

THE DESIGN OF AN ALTERNATE REALITY GAME: THE ARCANES GALLERY OF GADGETRY



Elizabeth Bonsignore¹

Derek Hansen¹

Kari Kraus^{1,2}

Amanda Visconti²

Allison Druin¹



¹ Maryland's iSchool ²Department of English, UMD



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We all learn about history: the facts, the dates, the big events, and the people involved in them. These are the things that historians have taken time to record.

Sometimes we forget that we are reading a historian's account of what happened, and not what actually happened. Sometimes it is too easy to hear one side of the story and forget that there ever was another. We often read about wars from the perspective of the people who won. For instance, we know why Americans fought the Revolutionary War with Great Britain. But do we know why Great Britain was fighting back? Americans saw Great Britain as an oppressor and bully. But how do you think Great Britain saw Americans?

History is not black and white. There is always another perspective. There is always another person's story to hear, even about those events we think we know so much about. Yet, as time goes by, some of these stories have been lost. Some have even been deliberately covered up. There will always be gaps in what we know.

It is in these gaps that we find another kind of history—the secret history of the world.

Be warned. If you pursue the secrets of history, they just might start to pursue you.

It's not too late to turn back. All you have to do is leave this webpage now, and forget you ever saw it.

But if it's the truth you're after and you dare to know more, then read on and begin to unfold the secrets of the Junto. If you're really brave, take the True Junto Oath.

Just don't say we didn't warn you...

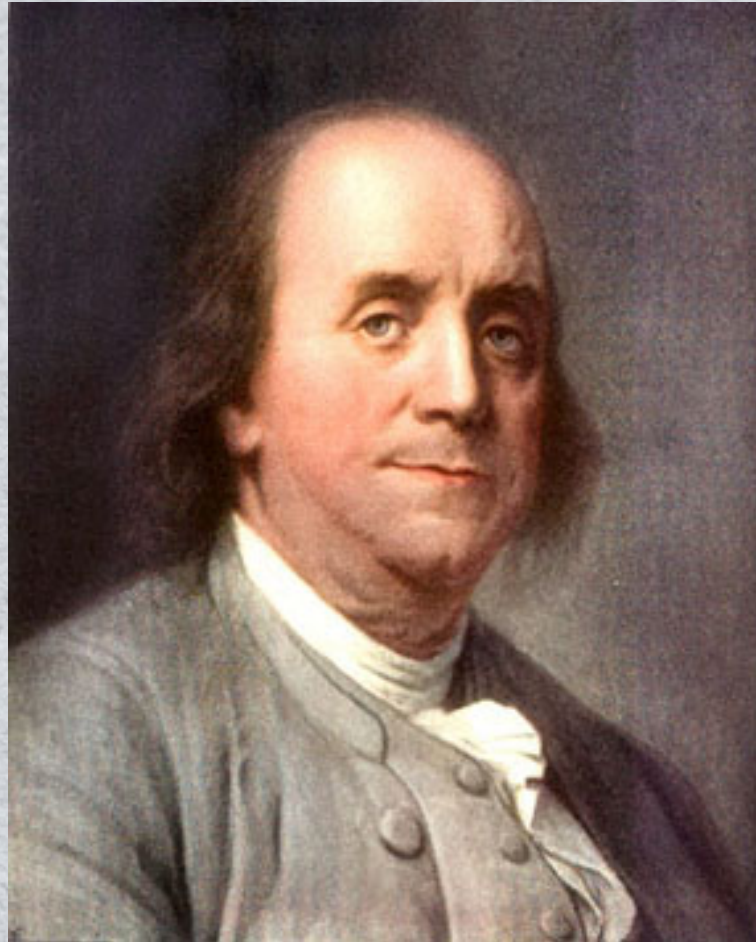
Read

a history of the
real American
Junto

Take

the true Junto
Oath





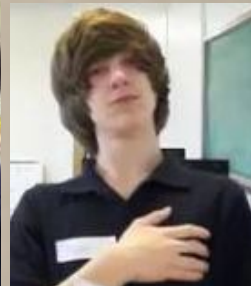
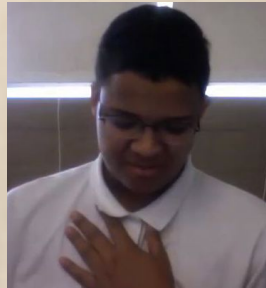
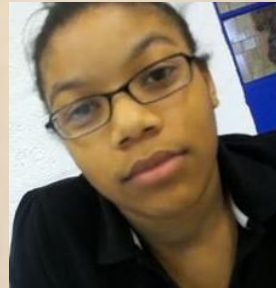
B. Franklin

