SUCCESSFUL OUTREACH WITH MOBILE GAMING

FINGER LAKES LIBRARY SYSTEM

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.**

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.

http://www.theesa.com/wp-content/uploads/2014/10/ESA_EF_2014.pdf

FAMILY LITERACY GRANT 2013- 2016

"Summer Reading at New York Libraries through Public Library Systems"

- Year one 2013-2014
  - Unbound Media
- Year two 2014-2015
  - Tablet Tales
- Year three 2015-2016
  - Gaming

PROJECT OBJECTIVES

- Giving reluctant readers access to a new media
- Giving strong readers a tool to advance their literacy levels
- Pairing print, audio and video that will enhance retention, comprehension, attentiveness, reading level and reading speed.
- Improving access to library materials and activities that encourage lifelong library learning and library use.
- Libraries will perform outreach to local schools and daycares promoting the summer reading program.
- Library staff will promote summer programming through the Nintendo 3DS StreetPass feature.
- Children and their caregivers will engage in summer programming using the Nintendo 3DS.
- The Nintendo 3DS StreetPass Feature will attract new users to the libraries
- Children and their caregivers will work together to solve problems and advance in a variety of different games to promote literacy.

WHAT I WILL NEED FROM YOU IN JULY:

- Number of gaming programs held at your library
- Number of participants attending a gaming event.
- Number of StreetPasses from each 3DS.
- Number of publicity announcements created and distributed via print and electronic means.
- Number of school visits attended with the 3DS
- Number of new library card holders as a result of having gaming events.

BRAINSTORM

WHY 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

"THE OPPOSITE OF PLAY IS DEPRESSION"

-Stuart Brown Serious Play TED Talk, May 2008

GAMES ARE JUST FOR BOYS

# GAMES ARE JUST FOR KIDS

The average game player is **31** years old
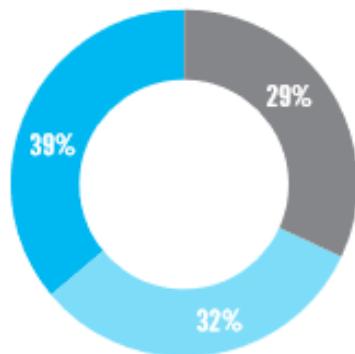
AGE
of Game Players

29% under 18 years
32% 18-35 years
39% 36+ years
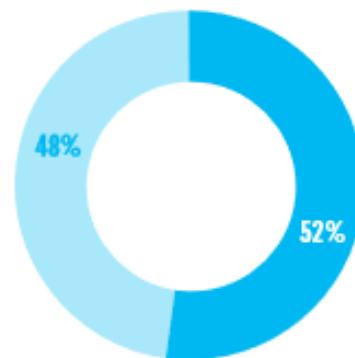
GENDER
of Game Players

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%)

esa entertainment® software association

http://www.theesa.com/wp-content/uploads/2014/10/ESA_EF_2014.pdf

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

esa entertainment® software association

http://www.theesa.com/wp-content/uploads/2014/10/ESA_EF_2014.pdf

ADULTS AND GAMES

- Videogames have been linked to
  - Countering depression
  - Improving mental health
  - Helping memory
  - Increased socialization
  - Enhanced creativity
  - Reduced stress and anxiety
  - Better quality of life!
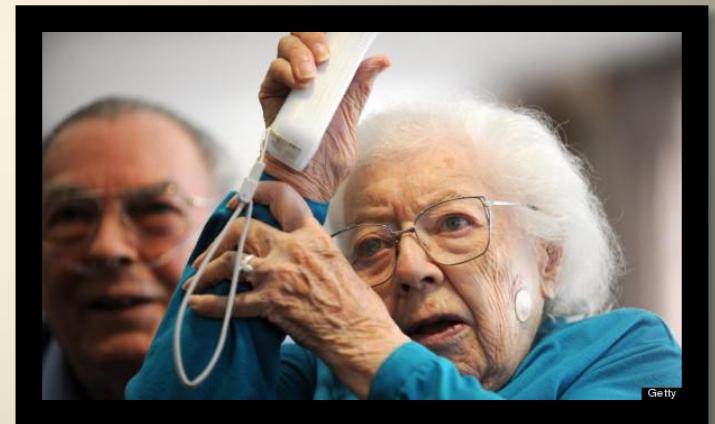
TEENS AND GAMES

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-developmental-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.

