SERIOUS
FUN

{PUT GAMING IN YOUR SUMMER READING PROGRAM

Presented by
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Education and Outreach Librarian
Finger Lakes Library System
GOALS

• Participants will
  – Understand why play is important.
  – Comprehend what to expect when adding gaming to their collection.
  – Feel confident in finding gamers in their community.
  – Recognize Nintendo StreetPass and how it works for Outreach.
  – Find comfort in using gaming in their summer programming.
AGENDA

Welcome & Introductions  1:00-1:05
Why Do We Play          1:05– 1:15
Who is Playing?         1:15-1:30
Support and Policies    1:30-1:50
Finding My Audience     1:50-2:20
Break                   2:20-2:30
Every Hero Has a Game   2:30-2:50
Nintendo Breakdown      2:50 – 3:30
Other Options and Programming  3:30-3:45
Questions?              3:45 – 4:00
Why do we play?
WHAT DO WE PLAY?
Play is critical to human development

Research proves that play:

• Builds ability to solve problems, negotiate rules, and resolve conflicts.
• Develops confident, flexible minds that are open to new possibilities.
• Develops creativity, resilience, independence, and leadership;
• Strengthens relationships.
• Helps grow strong healthy bodies and reduces stress.

Games are just for kids.

Games are just for boys.
The average game player is 31 years old

AGE of Game Players

- 29% under 18 years
- 32% 18-35 years
- 39% 36+ years

GENDER of Game Players

- 52% male
- 48% female

Women age 18 or older represent a significantly greater portion of the game-playing population (36%) than boys age 18 or younger (17%)
The number of female gamers age 50 and older increased by 32% from 2012 to 2013.

The average number of years gamers have been playing video games: 14

Adult gamers have been playing for an average of 16 years, with adult men averaging 18 years and adult women averaging 13 years.

ADULTS AND GAMES

• Videogames have been linked to
  – Countering depression
  – Preventing falls in seniors
  – Improving mental health
  – Increased socialization
  – Enhanced creativity
  – Reduced stress
Teens and Games

40 Developmental Assets for Adolescents developed by the Search Institute that can be adapted to Gamers.

• **Commitment to Learning**
  – 21. Achievement Motivation
    • Young person is motivated to do well in the game.
  – 22. Learning Environment Engagement
    • Young person is actively engaged in learning how to play the game and interact with other players.

• **Social Competencies**
  – 32. Planning and decision making
    • Young person knows how to plan ahead and make choices.
  – 33. Interpersonal competence
    • Young person develops courtesy and resilience when interacting with other gamers, some of them from other parts of the world.

• **Positive Identity**
  – 37. Personal Power
    • Young person feels s/he has control over “things that happen to me” within the realm of the game.
  – 38. Self-esteem
    • Young person reports having a high self-esteem from mastering gaming skills.

http://www.search-institute.org/content/40-development-assets-adolescents-ages-12-18
League of What?

League of Legends is multiplayer strategy game in which players assume the role of magical “summoners” who settle political disputes with arena-based battles.

Why should I know about this?

• Paved the way for gaming scholarships.
• World’s Largest Gaming Community.
• Potential recruitment for new library users.
• The next Minecraft.
“We have learned that gamers are extremely competitive, but also hard workers, valuable team members and quite often have a high level of aptitude in using technology. In addition to being good gamers, they will be good students and will bring an exciting new dynamic to our campus.”

-UPIKE President Dr. James L. Hurley.

- **ESPORTS Scholarships**
  - Robert Morris University (Chicago)
  - UPIKE(KY)

- Collegiate Star League (CSL) – an intercollegiate gaming league open to all accredited colleges and universities in North America

http://www.upike.edu/News/Campus/UPIKE-enters-the-arena-with-new-ESPORTs-program
Children who play do better in school and become more successful adults

• Through play children learn to:
  – Question, predict, hypothesize, evaluate, and analyze.
  – Form and substantiate opinions.
  – Extend the literature experience.

• Co-reading activities
GAMING AND EARLY LITERACY

Every CHILD Ready to READ® @ your library

Ready to Read at New York Libraries
ECRR2

- Screen time Talking Points
  - Engaging with the parents
  - Modeling positive behavior
  - Extension of storytime experience
Parents and Games

56% of parents say video games are a positive part of their child’s life.