By 1764, however, there is no further record of the Junto. Franklin wrote of its beginning in his autobiography, but never wrote of its end. As much as we'd love to report that the **JUNTO LIVES**, one thing is certain—the Junto disappeared from the public face of history, never to be heard of again.

Those who wished to join the Junto had to complete an Oath...



THE JUNTO OATH



some of your 57 classmates

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[» HOME](#)[» THE JUNTO CODE](#)[» COLLABORATE](#)[» MEMBERS](#)[» TRAINING](#)

Welcome to the ***Junto of Enlightened Naturalists and Inventors for a United Society (JENIUS)***.

You have uncovered ***Academy No. 1171706***, our new online Academy. That tells us you must have been looking for it, although we do not yet know your reasons.

If you wish to join the ranks of ***JENIUS***, know that we welcome anyone who holds to our three main principles: ***Science, Industry, and Morality***.

However, because we dedicate ourselves to the discovery of all truth in this world, we must be honest up front. We have many enemies. Times are not as simple for ***JENIUS*** as they once were, and ***Academy No. 1171706*** is no conversation club like Benjamin Franklin's original *Junto*. It is an Academy designed with a specific mission, and a *dangerous* one at that.

All new members will have to ***race against time*** to overcome challenges and puzzles, crack codes, and uncover long-buried secrets ***before it is too late***.

If you are ***brave and honest***, join our ranks, and ***Enter the Academy***.

USER LOGIN

Username: *

Password: *



WELCOME TO JENIUS ACADEMY 1171706

Submitted by **Ambassador** on Sat, 2011-04-02 06:17

JENIUS welcomes you to **Academy No. 1171706**! This temporary Academy has been formed for the purpose of one mission alone, but it is a mission that will decide the fate of this country, and possibly even the entire world.

There is no time to waste. Familiarize yourself with the Academy, **the Junto Code**, and your fellow **JENIUS** trainees and members. Listen to my instructions, as also posted to you in my letter, below.

BE WARNED: If you have made it this far and you are a member of **SCAR**, we should not bother trying to reason with you, but old habits die hard. You are not welcome here. Turn back now. Your spies **WILL** be found out.



Dear JENIUS Applicant,

You have taken the first steps toward joining the ranks of the Junto of Enlightened Naturalists and Inventors for a United Society (JENIUS). JENIUS traces its origins back to 1727 when Benjamin Franklin created the club he called the Junto. At first, this was only a conversation club. However, in 1764, when Franklin decided to erase the Junto from the public eye and reestablish it as a secret society, JENIUS was born.



Track #1

0:07



ORDERS, MISSIONS, BADGES

ARCHIVIST MISSION #3



SURVEYOR MISSION #2



Archivists: The Storytellers



Inventors: The Innovators



Cryptographers: The Investigators



Surveyors: The Explorers

INVENTOR MISSION #2

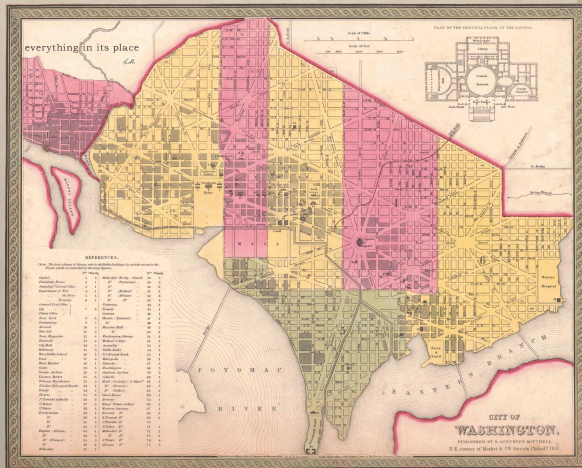
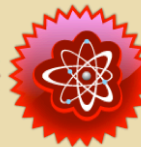


CRYPTOGRAPHER MISSION #1

JENIUS Cryptographer Training Mission #1. MORSE CODE



Badges



APRIL G.