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

http://www.upike.edu/News/Campus/UPIKE-enters-the-arena-with-new-ESPORTs-program

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

PLAY AND EARLY LITERACY
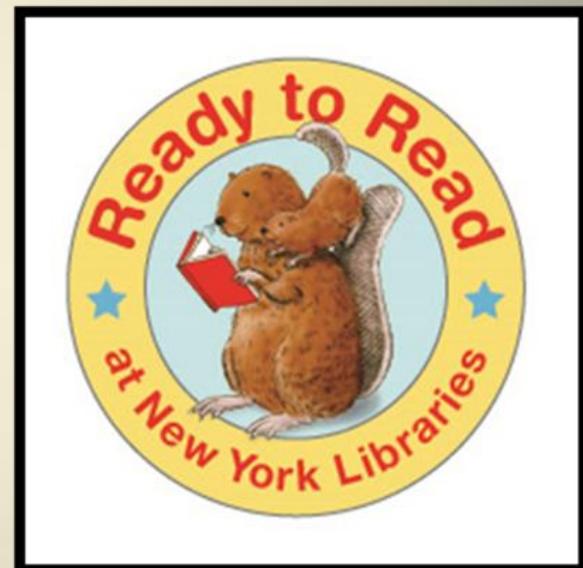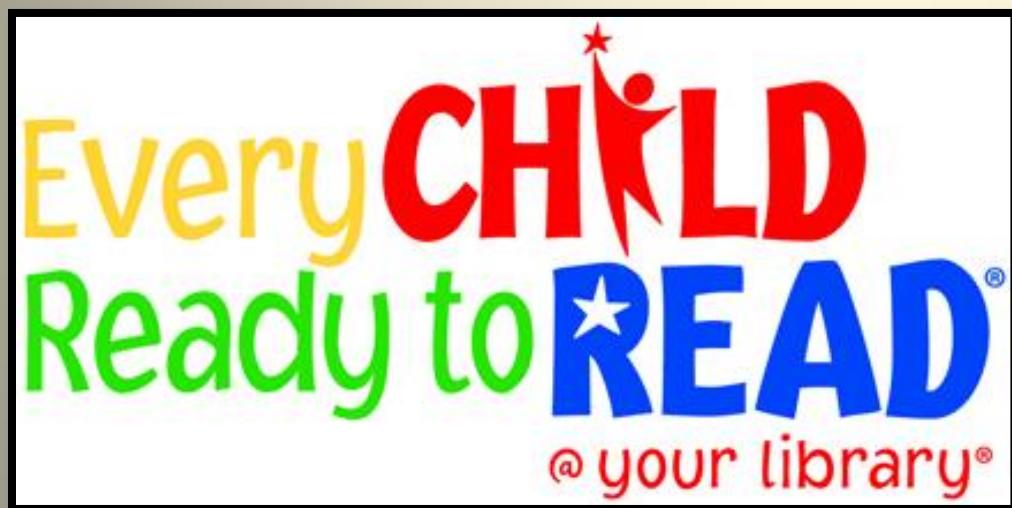
ECRR2

- Engaging with the parents
- Modeling positive behavior
- Extension of storytime experience

Mark your calendars for the official training here at FLLS:

**Thursday, November 5, 2015**

9:30am-11:30am

Talking | *Singing* | *Reading* | *Writing* | *Playing*®

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%	58%	55%
BELIEVE GAME PLAY PROVIDES MENTAL STIMULATION OR EDUCATION	BELIEVE GAME PLAY HELPS TO CONNECT WITH FRIENDS	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:

❶ It's fun for the entire family: 88%

❷ Because they're asked to: 84%

❸ It's a good opportunity to socialize with their child: 75%

❹ It's a good opportunity to monitor game content: 61%

❺ 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*

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 2nd-12th grade reading level
  - Lexile 230-1220
- Reading is not an activity replaced by videogames. It is an 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 are a solution to not a cause for the lack of reading problem.
- Games are interest driven rather than required.

LIBRARY DOS AND DO NOTS

- Give access
- Have the facts
- Be a role model
- Shelve items appropriately

- Don't censor
- Never give an unsolicited opinion
- Don't add labels
- NEVER act in loco parentis