Families with Children Under 18 at Home See Benefits of Playing Computer and Video Games:

- 68% believe game play provides mental stimulation or education
- 58% believe game play helps to connect with friends
- 55% believe game play helps the family spend time together
42% of parents whose children are gamers play computer and video games with their children at least weekly.

58% of parents whose children are gamers play with their children at least monthly.

**Top 5 Reasons Parents Play Games with Their Kids:**

1. It’s fun for the entire family: 88%
2. Because they’re asked to: 84%
3. It’s a good opportunity to socialize with their child: 75%
4. It’s a good opportunity to monitor game content: 61%
5. They enjoy playing video games as much as their child does: 47%
“Games provide a wonderful platform for intergenerational play and learning. Kids often take the lead in showing their moms what they know how to do in the game—they are the experts! This gives both moms and their children a chance to interact and learn together, which we know from a developmental perspective has great benefits.”

—Katie Salen, executive director of Institute of Play
GAMING

VS

BOOKS
# Video Games and Learning

<table>
<thead>
<tr>
<th>Books</th>
<th>Video Games</th>
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<tr>
<td>Effort and concentration</td>
<td>Effort and concentration</td>
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<td>Imagination</td>
<td>Decision-making</td>
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<td>Mental exercise</td>
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<td>Content</td>
<td>Cognitive processes</td>
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<td>Story</td>
<td>Action</td>
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<td>Following narrative threads</td>
<td>Long-term planning</td>
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<td>Passive</td>
<td>Active</td>
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<td>Comprehension</td>
<td>Exploration</td>
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<td>Pre-determined outcome</td>
<td>Player’s choices create outcome</td>
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*Everything Bad is Good For You / Johnson*
Videogames and Literacy

- Reading levels range from 2\textsuperscript{nd}-12\textsuperscript{th} grade reading level
  - Lexile 230-1220
- Reading is not an activity replaced by videogames. It is a basic part of what it means to participate and play.
- More than one third of gamers regularly read game related texts:
  - Game reviews
  - Strategy websites
  - Fan fiction
  - Forum discussions
- Videogames should be considered to be a solution to rather than a cause of a lack of reading problem.
- Games are interest driven rather than required.

GETTING YOUR STAFF AND BOARD INVOLVED
A DIFFERENT COLLECTION

• Plan for theft
  – Keep behind desk
  – Kwik Cases
• Plan for pushback
  – Patron complaints
  – Board Complaints
• Set reasonable loan periods
WHAT IS YOUR POLICY?

• A Good Policy Includes:
  – Clear guidelines
  – Library Bill of Rights
  – Freedom to Read
  – Reconsideration of Materials form
RATINGS vs INTELLECTUAL FREEDOM
Motion Picture Association of America (MPAA) movie ratings, Entertainment Software Rating Board (ESRB) game ratings, and other rating services are private advisory codes and have no legal standing. For the library to add ratings to nonprint materials if they are not already there is unacceptable. It is also unacceptable to post a list of such ratings with a collection or to use them in circulation policies or other procedures. These uses constitute labeling, "an attempt to prejudice attitudes" and are forms of censorship. The application of locally generated ratings schemes intended to provide content warnings to library users is also inconsistent with the Library Bill of Rights.
• Intellectual Freedom
  — The courts of law that have examined the legal status of video games have ruled that video games are a form of speech protected by the First Amendment. These courts have also ruled that laws restricting minors’ access to video games that are violent or are rated "Mature" are a form of censorship that violates minors’ First Amendment rights. (www.ftrf.org)

• Shelving considerations and ESRB
  – Children vs Adult collections
  – Know your Audience!

![ESRB Rating and Content Descriptors]
The "right to use a library" includes free access to, and unrestricted use of, all the services, materials, and facilities the library has to offer. Every restriction on access to, and use of, library resources, based solely on the chronological age, educational level, literacy skills, or legal emancipation of users violates Article V.

