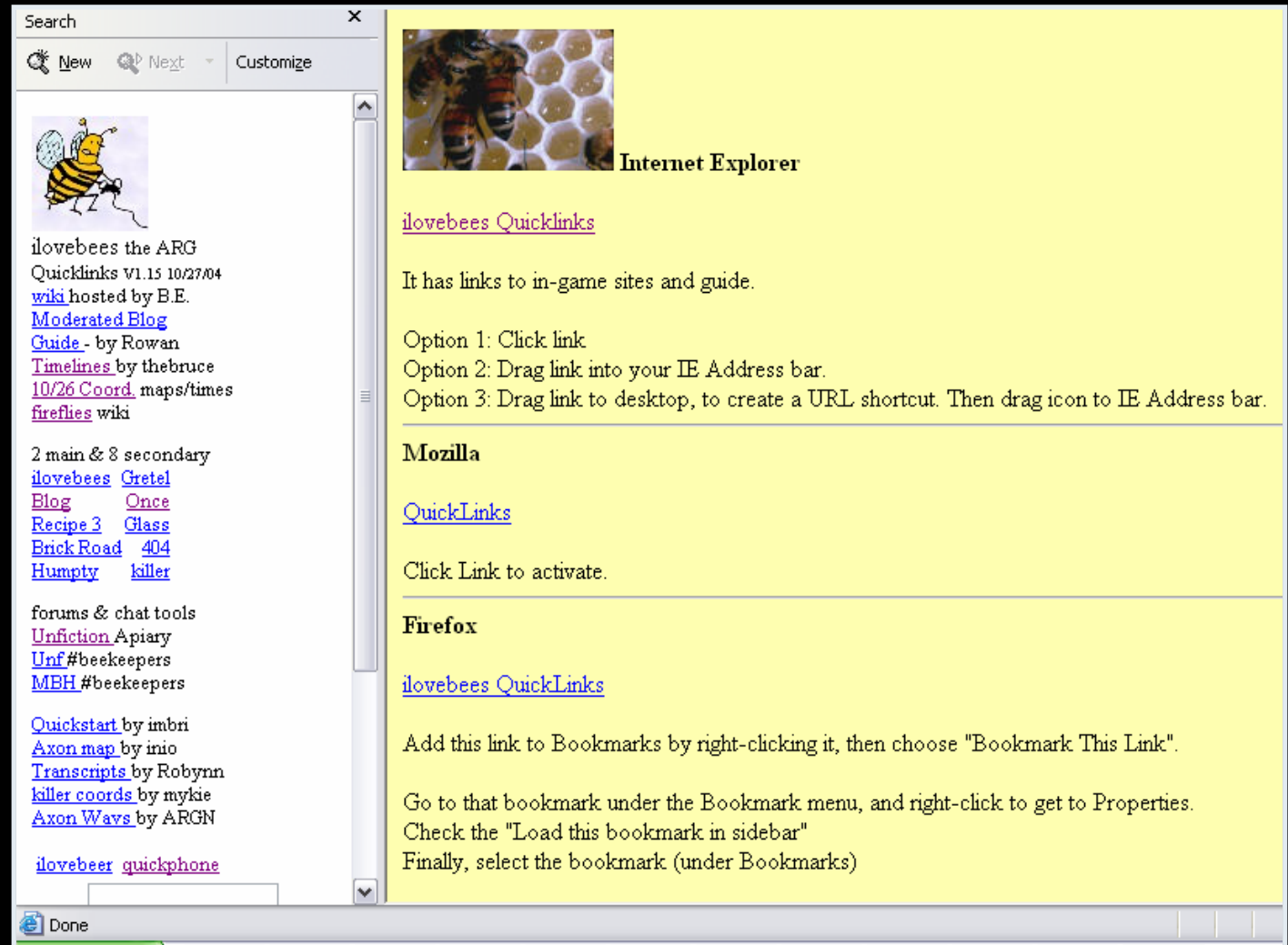
```
HALT - MODULE CORE HEMORRHAGE  
Control has been yielded to the  
SYSTEM PERIL DISTRIBUTED REFLEX.  
This medium is classified, and has a  
STRONG INTRUSIVE INCLINATION.  
PHASE 1 COMPLETE: Network throttling has eroded.  
PHASE 2 COMPLETE: This medium has metastasized.  
COUNTDOWN TO WIDE AWAKE AND PHYSICAL:  
31:11:42:17:329  
Make your decisions accordingly.
```

Below the terminal window, there is a FAQ section:

FAQ
Q: What happened to this site?
A: No idea. Help me out [here](#).

What is **Alternate Reality Gaming**?


cross-media
pervasive
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expressive



The screenshot shows an Internet Explorer browser window with a search for 'ilovebees'. The search results are displayed in a sidebar on the left, and the main content area on the right provides instructions for using the search results in different browsers.