# 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)

- Shelving considerations and ESRB
  – Children vs Adult collections
  – Know your Audience!
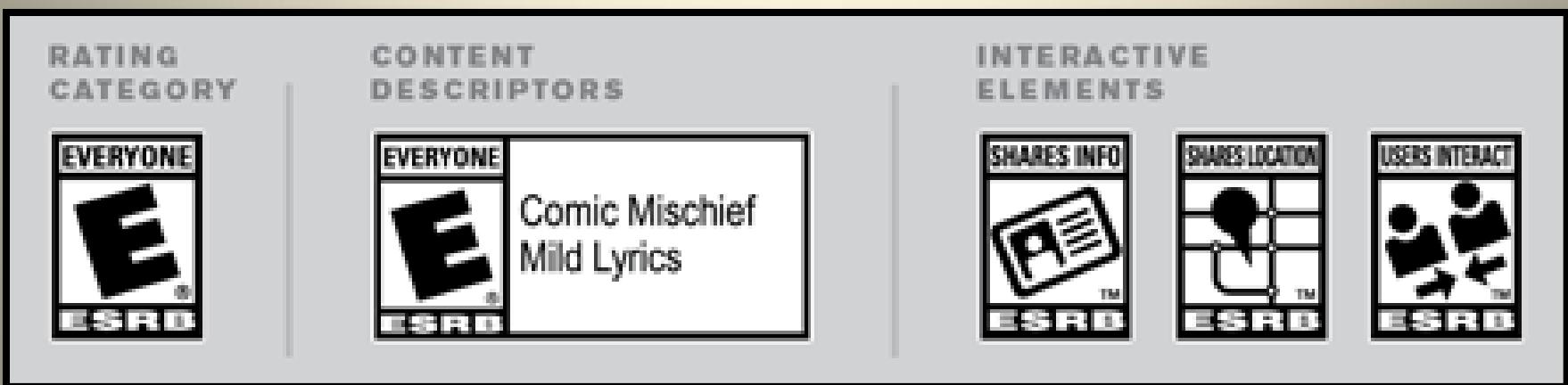
. . . The "right to use a library" includes free access to, and unrestricted use of, all the services, materials, and facilities the library has to offer. Every restriction on access to, and use of, library resources, based solely on the chronological age, educational level, literacy skills, or legal 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.

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
- Success is in the circs!

FLLS GAMING CIRCS
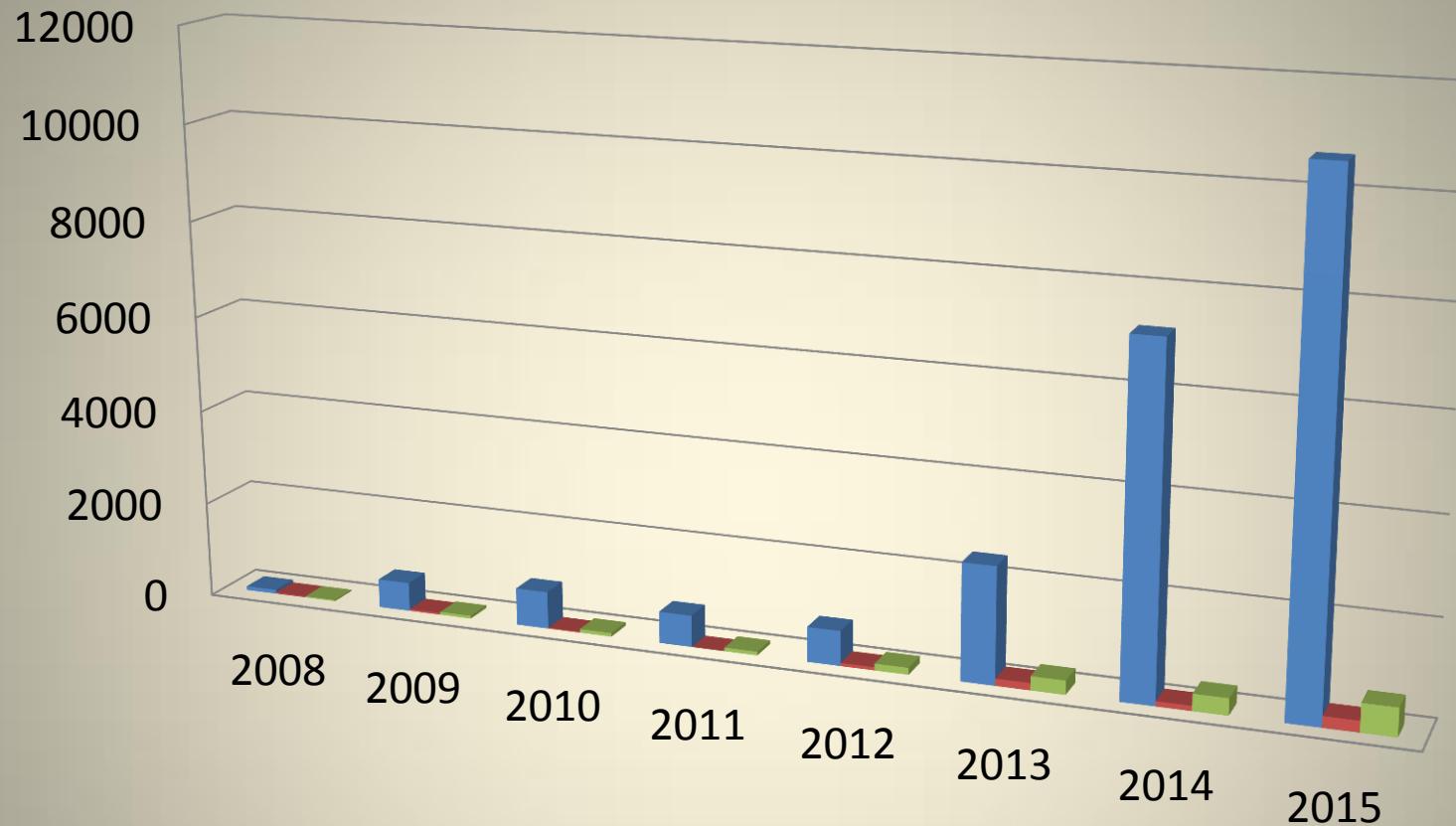
	2008	2009	2010	2011	2012	2013	2014	2015
■ Circ	84	605	781	661	728	2430	7209	10653
■ Items Added	25	35	15	1	67	150	107	236
■ Items Total	25	60	75	76	143	293	353	589