Parents—and only parents—have the right and responsibility to restrict access of their children—and only their children—to library resources. Parents who do not want their children to have access to certain library services, materials, or facilities should so advise their children. **Librarians and library governing bodies cannot assume the role of parents** or the functions of parental authority in the private relationship between parent and child.
Who are my gamers?
EVERYBODY GAMES
62% of gamers play games with others, either in-person or online

77% of gamers play with others at least one hour per week

47% of gamers play social games

A majority of gamers play games with their friends and family members:

18% play with parents

32% play with other family members

42% play with friends

14% play with their spouse or significant other
Know Your Audience

- Casual
- Core
- Hardcore
- Pro
- Newbie (n00b)
- Retrogamer
- Gamer Girl
- PC
- Console
- Handheld
- Tablet
- Phone
- Sports
- Family
Gaming Genres

- Racing
- Tell Tale
- Rhythm
- Fighting
- Sports
- Simulation
- Puzzle
- Shooter
- Platform
- Adventure
- First Person Shooter
- RPG
FINDING YOUR AUDIENCE

• Do A Early Literacy Community Asset Analysis
• Gaming on Social Media
  • Using Facebook to attract gamers
  • Like what they Like
• Creating Gaming Accounts @ Your Library
  • Miiverse
  • Playstation Home
  • Xbox Gamer Tag
  • StreetPass
COLLECTION
DEVELOPMENT
ACTIVITY
In Groups

- What type of game is this?
- What is it about?
- What do my patrons need to play it?
  - Do they have it?
- How would you catalog it in your library?
  - Why?
- Who is the target audience?
Finding Quality Materials

- Read Gaming Reviews
  - School Library Journal
  - Game Informer Magazine
  - GameFAQs Top Lists
  - IGN
  - Children’s Technology Review
  - Parent’s Choice Award

http://www.flls.org/collection-development/#gaming
48% of gamers said the quality of game graphics, an interesting storyline, a sequel to a favorite game, or word of mouth was the most important factor in their decision to purchase a computer or video game.
Finding the best deal

• Where should I order from
  – Crimson Inc
  – Baker and Taylor
  – Amazon
  – GameStop
    • PUR Card
    • Gameplay guarantee
    • Used games
    • Have to process yourself
WHAT I'M DOING
FLLS CURRENT COLLECTIONS

• Systems and Accessories for programs
  – *new* 3DS
  – 2DS
  – Playstaion 3
  – Wii Sports Kit
  – Wii Console
  – Rock Band
  – Wii Wheels
  – Zapper Guns
  – Tablet lab

• Games that float for patrons
  – Nintendo Wii
  – Nintendo Wii U
  – Playstation 3
  – Playstation 4
  – XBOX 360
  – XBone
  – Nintendo DS
  – Nintendo 3DS
  – Board Games
BREAK TIME
WHAT DOES THIS HAVE TO DO WITH SUMMER READING?
EVERY HERO HAS A GAME
Heroes of Gaming

Heroes
• Link
• Mario
• Donkey Kong
• Samus
• Megaman
• Pit
• Pacman
• Kirby
• Yoshi

Antiheros
• Gannon
• Bowser
• Mario
• Donkey Kong
• King DeeDeeDee
• Dr. Wily
• Dr. Robotnik
• King Pig
• Skull Kid

http://www.gamesradar.com/top-100-video-game-heroes/
http://www.gamesradar.com/top-100-villains-video-games/
Choosing your outlet
Consoles vs. Handhelds

- Ideal for large groups
- Need a video source
- Expensive

- One player at a time
- Battery power
- Affordable
- Mobile
Wii-U

- Wii-U $200-$300
- Cross compatible
- High Definition
- Gamepad vs Controllers
- Family Friendly
- “You”
Next Gen Consoles

• **XBOXONE** – Retails $499.99, $399.99 no Kinect, Games $40-$60

• **PS4** – Retails $399.99, Games $40-$60
HANDHELDs FOR OUTREACH

• Advertise your library ANYWHERE
  – School Visits
    • Summer Reading
  – Advocacy Day
  – NYLA!
• Ice Breaker
  – Attract non-users
  – Engage current users
HOW TO USE NINTENDO’S MIIVERSE AND STREETPASS
Nintendo, Nintendo 3DS, Nintendo DS and StreetPass are copyright and/or registered trademarks of Nintendo Co., Ltd. and/or its affiliate divisions.
Nintendo Handhelds

- *new*3DS $200
- 2DS $129
- Nintendo DS (Dual Screen)
  - *new*3DS
  - 3DS XL
  - 2DS
Why Nintendo?