Search [X]

New Next Customize

 ilovebees the ARG
Quicklinks V1.15 10/27/04
[wiki](#) hosted by B.E.
[Moderated Blog](#)
[Guide](#) - by Rowan
[Timelines](#) by thebruce
[10/26 Coord.](#) maps/times
[fireflies](#) wiki


2 main & 8 secondary
[ilovebees](#) [Gretel](#)
[Blog](#) [Once](#)
[Recipe 3](#) [Glass](#)
[Brick Road](#) [404](#)
[Humpty](#) [killer](#)

forums & chat tools
[Unfiction](#) Apiary
[Unf](#) #beekeepers
[MBH](#) #beekeepers

[Quickstart](#) by imbri
[Axon map](#) by inio
[Transcripts](#) by Robynn
[killer coords](#) by mykie
[Axon Wavs](#) by ARGN

[ilovebeer quickphone](#)

Done

 **Internet Explorer**

[ilovebees Quicklinks](#)

It has links to in-game sites and guide.

Option 1: Click link
Option 2: Drag link into your IE Address bar.
Option 3: Drag link to desktop, to create a URL shortcut. Then drag icon to IE Address bar.

Mozilla

[QuickLinks](#)

Click Link to activate.

Firefox

[ilovebees QuickLinks](#)

Add this link to Bookmarks by right-clicking it, then choose "Bookmark This Link".

Go to that bookmark under the Bookmark menu, and right-click to get to Properties.
Check the "Load this bookmark in sidebar"
Finally, select the bookmark (under Bookmarks)





cross-media

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What is **Alternate Reality Gaming**?

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



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

constructive: requires players to build the gaming platform themselves



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

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?



cross-media
 pervasive
 persistent
 collaborative
 constructive
 expressive



ARG: The Haunted Apiary (Let Op!)		Topics	Posts	Last Post
	<p>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.</p> <p>: Files :</p> <p>Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72</p>	73	11425	Wed Nov 03, 2004 12:12 pm kazuma →
	<p>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?</p> <p>: Files :</p> <p>Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72</p>	1336	21749	Wed Nov 03, 2004 12:09 pm Phaedra →
	<p>The Haunted Apiary (Let Op!): Q Catalog information about sites, characters, and items. : Trailhead :: QuickStart :: QuickLinks</p> <p>#beekeepers : Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72</p>			
	<p>The Haunted Apiary (Let Op!): I List interaction you've had with game in-person contact.</p> <p>: Files :</p> <p>Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72</p>			
	<p>The Haunted Apiary (Let Op!): P Catalog puzzles and their solutions here.</p> <p>: Files :</p> <p>Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72</p>			
	<p>The Haunted Apiary (Let Op!): C New to the game or have a question? I'll help you out. This is also the place for</p>			

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
<p>July 13 - Tuesday</p> <p>Dana makes first blog entry about her site at ilovebees.blogspot.com</p>		
<p>July 14 - Wednesday</p> <p>Dana makes second blog entry about China</p>		
<p>July 15 - Thursday</p> <p>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</p>	<p>ilovebees.com Introduction of System Peril Distributed Reflex (SPDR / Spider) by way of countdown timer on front page</p>	
<p>July 16 - Friday</p> <p>Hacking begins on ILB to retrieve all hidden text from HTML source, image binaries, and sound files Dana has a voicemail message</p>	<p>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 strange 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"... bed 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</p>	<p>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?</p>



cross-media
 pervasive
 persistent
 collaborative
 constructive
 expressive



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!!!!1111one!!!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]

What is **Alternate Reality Gaming**?