FLLS CURRENT COLLECTIONS

- **Systems and Accessories for programs**
  - *new* 3DS and 2DS Kit
  - PlayStation 3 Kit
  - Wii Sports Kit
  - Wii U (Coming Soon!)
  - 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

WHAT IS YOUR POLICY?
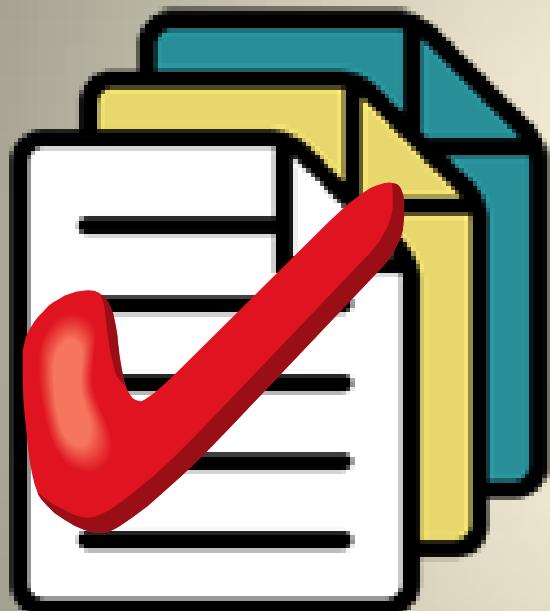
- A Good Policy Includes:
  - Clear guidelines
  - Library Bill of Rights
  - Freedom to Read
  - Reconsideration of Materials form

WHO ARE MY GAMERS?

EVERYBODY GAMES

GAMING IS SOCIAL

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

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

FINDING QUALITY MATERIALS

- No money?
  - Participate in our floating collections!
    - If your patrons steal or lose one of our games we can almost always work something out. Let us know BEFORE the bill is sent!
- Have money?
  - Read Gaming Reviews
  - Buy preowned games
  - Ask your patrons!
  - Use resources on our website!

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

CONSOLES VS. HANDHELDS

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

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

HANDHELDS FOR OUTREACH

- Advertise your library ANYWHERE
  - School Visits
    - Summer Reading
  - Advocacy Day
  - NYLA!
- Ice Breaker
  - Attract non-users
  - Engage current users

WHY NINTENDO?

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

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

- Nintendo 3DS (Dual Screen) Software
  - *new*3DS
  - 3DS XL
  - 2DS
  - 3DS

UNBOXING THE *NEW* 3DS

Inner camera

Infrared LED
Helps the inner camera track your head position when using super-stable 3D in dimly lit areas.

Speakers

Upper (3D) screen

Volume control

3D depth slider
Adjusts the depth of 3D images.

Notification LED
Notifies you of the status of the system by flashing and changing colour.

Circle Pad

C Stick
Allows control of C Stick-compatible software, and can be used instead of the Nintendo 3DS Circle Pad Pro for software compatible with that accessory.

NFC
(Near-Field Communication) area.
Touch NFC-compatible objects such as cards or amiibo™ to this area to read or write data for NFC-compatible software.