- StreetPass
- Miiverse
- Integrated 3D Camera Software
- Affordable
- Cross Platform Support with Wii U
- Mii
- Amiibo
MILLIONS OF MIIS

• Create an avatar for your library.
• Post on message boards.
• Interact with gamers from around the world.
• Post hand written notes or screenshots of your game.
• Join communities with similar interests.
WHAT IS STREETPASS?

A transmission device within the 3DS and 2DS systems where players can literally pass another player on the street within a 90 foot radius, collect minimal personal data, and use that data to unlock games, achievements and promotions.
Players cannot communicate with StreetPassed Miis on a personal level unless they have passed each other 3 times.

Players are always limited to 16 characters and a profanity filter.
Activity: Streetpass Your Neighbor
• What country are you from?

• Do you like dogs, cats or neither?

• What is your dream:
  – To be popular
  – To live long
  – To run a company
  – To get married
  – To fly through the sky
  – To visit outer space
  – To be a hero
  – To master an art
  – secret

• What is your hobby:
  – Eating Well
  – Sleeping
  – Chatting
  – Shopping
  – Helping others
  – Cooking
  – Studying
  – Earning money
  – Cooking
  – Cleaning
  – Playing
  – Playing videogames
  – Using the internet
  – Watching movies
  – Reading
  – Listening to music
  – Going for drives
  – Playing sports
  – Traveling
  – Dancing
  – Drawing
  – Secret

• What is the last game you played?
WHAT EXACTLY ARE YOU SHARING

• Country, Area
• "Dog Lover" or "Cat Lover"
• Hobby (selected from pre-selected list)
• Dream (selected from pre-selected list)
• Mii information (name, face, gender, color, height, weight, etc.)
• Mii character's birthday (if it has been set with Mii)
• Creator (if open to public is chosen)
• Last played software
• Personalized greeting, up to 16 characters (filtered through a profanity filter)

**STREETPASS SET UP**

• Purchase a Nintendo 3DS, 2DS or *new* 3DS gaming console.
• Set up through the guided on screen process. Use your library’s name and information.
• Create a Library Mii in the Miiverse and allow sharing.
• Create a 16 character personal message.
• Find a place in your library where there is constant traffic, preferably, under the circulation desk. Keep the device and WiFi signal powered on ALL THE TIME.
• If you choose to circulate the device, make sure parental controls are enabled to prevent misuse.
CLEARING YOUR STREETPASSES

The StreetPass software can only hold 10 passes before becoming filled with data.

Clear passes by playing the games and collecting the pink puzzle pieces!
Streetpass Games

- Included Games
  - Puzzle Swap
  - Find Mii
- Optional Downloads ($15)
  - Mii Force
  - Flower Town
  - Warriors Way
  - Monster Manor
3DS Games That Support StreetPass

- Angry Birds Trilogy
- Animal Crossing: New Leaf
- Brain Age Concentration Training
- Cars 2
- Code name S.T.E.A.M.
- Crosswords Plus
- Disney Planes
- Fire Emblem Awakening
- Frogger 3D
- Harvest Moon 3D: The Tale of Two Towns
- Kid Icarus: Uprising
- Kingdom Hearts 3D
- Kirby Triple Deluxe
- Mario Kart 7
- Mario Party: Island Tour
- New Super Mario Bros. 2
- Rayman Origins
- Scribblenauts Unmasked: A DC Comics Adventure
- Sims 3, The
- Sonic & All-Stars Racing Transformed
- Sonic Generations
- Super Mario 3D Land
- Super Smash Bros
Welcome to the FLLS Nintendo StreetPass Landing

Did you find your way to www.flls.org through a Library Mii on your Nintendo 3DS or 2DS system?

YOU ARE AWESOME!
STREETPASS STATISTICS

- **StreetPass Tags**: Total number of interactions with other Miis.

