

Do you think games are “escapist”?

VOTE NOW!*

YES @avantgame games are escapist! #GDC

NO @avantgame there is no escape #GDC

***there will be prizes**

There is NO ESCAPE



Jane McGonigal, PhD

@avantgame

#GDC

NEW YORK TIMES BESTSELLER

REALITY IS BROKEN



**Why Games Make Us
Better and How They Can
Change The World**

"A fascinating and provocative...manifesto that adds to our understanding of the appeal and potential power of digital games."—The Boston Globe

JANE MCGONIGAL

My Data

NEW YORK TIMES BESTSELLER

REALITY IS BROKEN



**Why Games Make Us
Better and How They Can
Change The World**

"A fascinating and provocative...manifesto that adds to our understanding of the appeal and potential power of digital games."—The Boston Globe

JANE MCGONIGAL

My Data

250,000+ people in
person

NEW YORK TIMES BESTSELLER

REALITY IS BROKEN



**Why Games Make Us
Better and How They Can
Change The World**

"A fascinating and provocative...manifesto that adds to our understanding of the appeal and potential power of digital games."—The Boston Globe

JANE MCGONIGAL

My Data

250,000+ people in
person

150+ public Q & A's

NEW YORK TIMES BESTSELLER

REALITY IS BROKEN



**Why Games Make Us
Better and How They Can
Change The World**

"A fascinating and provocative...manifesto that adds to our understanding of the appeal and potential power of digital games."—The Boston Globe

JANE MCGONIGAL

My Data

250,000+ people in
person

150+ public Q & A's

5 million+ online views

NEW YORK TIMES BESTSELLER

REALITY IS BROKEN



**Why Games Make Us
Better and How They Can
Change The World**

"A fascinating and provocative...manifesto that adds to our understanding of the appeal and potential power of digital games."—The Boston Globe

JANE MCGONIGAL

My Data

250,000+ people in
person

150+ public Q & A's

5 million+ online views

10,000+ heartfelt letters

The top 3 challenges we face

The top 3 challenges we face

3. Violence

The top 3 challenges we face

3. Violence

2. Obesity

The top 3 challenges we face

3. Violence

2. Obesity

1. Escapism



Eric Zimmerman

@zimmermaneric



 Follow

We don't have to justify music or stories or images by demonstrating that they improve people. We shouldn't have to justify games.

 Reply

 Retweet

 Favorited

 More

135

RETWEETS

21

FAVORITES



1:48 PM - 7 Nov 11



The Museum of Modern Art





- Clive Thompson,
Smarter Than You Think



“Everything rewires
your brain.

- Clive Thompson,
Smarter Than You Think



“Everything rewires
your brain. Reading this
sentence rewires your
brain.

- Clive Thompson,
Smarter Than You Think



“Everything rewires your brain. Reading this sentence rewires your brain. I hope it was worth it.”

- Clive Thompson,
Smarter Than You Think

What we're talking about today:

1. Secret History

What we're talking about today:

1. Secret History

2. Strange Science

What we're talking about today:

1. Secret History

2. Strange Science

3. Awesome Future

PART ONE

The Secret History

HOUDINI



TERROR ISLAND

CLASSIC
FEATURE
FILM
STARRING
HARRY
HOUDINI

HOUDINI EXPOSED

DOCUMENTARY
LOOK INTO
THE MASTER
MAGICIAN'S
LIFE AND
DEATH

TWO PACK

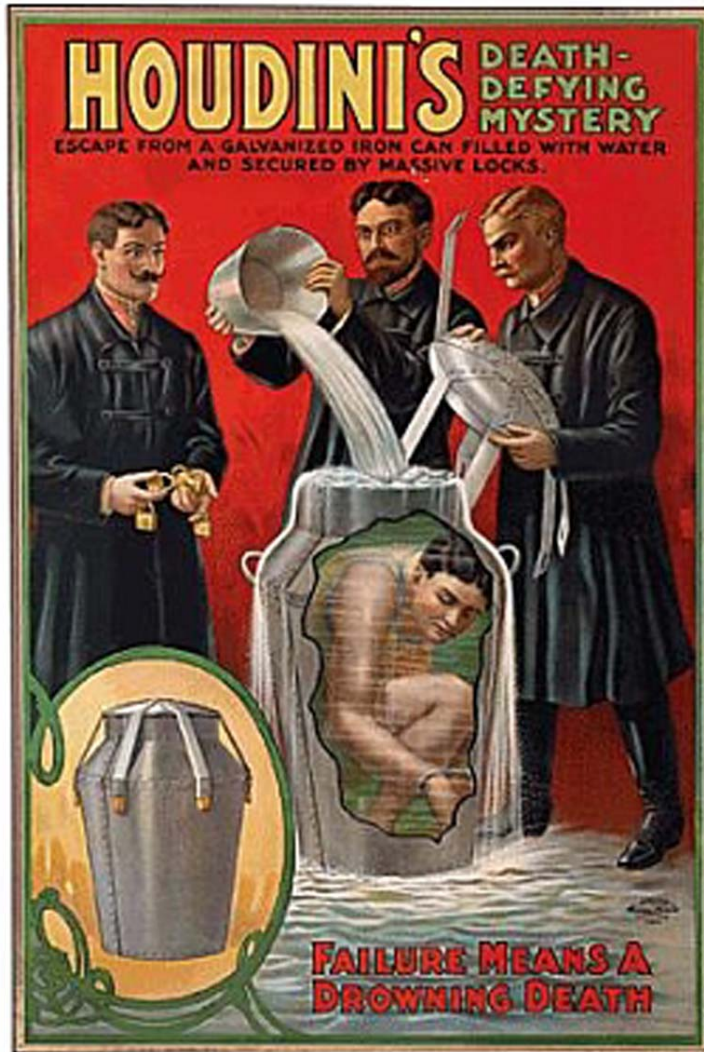
ESCAPIST

1. One who escapes, or who tries to escape, from captivity, prison, etc. Cf. ESCAPEE *n*.

1928 in *Webster's New Internat. Dict. Eng. Lang.*



Escapes from prison!



**Escapes
from
Drowning!**

**Escapes from a
straightjacket!**



The FIRST with
the LATEST
Full United Press
teased wire

Santa Ana Daily Register

FINAL
EDITION

VOL. XXIV. NO. 285.

Leading daily Orange Co. pap. 100,000 Santa Ana
200,000. Established 1901. "Orange" register, 1910.

SANTA ANA, CALIFORNIA,

MONDAY, OCTOBER 28, 1929

20 PAGES

3c Per Copy. 65c Per Month

BILLIONS LOST AS STOCKS CRASH

Pantages In Jail Awaits Sentence To State Prison

GUILTY SAYS JURY AFTER MANY HOURS

Theater Man Declares He
'Got Raw Deal' and Did
Not Even Have Chance

MISS PRINGLE GLAD

In Statement Says Not Sure
Whether She Will Con-
tinue Her Stage Career

LOS ANGELES, Oct. 28.—(UP)—

Dressed in the blue denim of the Los Angeles county jail, Alexander Pantages was "dressed" today and assigned No. 112521. The theater magnate had little to say about his conviction last night of an assault upon Eunice Pringle, 17-year-old dancer.

"I believe I got a raw deal," Pantages declared. "I didn't have chance with the jury from the start. It looks like a man is up against it when a woman brings this kind of a charge against him even if it is a frame-up."

When Pantages was looked in by the magistrate he gave his up as 56, weight 125 pounds and height 5 feet 7 inches.

The millionaire surrendered to new packages of clothes, fed elms and a package of pills to the men.

From his cell today Pantages made his first statement.

"I think it was the only thing they could do," she said.

Whether she will continue her stage career she hoped to start was not certain.

It developed today that it was the testimony Miss Pringle gave that really led to the conviction.