A/B/X/Y Button

START/SELECT Buttons

[Side view]

Control Pad

POWER button
(power indicator lamp)

Bottom (touch) screen

HOME Button

Microphone

STEP BY STEP SET UP

- Take out the STYLUS
- Select Language and follow the on-screen instructions for 3D images. Enter today's date, then tap "OK." Enter the correct time, then tap "OK." Use the keyboard to enter a nickname.
  - Nickname:
    - Library Name (if it fits)
    - Delivery Code + Lib (i.e. AUBLIB)
- Set your birthday, then tap "OK."
  - Use Birthday of the Library
- Select the country and state/province, then tap "OK."
- Review the Nintendo 3DS Service User Agreement, and tap "I Accept" to agree to the terms.
  - The User Agreement can be accessed from the Settings Menu at anytime.

- Tap "Set Up" to configure the system for Internet access. You can save up to 3 access points.
  - FLLS_Guest
  - Password: f1ngerlake$
- Tap "Set Up" again to configure the Parental Controls.
  - Create username, Password and PIN for Parental Controls. Follow this formula:
    - Username: Library's Email
    - Password: the same as you Polaris Log-in
    - PIN: the last 4 numbers of your library's phone number.

- Parental Controls:
  - Restrict:
    - Internet Browser
    - Nintendo 3DS Shopping Services
    - Online Interactions
  - Do not restrict
    - StreetPass
    - Software Rating
    - DS Download Play
    - Miiverse

Do NOT use a credit card if you want to download games. ALWAYS USE A GIFT CARD!

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

How to use Nintendo's Miiverse and Streetpass

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.

Librarian

Miiverse

CREATING YOUR MII

Tap the Mii Icon
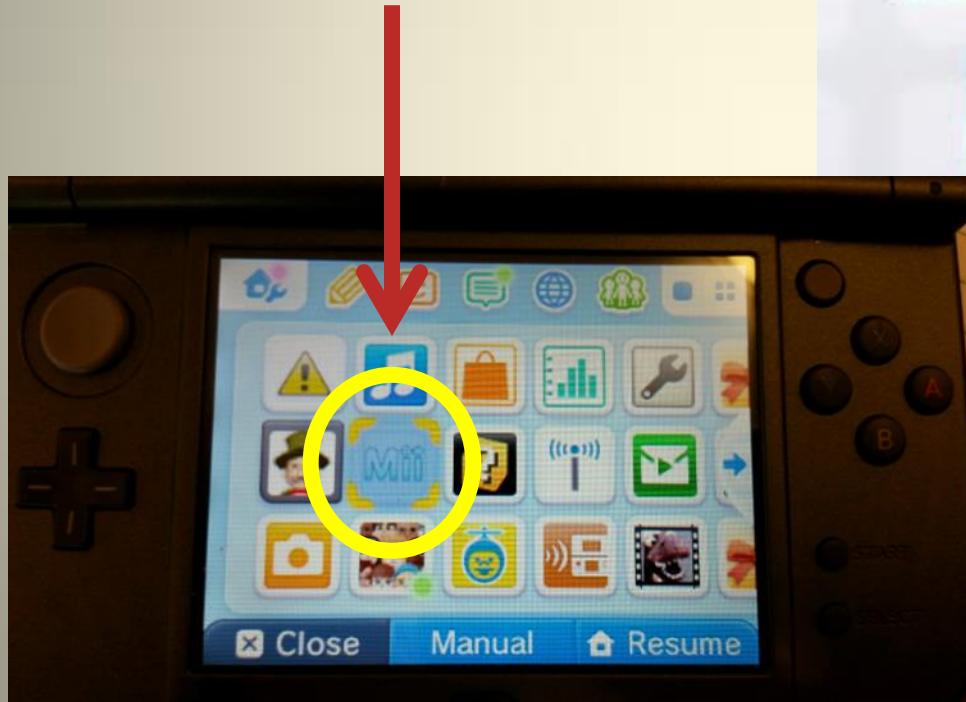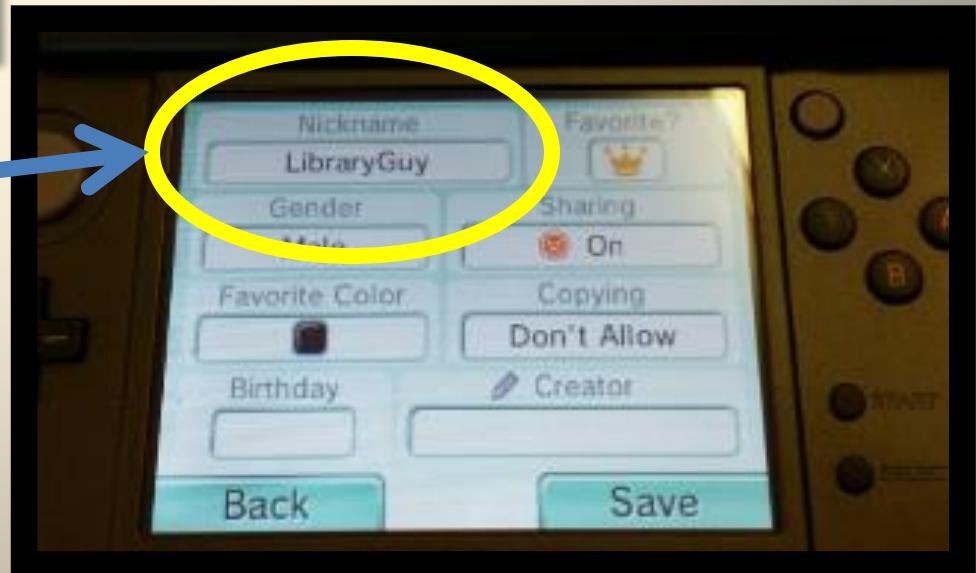
Make sure "Library" is obvious

