

# SERIOUS FUN



## { PUT GAMING IN YOUR SUMMER READING PROGRAM



**Presented by**  
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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**

<b>Welcome &amp; Introductions</b>	<b>1:00-1:05</b>
<b>Why Do We Play</b>	<b>1:05– 1:15</b>
<b>Who is Playing?</b>	<b>1:15-1:30</b>
<b>Support and Policies</b>	<b>1:30-1:50</b>
<b>Finding My Audience</b>	<b>1:50-2:20</b>
<b>Break</b>	<b>2:20-2:30</b>
<b>Every Hero Has a Game</b>	<b>2:30-2:50</b>
<b>Nintendo Breakdown</b>	<b>2:50 – 3:30</b>
<b>Other Options and Programming</b>	<b>3:30-3:45</b>
<b>Questions?</b>	<b>3:45 – 4:00</b>

**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.

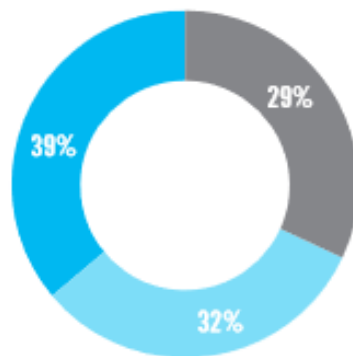
- From the International Center for the History of Electronic Games: <http://www.thestrong.org/about-play> Accessed November 16, 2013

**GAMES ARE  
JUST FOR BOYS**

**GAMES ARE  
JUST FOR KIDS**

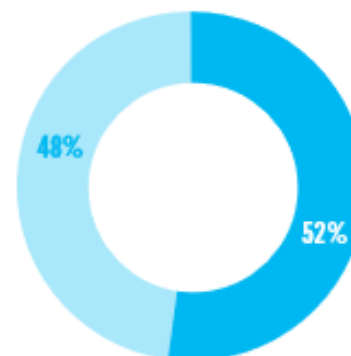
The average game player is **31** years old

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### AGE of Game Players

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



### GENDER of Game Players

52% male  
48% female

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**Women age 18 or older represent a significantly greater portion of the game-playing population (36%) than boys age 18 or younger (17%)**



entertainment<sup>®</sup>  
software  
association



The number of female gamers age 50 and older increased  
by **32%** from 2012 to 2013

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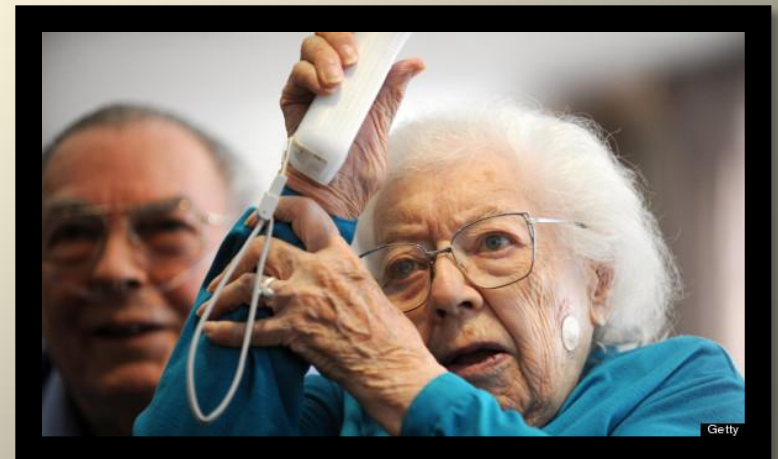
The average number of years gamers have been playing video games: **14**

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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.