- **Plaza Population**: Number of unique StreetPass users you have interacted with.
MORE FEATURES

• Nintendo Zone
• Spotpass
• Pedometer
  – Earn coins by walking
• Activity Tracker
• AR Cards
SECURITY FOR PATRON USE

• Parental Controls:
  – Restrict:
    • Internet Browser
    • Miiverse restrictions*
    • eShop
    • Online Interactions
  – Do not restrict
    • Streetpass
    • Software Rating
    • DS Download Play

Do NOT use a credit card when setting up your device!

http://en-americas-support.nintendo.com/app/answers/detail/a_id/257/p/48/c/184
MORE PORTABLE OPTIONS
Retro

- Gameboy
- Gameboy Color
- Gameboy Advance
- DS 1st generation
- DS Lite
- DSi
- DSi XL
- Game Gear (Sega)
- PSP (Playstation)

Why Care:
- Retro intergenerational programming.
- Large gaming libraries.
- They are collecting dust in your basement.
PlayStation Vita

- Connectivity with PS4.
- Playstation HOME support.
- Limited Library.
- More mature audience.
- Very small cartridges.
- Supports Minecraft
PORTABLE MINECRAFT SERVERS IN 1, 2, 3, 4

1. Download Minecraft
2. Set one of your computers on that network as the Host Computer. “Open to LAN”
3. Other participants connect to the host computer.
4. Play Minecraft.

https://minecraft.net/
Casual/social game play on mobile devices and online has increased significantly over the past year. Among most frequent gamers, social games are now the most popular genre, increasing in popularity by 55% from 2012 to 2013.
Apps for Storytimes

• Quality Early Literacy Publishers
  – Felt Board
  – Touch and Learn
  – Software Smoothie
  – Loud Crow
  – Noisy Crow
  – Toca Boca
  – Oceanhouse Media
AWE TABLET

- Unhackable with usage tracking.
- High cost if patrons lose/damage equipment.
- Does not include upgrade fees.
LAUNCHPAD

- SUPER NEW!
- Unhackable but no usage tracking.
- Ability to circulate with patrons.
- Cost Effective.
- Working on kinks.
LEAPFROG

• Know your audience.
• Cartridges vs Tablets.
• Personalized.
Accompanying Gaming Materials

• Players Guides
  – 200-1200 pages
  – Average of 45,000 words

• Popular Books
  – Scott Pilgrim
    • Bryan O’Malley
  – Level Up
    • Gene Yang
  – Ender’s Game
    • Orson Scott Card
  – Daniel X
    • James Patterson
  – For the Win
    • Cory Doctorow
  – Magic Pickle
    • Scott Morse
  – You
    • Austin Grossman
PROGRAMMING IDEAS
• StreetPass Meetup
• Super Smash Bros Tournament
• Trivia Nights
• Cosplay/Comic Con
• Teen and/or Family Game Nights
• International Games Day
  – Yearly in November
• Gaming Sports Leagues
  – Scholarships
• Fan Fiction Writing
• Skylanders or Infinity Tournaments
• Tablet Tales
• Intergenerational gaming
MORE?
RESOURCES

• Museum of Play: http://www.icheg.org/

• Minecraft in the Classroom: http://www.thedigitalshift.com/2012/05/k-12/minecraft-in-the-classroom-and-library/

• GameFAQs: One stop shopping for gaming needs: www.gamefaqs.com

• The History of Videogames: http://www.pbs.org/kcts/videogamerevolution/history/


• Freedom to Read Foundation http://www.ftrf.org/

• Minecraft with Teens: http://www.wikihow.com/Play-Minecraft
• Circulation Policies on Games:
• Children’s Access
  http://www.ala.org/advocacy/intfreedom/librarybill/interpretations/accesschildren
• NYPLarcade Game Club
  http://www.nypl.org/blog/2012/04/24/nyplarcade-game-club-jenovachen
• iPad and Tablet Integration
  http://www.slideshare.net/ALATechSource/integrating-ipads-and-tablets
• 9 Ways Videogames are good for us
• Gaming Increases Circulation
  http://www.npr.org/2013/08/11/209584333/at-libraries-across-america-its-game-on
• Finger Lakes Library System StreetPass Zone
  – http://www.flls.org/sp
• GameFAQs StreetPass Mii Plaza
• How To StreetPass Like A Champ
• Official Nintendo StreetPass Resource
• StreetPass Network
  – http://streepassnetwork.wordpress.com/gamers/
• Using StreetPass in Your Library
    nintendo-streepass-in-your-library/
• Nintendo Sales Data
    sales_e1409.pdf


RESOURCES AVAILABLE AT

www.flls.org/
programming/
resources/
PLEASE LIKE US ON FACEBOOK

www.facebook.com/fingerlakeslibrarysystem
QUESTIONS?