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.
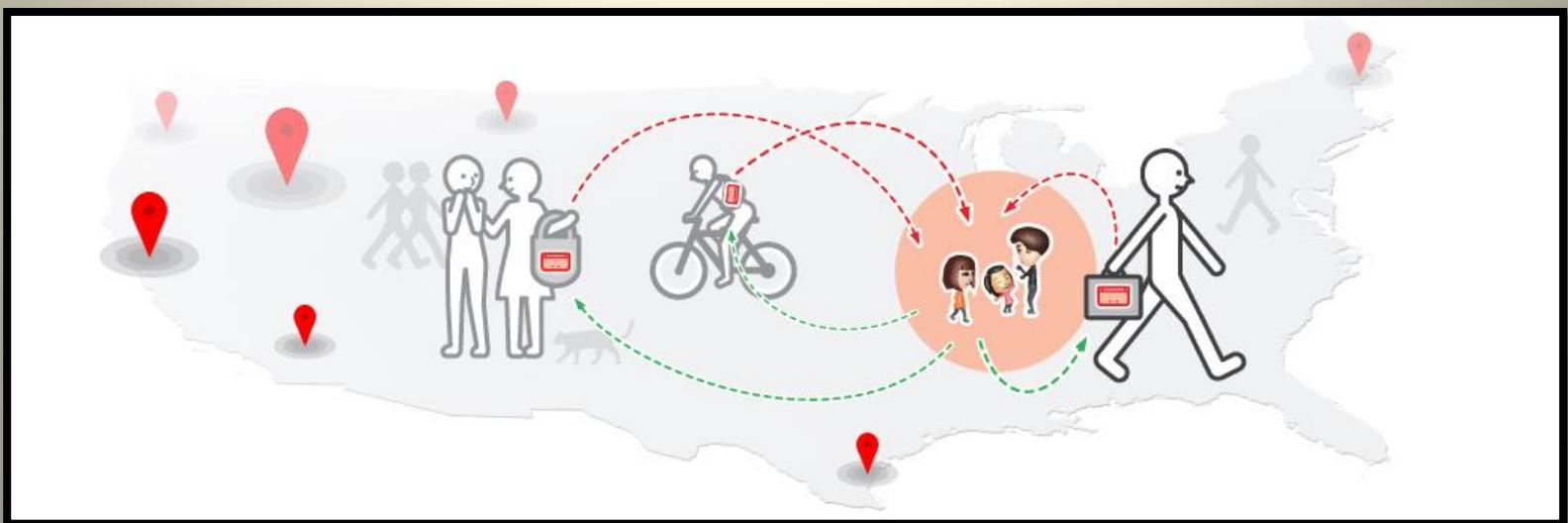
STREETPASS CONCERNS

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.

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)

http://www.nintendo.com/consumer/systems/3ds/en_la/parents.jsp

STREETPASS SET UP

- Set up through the guided on screen process. Use your library's name and information.

- Personal Message:
  - www.flls.org/sp
    - This must be your message throughout the grant cycle.

- 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.