# 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.





# GAMING AND COLLEGE

“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

# CHILDREN AND GAMES

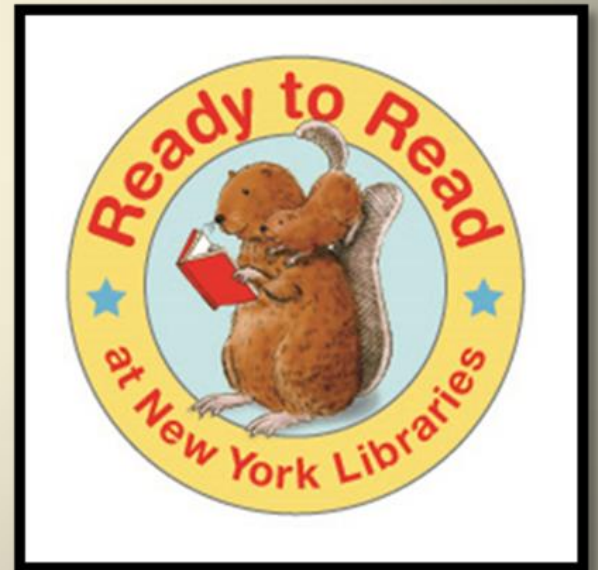


**Children who play do better in school and become more successful adults**

- 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



# ECRR2

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





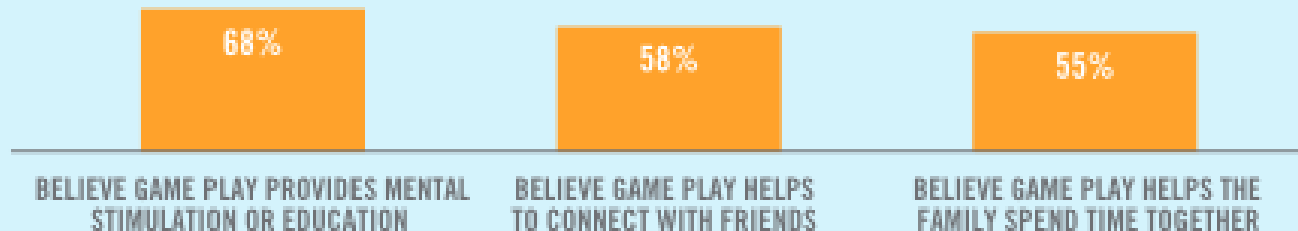
# PARENTS AND GAMES

56%

of parents say video games are a positive part of their child's life

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



# 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

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## 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

Books	Video Games
Effort and concentration	Effort and concentration
Imagination	Decision-making
Mental exercise	Mental exercise
Content	Cognitive processes
Story	Action
Following narrative threads	Long-term planning
Passive	Active
Comprehension	Exploration
Pre-determined outcome	Player's choices create outcome

*Everything Bad is Good For You / Johnson*

# VIDEOGAMES AND LITERACY

- Reading levels range from 2<sup>nd</sup>-12<sup>th</sup> 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**