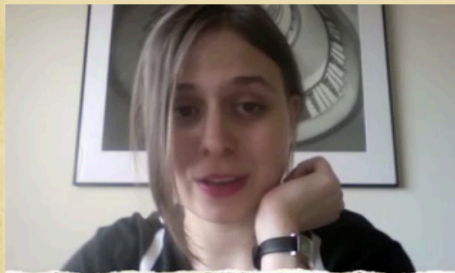


WELCOME, NEW MEMBERS!

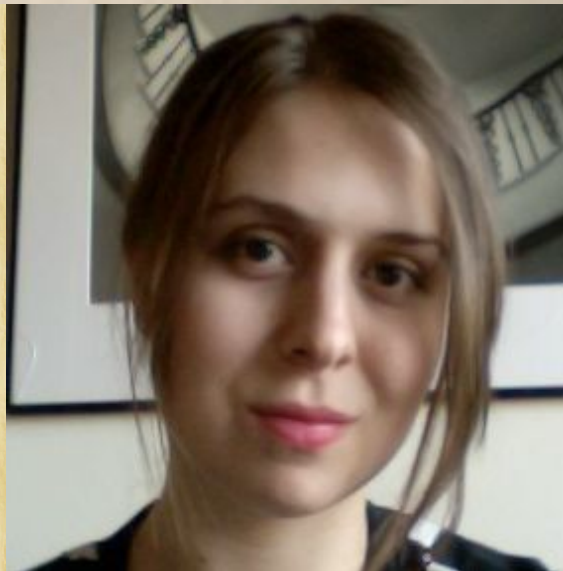
Submitted by April G. on Mon, 2011-04-04 22:03

This is April G! I made you all a video to say hi and welcome you into the Academy (stuff I wish I'd known going in...). Check it out.

I'm really excited all of you are here. Just in time, too.