IS THE WI-FI ON?
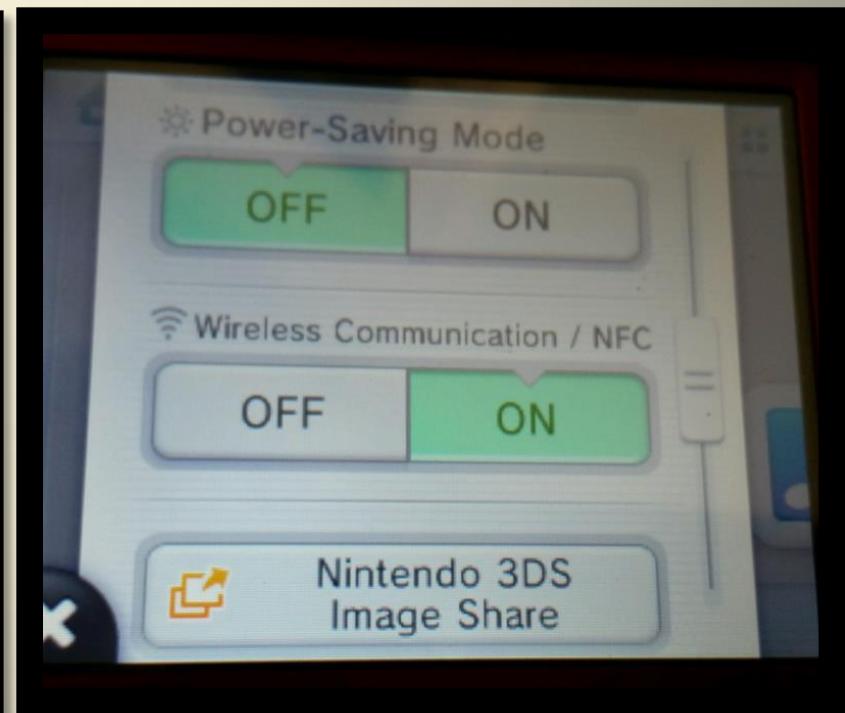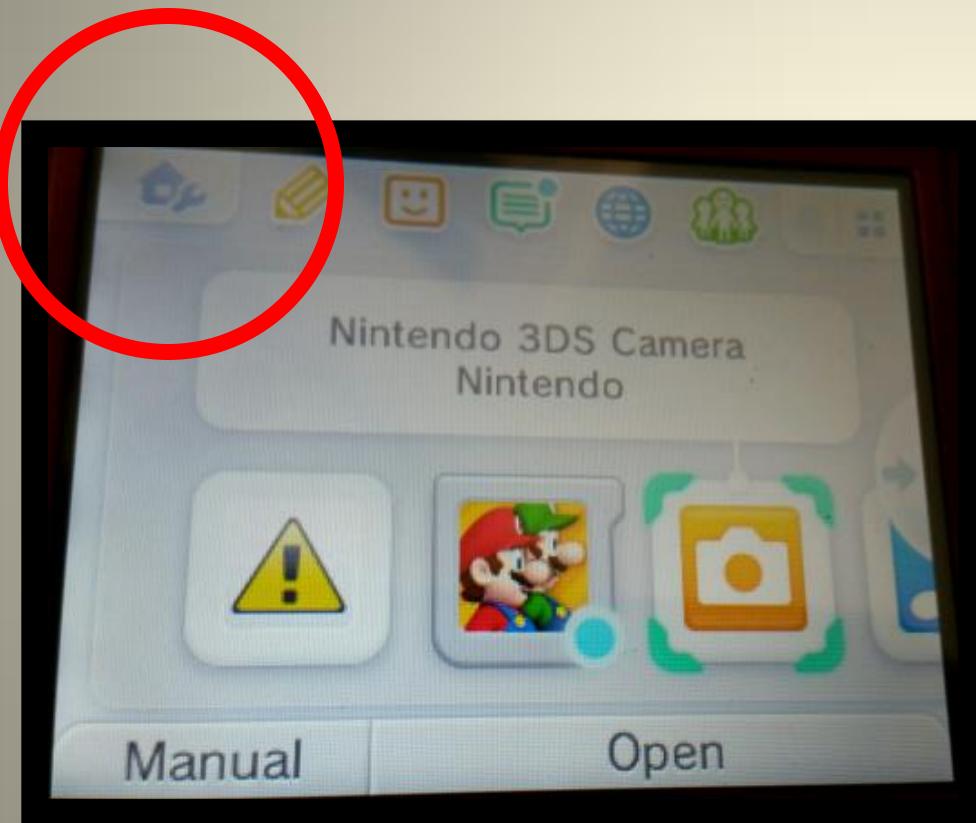
CLEARING YOUR STREETPASSES

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

Clear passes by playing the games!