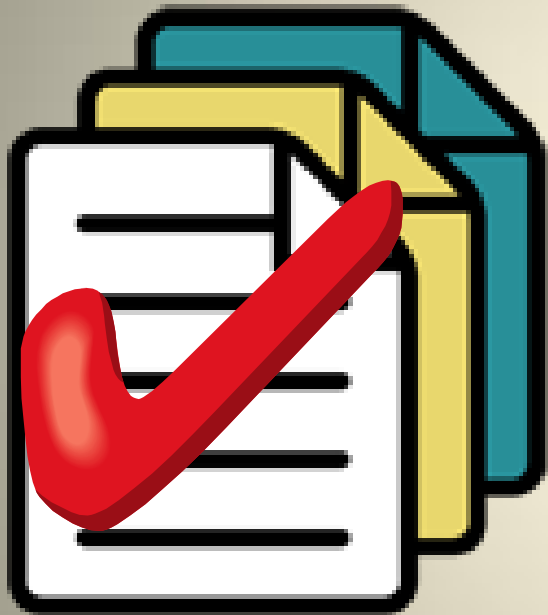
# A DIFFERENT COLLECTION

- 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**

# **MPAA AND ESRB**

## According to the Library Bill of Rights:

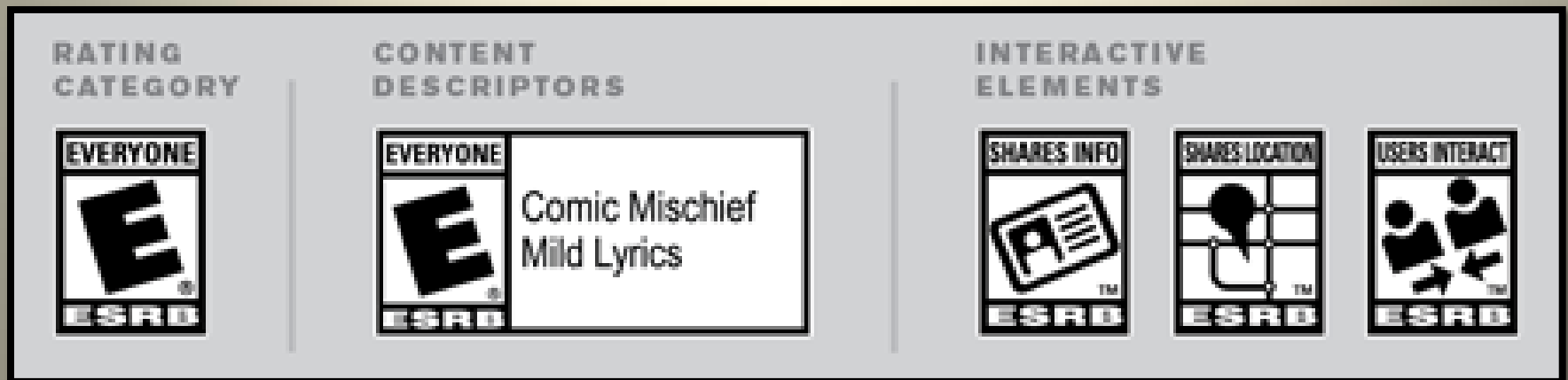
Motion Picture Association of America (MPAA) movie ratings, Entertainment Software Rating Board (ESRB) game ratings, and other rating services are private advisory codes and have no legal standing. For the library to add ratings to nonprint materials if they are not already there is unacceptable. It 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](http://www.ftrf.org))

- Shelving considerations and ESRB

- Children vs Adult collections
  - Know your Audience!



... 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.

... [P]arents—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.

## Rating Categories



### EARLY CHILDHOOD

Content is intended for young children.



### EVERYONE

Content is generally suitable for all ages. May contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language.



### EVERYONE 10+

Content is generally suitable for ages 10 and up. May contain more cartoon, fantasy or mild violence, mild language and/or minimal suggestive themes.



### TEEN

Content is generally suitable for ages 13 and up. May contain violence, suggestive themes, crude humor, minimal blood, simulated gambling and/or infrequent use of strong language.



### MATURE

Content is generally suitable for ages 17 and up. May contain intense violence, blood and gore, sexual content and/or strong language.



### ADULTS ONLY

Content suitable only for adults ages 18 and up. May include prolonged scenes of intense violence, graphic sexual content and/or gambling with real currency.



### RATING PENDING

Not yet assigned a final ESRB rating. Appears only in advertising, marketing and promotional materials related to a game that is expected to carry an ESRB rating, and should be replaced by a game's rating once it has been assigned.

**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

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**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

**Racing**

**Tell Tale**

**Rhythm**

**Fighting**

**Sports**

**Simulation**

**Puzzle**

**Shooter**

**Platform**

**Adventure**

**RPG**

**First  
Person  
Shooter**

# **GAMING GENRES**

# 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
  - GameInformer Magazine
  - GameFAQs Top Lists
  - IGN
  - Children's Technology Review
  - Parent's Choice Award