April G.
Academy 1171706



JENIUS WALL

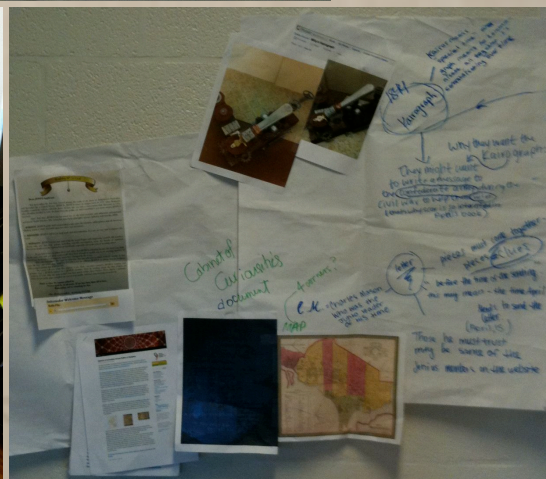
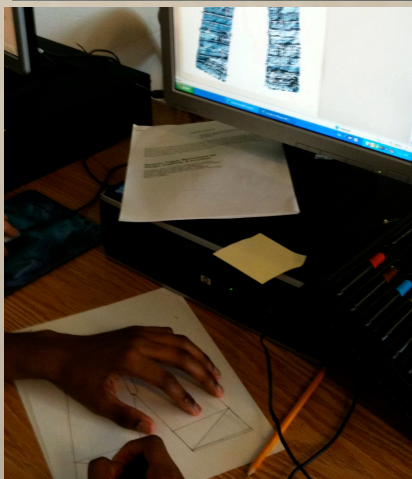
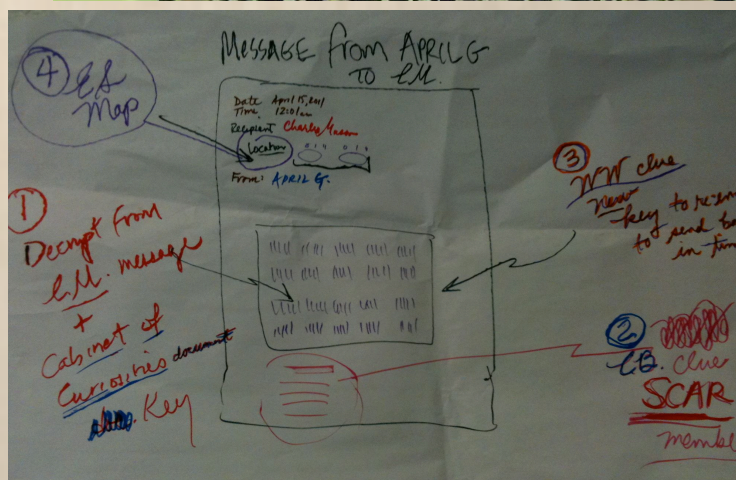
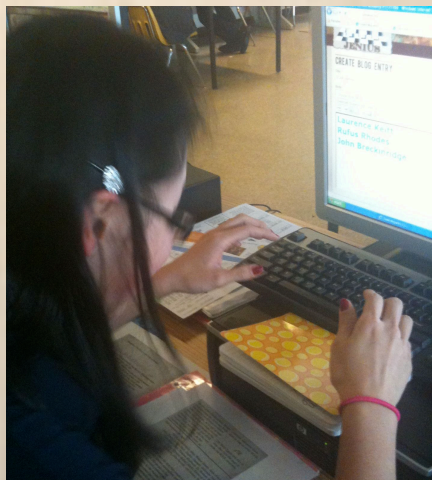
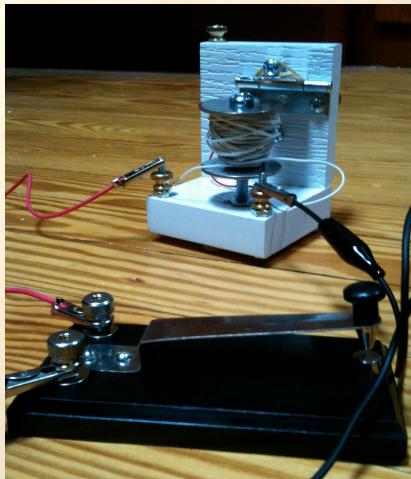
Blake » April G. As a chryptographer, it is diffucult to read your morse code. please give mea hint

Shey_Bby05 » Morgan05 Hi Morqann>What Mission Are you Doing?

Taylor Elizabeth Yay 2 badges down 1 to go!!!

Jazibethh' » TonyV05 I Just Got Another Onee ! (:

Blake Ifell like a boy scout when i get a badge . . . so proud of myself. |



ALTERNATE REALITY GAME (ARG)



ARCANE GALLERY OF GADGETRY

ALTERNATE REALITY GAMES

Entertainment/Marketing

- ⚙ The Beast
- ⚙ I love Bees
- ⚙ The Lost Experience
- ⚙ Metacortechs
- ⚙ Cathy's Book
- ⚙ Personal Effects: Dark Arts
- ⚙ 39 Clues
- ⚙ Trackers

“Serious Games” (Education)

- ⚙ World Without Oil
- ⚙ Evoke
- ⚙ Pheon
- ⚙ ARGOSI



AN ARG IS...

- ⚙ **An interactive narrative –
*Storytelling as Archaeology*¹**
- ⚙ **In real-time, using the real world as a game-board**
- ⚙ **“This is Not a Game” (TINAG)**
- ⚙ **Content embedded in multiple media types and tools**
- ⚙ **Malleable**
- ⚙ **Collaboration Required to Uncover the Story**

¹ Wikipedia, http://en.wikipedia.org/wiki/Alternate_reality_game

ARGS AND NEW LITERACIES

☼ Players engage in Literacy Practices

- Gather, evaluate information
- Think creatively, critically, “counter-factually”

☼ Embedded in Authentic Environments

- Everyday communications tools are the controls (wikis, blogs, cell phones, email, print...)