STREETPASS GAMES

- Included Games
  - Puzzle Swap
  - Find Mii
- Optional Downloads ($15)
  - Mii Force
  - Flower Town
  - Warriors Way
  - Monster Manor
  - Ultimate Angler
  - Battleground Z

FANTASY LIFE

Sword
→ Magic

Red magic
(Attacks ghosts with fire)

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

STREETPASS STATISTICS

- **In July 2016 I will ask:**
  - **Number of Gaming Programs from Today-June 30, 2016**
  - **Children, Teens and Adults that participated in your gaming programs.**
  - **Number of Intergenerational Programs**
  - **StreetPass Tags:** Total number of interactions with other Miis.
  - **Plaza Population:** Number of unique StreetPass users you have interacted with.

MORE FEATURES

- Cartridge games
- Nintendo Zone
- Spotpass
- Pedometer
  - Earn coins by walking
- Activity Tracker
- AR Cards
- FaceRaiders

WHAT DO I DO WITH THIS NOW?

- Take it EVERYWHERE

- Put it in an area of the library with the most foot traffic and advertise StreetPassing – Library Zone

- Keep it charged and powered ON

- Make sure the Wi-Fi is always ON

- PLAY THE GAMES

FINGER LAKES
LIBRARY SYSTEM
StreetPass
Library Zone
www.flls.org/sp
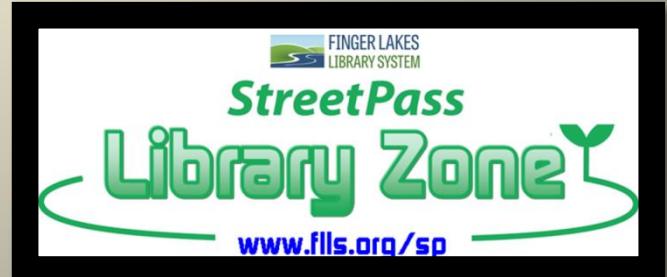
MORE PORTABLE OPTIONS

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

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 WITH YOUR 3DS

- StreetPass Meetup

- Super Smash Bros Tournament

- Teen and/or Family Game Nights

- International Games Day
  - Yearly in November

- Intergenerational gaming-Mario Kart

- School Visits
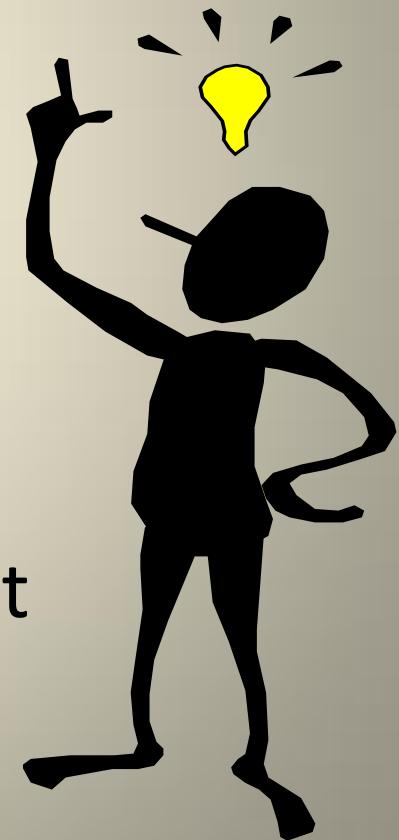
MORE?
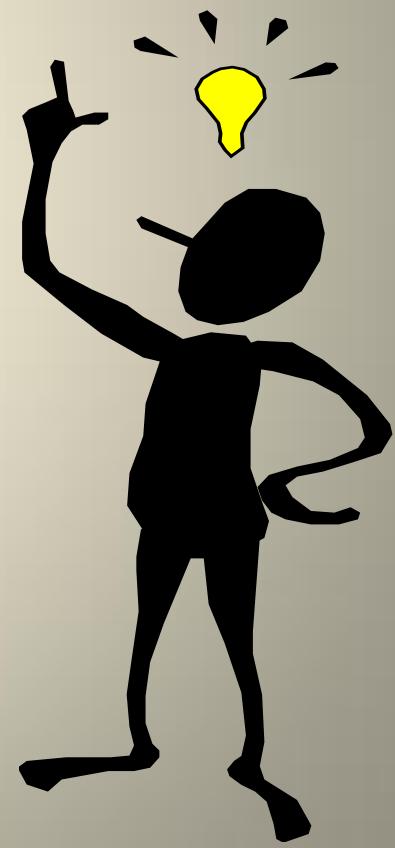
STREETPASS RESOURCES

- Finger Lakes Library System StreetPass Zone
  - http://www.flls.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

RESOURCES AVAILABLE AT

[www.flls.org/ programming/ programming resources/](www.flls.org/programming/programmingresources/)

QUESTIONS?