<http://www.flls.org/collection-development/#gaming>



# ASK!

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

SurveyMonkey • Informal discussions • Contests

# 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



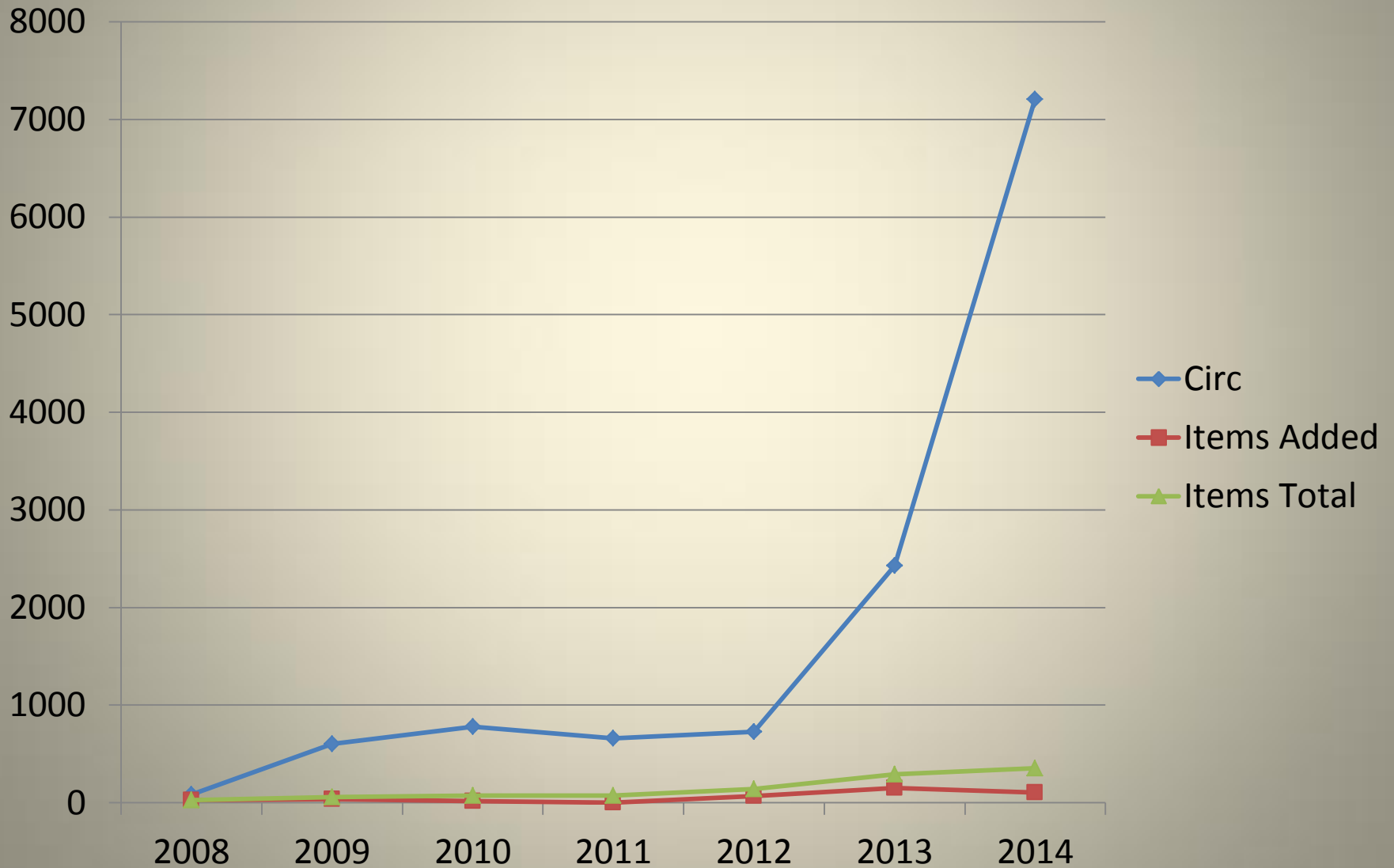


**WHAT I'M  
DOING**

# **FLS 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

# FLLS GAMING CIRCS





**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 AND COPYRIGHT**

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?