cross-media
pervasive
persistent
collaborative
constructive
expressive



recipe8 axons

recipe8 axons

Sunday, October 31, 2004



Axons

Crew #1

A, O, N

Crew #2

P, B, L

Crew #3

P, L, K

Crew #4

M, E

Crew #5

C, J

Crew #6

D, G

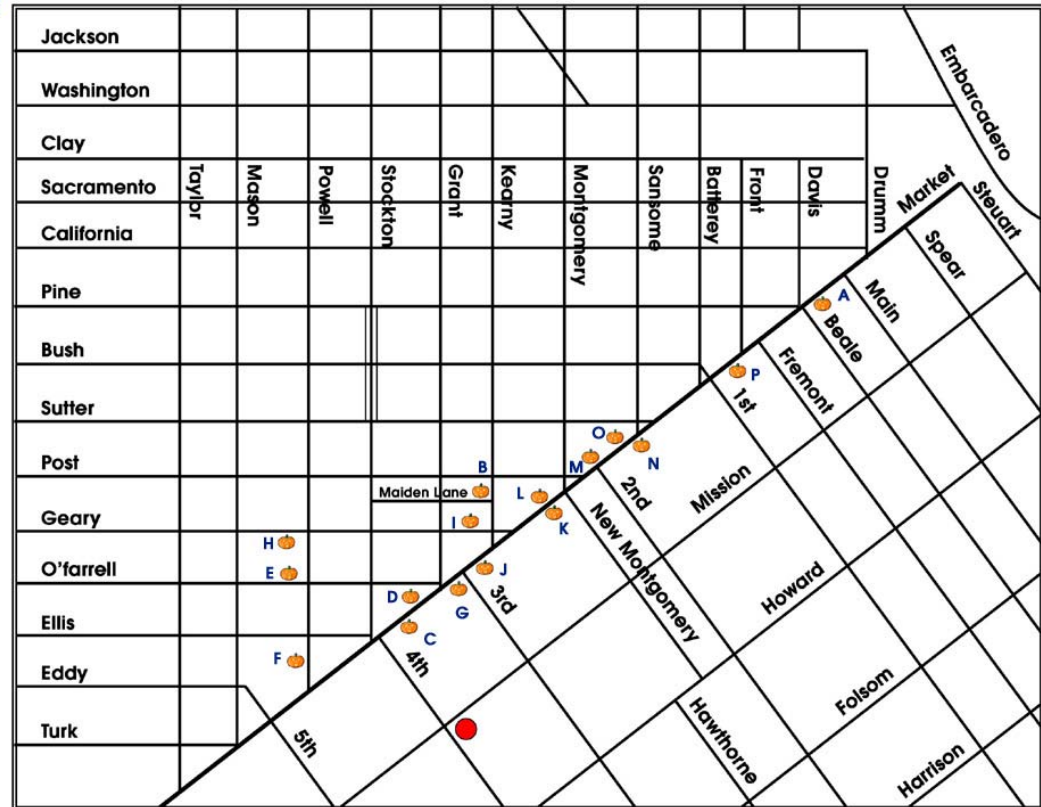
Crew #7

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

cross-media

pervasive

persistent

collaborative

constructive

expressive





cross-media
pervasive
persistent
collaborative
constructive
expressive



What is **Alternate Reality Gaming**?

expressive: requires and inspires user self-expression

- user-created web sites and blogs
- player guides
- communications missions
- new languages
- fan art
- mass media interventions



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

expressive: requires and inspires user self-expression

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?**

expressive: requires and inspires user self-expression

cross-media

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What is **Alternate Reality Gaming?**

expressive: requires and inspires user self-expression

```
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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expressive

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?



cross-media
pervasive
persistent
collaborative
constructive
expressive

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



What does **Alternate Reality Gaming** accomplish?



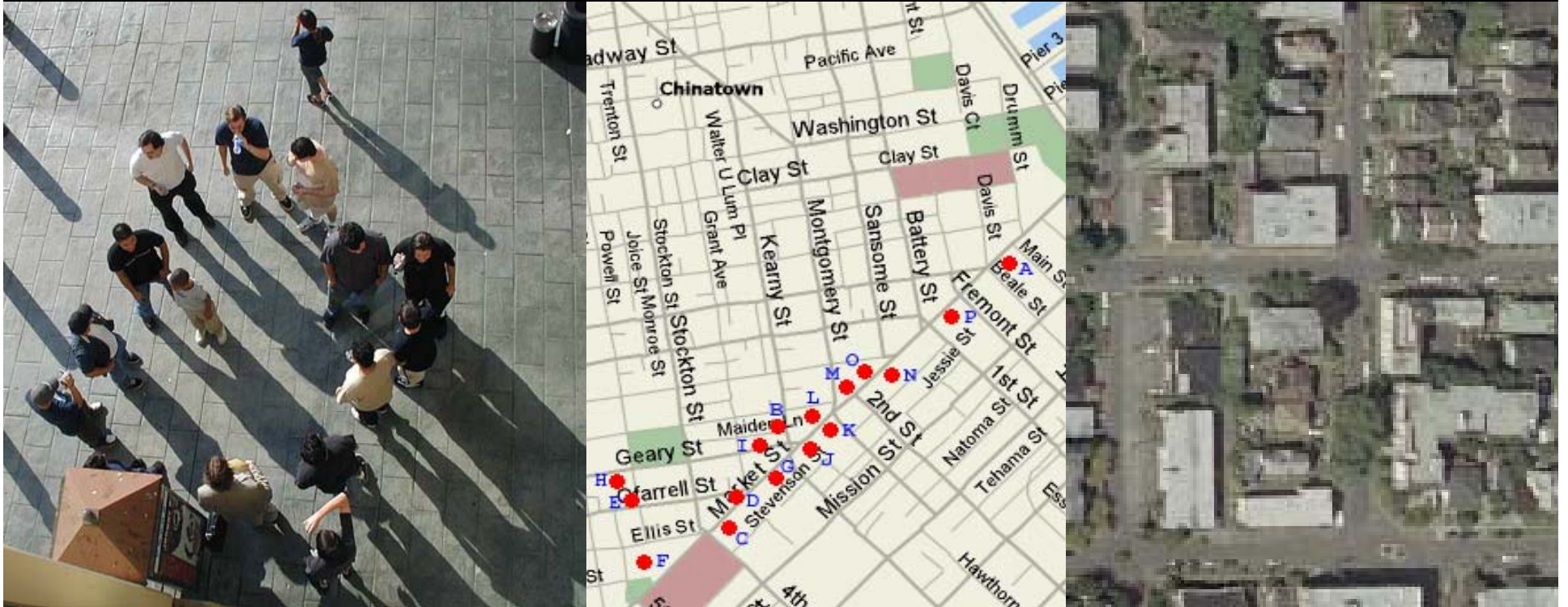
cross-media
pervasive
persistent
collaborative
constructive
expressive

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”



“Life imitates ARG.”



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