☼ Potential for Transferability

- You, not a character you are portraying, are trying to unravel the mystery or solve the puzzle

ARG DESIGN ISSUES

Scalability

**Narrative Pace
and Placement**

**Participation/
Collaboration**

Challenges/Puzzles

**Learning
Objectives**

Rewards

Reusability/Replayability

**Real or Imaginary?
(TINAG vs TIAG)**

Competition

Motivation/Engagement

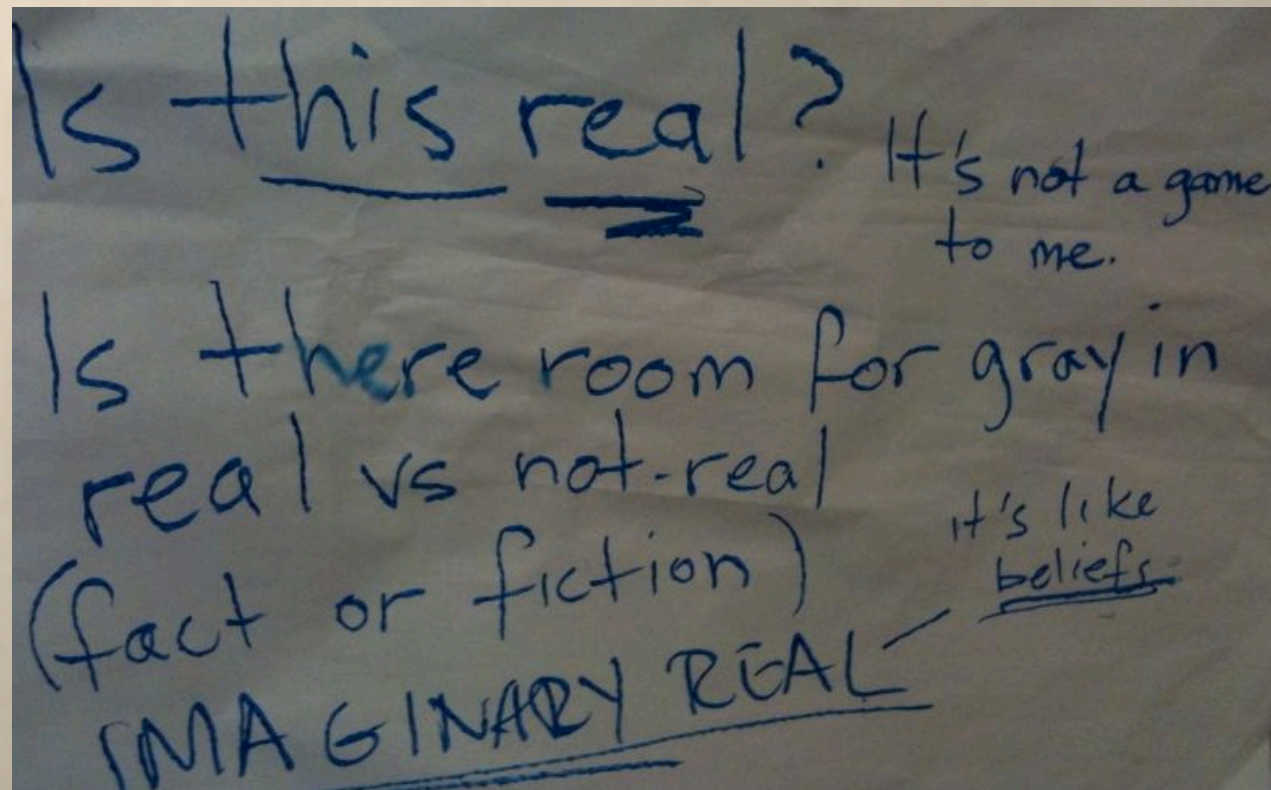
Assessment

Tools/Technologies

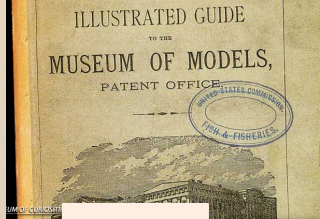
Archiving

DESIGN CHALLENGE

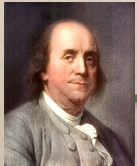
- ✧ Preserving “This is Not A Game” (TINAG)
- ✧ Enabling thoughtful information evaluation