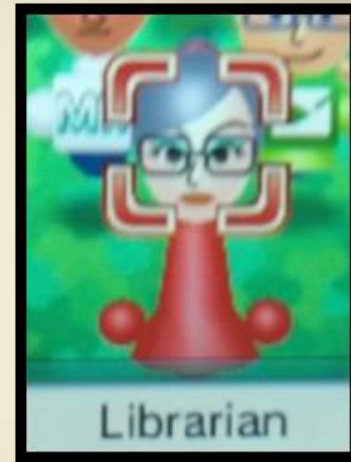
- StreetPass
- Miiverse
- Integrated 3D Camera Software
- Affordable
- Cross Platform Support with Wii U
  - Mii
  - Amiibo





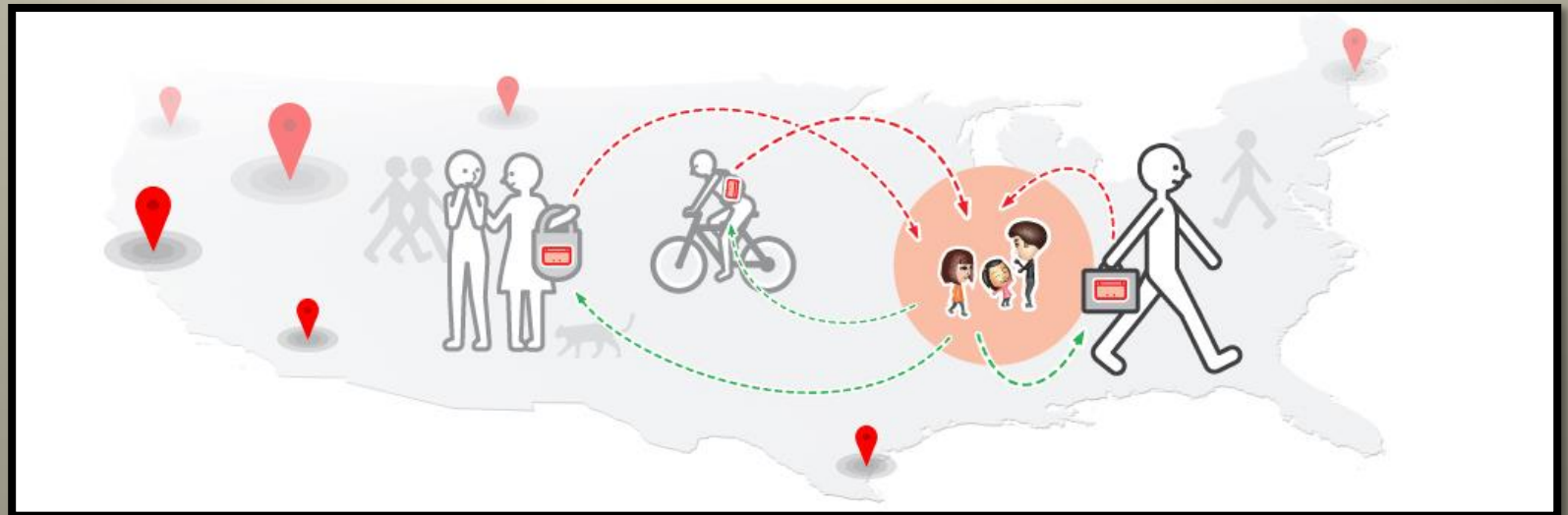
# MILLIONS OF MIIS

- 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.



# **STREETPASS CONCERNS**

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        | – Using the internet |
| – Sleeping           | – Watching movies    |
| – Chatting           | – Reading            |
| – Shopping           | – Listening to music |
| – Helping others     | – Going for drives   |
| – Cooking            | – Playing sports     |
| – Studying           | – Traveling          |
| – Earning money      | – Dancing            |
| – Cooking            | – Drawing            |
| – Cleaning           | – Secret             |
| – Playing videogames |                      |

- 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

# STREETPASS SUCCESS



**FINGER LAKES**  
LIBRARY SYSTEM

Connecting Public Libraries in  
Cayuga, Cortland, Seneca, Tioga and Tompkins Counties



HOMEABOUTRESOURCESADVOCACYSEARCH CATALOGDATABASESMEMBER LIBRARIESSTAFF LOGINBLOG

Search the  
PowerPAC Catalog

Download Audiobooks,  
eBooks, Music

Ask Us 24/7  
Chat with a Librarian

Trustee Resources,  
Guidance & Info

Library Advocates:  
Contact Officials

Upcoming Events

## Welcome to the FLLS Nintendo StreetPass Landing

Did you find your way to [www.flls.org](http://www.flls.org) through a Library Mii on your  
Nintendo 3DS or 2DS system?



# 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!

**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/>



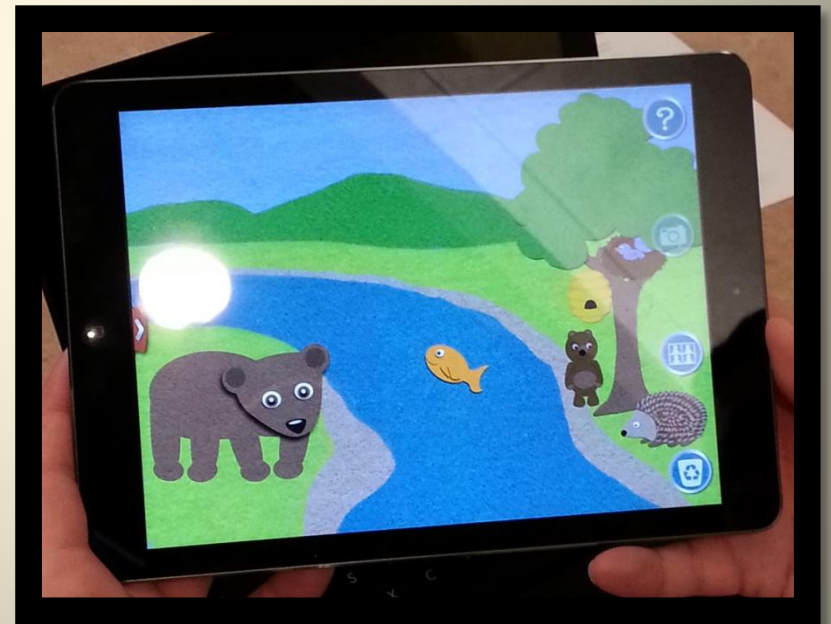
# MOBILE GAMING

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](http://www.gamefaqs.com)
- *The History of Videogames*:  
<http://www.pbs.org/kcts/videogamerevolution/history/>
- Violent Media and Intellectual Freedom  
<http://www.ftrf.org/blogpost/852091/158707/Libraries-and-Violent-Media--an-intellectual-freedom-framework>
- Freedom to Read Foundation  
<http://www.ftrf.org/>
- Minecraft with Teens:  
<http://www.wikihow.com/Play-Minecraft>

- Circulation Policies on Games:  
[http://libsucccess.org/index.php?title=Libraries\\_Circulating\\_Games](http://libsucccess.org/index.php?title=Libraries_Circulating_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-jenova-chen>
- iPad and Tablet Integration  
<http://www.slideshare.net/ALATechSource/integrating-ipads-and-tablets>
- 9 Ways Videogames are good for us  
[http://www.huffingtonpost.com/2013/11/07/video-games-good-for-us\\_n\\_4164723.html](http://www.huffingtonpost.com/2013/11/07/video-games-good-for-us_n_4164723.html)
- 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.flhs.org/sp>
- GameFAQs StreetPass Mii Plaza
  - <http://www.gamefaqs.com/3ds/625899-streetpass-mii-plaza/faqs>
- How To StreetPass Like A Champ
  - <http://kotaku.com/how-to-streetpass-like-a-champ-1222019437>
- Official Nintendo StreetPass Resource
  - <http://www.nintendo.com/3ds/features/streetpass/>
- StreetPass Network
  - <http://streetpassnetwork.wordpress.com/gamers/>
- Using StreetPass in Your Library
  - <http://www.slj.com/2014/09/reviews/multimedia-reviews/using-nintendo-streetpass-in-your-library/>
- Nintendo Sales Data
  - [http://www.nintendo.co.jp/ir/library/historical\\_data/pdf/consolidated\\_sales\\_e1409.pdf](http://www.nintendo.co.jp/ir/library/historical_data/pdf/consolidated_sales_e1409.pdf)

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# QUESTIONS?