DESIGN CASE: ARCANE GALLERY OF GADGETRY



1836



1727

American
Philosophical
Society

1745

1764?



1854



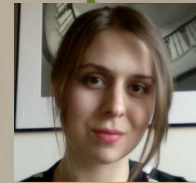
1861



1877



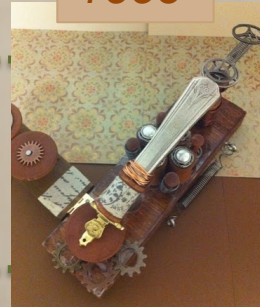
2010



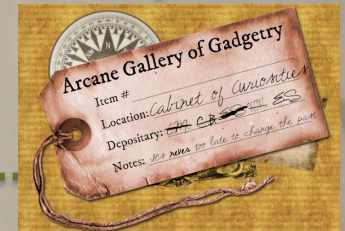
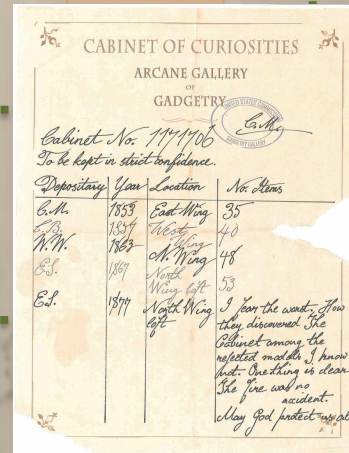
2011

1877

2010



1853



JUNTO LIVES


2011

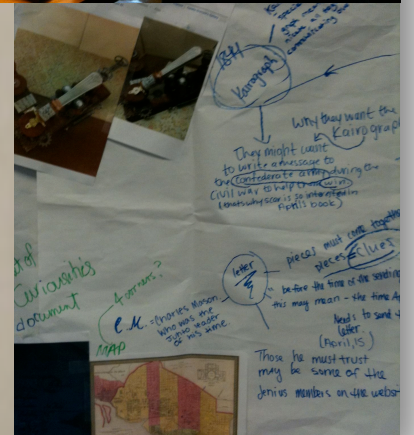
DESIGN CASE: AGOG SEASON "1" INITIAL RESULTS

★ Survey responses

- *How real it felt*
- *The fact that I was saving history*
- *That I actually got into it and had fun*
- *The teamwork that was needed to solve it*
- *How serious everyone took the process*
- *It keeps you thinking*
- *How intricate it was*
- *I felt like a detective / spy!!*

RESEARCH CONTEXT

- ⚙ Interviews with experienced ARG designers
- ⚙ Design Sessions with  Kidsteam
- ⚙ Surveys & design docs from MLS students who created lesson plans for AGOG
- ⚙ Design process/launch of 3 ARGs
 - ⚙ AGOG “Season 1” (middle schoolers)
 - ⚙ AGOG undergraduate version
 - ⚙ Run Red’s Road
(developed by teens and librarians for Carroll County Public libraries)



ARG DESIGN IMPLICATIONS

- ✧ **Story Content Embedded and Matched to Technology types/affordances**
- ✧ **Collective Responsibility to End-Game**
- ✧ **Take advantage of gaps in historical record to traverse from “fact” to “fiction” –**
 - ✧ **Real to Alternate Perspectives**

THANK YOU!

www.justnoevil.org

www.juntolives.org

Elizabeth Bonsignore / ebonsign@umd.edu

Kari Kraus / karimkraus@umd.edu

Derek Hansen / dlhansen@umd.edu

Amanda Visconti / visconti@umd.edu