"We did believe the complaint and we did not believe the defense," Pringle is reported to have said.

SENATE "FARM BLOC" STARTS BATTLE FOR HIGHER TARIFFS

STATE PLANS TO ROUND UP TAX DODGERS

Banks and Corporations to
Be Object of Campaign,
Says Commissioner

SACRAMENTO, Oct. 28.—(UP)—
Tax dodgers among California banks and corporations are to be rounded up in a determined campaign by the state, the United Press learned exclusively today.

With returns on the new four per cent income tax on banks and corporations nearly complete, a total of \$4,807,000 has been paid into the state treasury, according to an announcement by State Finance Tax Commissioner.

Subject of a bitter controversy before it reached the legislature last March, the new tax law has had a rocky path, with prophecies that it would not produce much more than \$1,000,000 in revenue from the banks and corporations.

Subject of a bitter controversy before it reached the legislature last March, the new tax law has had a rocky path, with prophecies that it would not produce much more than \$1,000,000 in revenue from the banks and corporations.

Subject of a bitter controversy before it reached the legislature last March, the new tax law has had a rocky path, with prophecies that it would not produce much more than \$1,000,000 in revenue from the banks and corporations.

Subject of a bitter controversy before it reached the legislature last March, the new tax law has had a rocky path, with prophecies that it would not produce much more than \$1,000,000 in revenue from the banks and corporations.

Subject of a bitter controversy before it reached the legislature last March, the new tax law has had a rocky path, with prophecies that it would not produce much more than \$1,000,000 in revenue from the banks and corporations.

Subject of a bitter controversy before it reached the legislature last March, the new tax law has had a rocky path, with prophecies that it would not produce much more than \$1,000,000 in revenue from the banks and corporations.

Subject of a bitter controversy before it reached the legislature last March, the new tax law has had a rocky path, with prophecies that it would not produce much more than \$1,000,000 in revenue from the banks and corporations.

Subject of a bitter controversy before it reached the legislature last March, the new tax law has had a rocky path, with prophecies that it would not produce much more than \$1,000,000 in revenue from the banks and corporations.

Subject of a bitter controversy before it reached the legislature last March, the new tax law has had a rocky path, with prophecies that it would not produce much more than \$1,000,000 in revenue from the banks and corporations.

Friend Brings Man To Jail On Rum Charge

Harry Carter, deputy sheriff, today was getting himself on the back and braggings of his persuasive power. A friend of a man Carter says is a bootlegger arrested the alleged law-breaker and brought him to jail for the officer.

"It's not often you hear of anything like that," Carter said. "We found a still at the place of Bartle Trujillo, but Trujillo was not at home, so I persuaded his friend to bring him to jail for me when he showed up, and by golly, he did it."

Trujillo was booked at the jail for investigation, but this afternoon was to be taken to Justice Morrow's court on a charge of possession of a still. The still and equipment were found by Carter and M. E. Jamison, deputy sheriff, Saturday night.

THREE U. S. C. STUDENTS ARE CRASH VICTIMS

Auto Plunges Into Engine
As Ruckers Return from
Big Football Game

TULARE, Calif., Oct. 28.—(UP)—

Two deaths in a Tulare hospital today resulted from the crash of an automobile.

BINGHAM TAKES EXCEPTION TO SENATE LOBBY

Charges Committee With
Unfair Political Tactics
During Probe

WASHINGTON, Oct. 28.—(UP)—Charging the senate lobby investigation committee with unfair political tactics, Senator Bingham, Republican, Connecticut, today defended in the senate his employment of Charles L. Egan, ex of the Connecticut Manufacturers' association as his secretary.

"I was advised by friends not to appear before the committee because it had been framed against me as a friend of the administration," Bingham said.

Bingham criticized Chairman Norris of the judiciary committee for appointments he made to the investigating subcommittee.

"The chairman of the judiciary committee," Bingham said, "is the only committee chairman who in the last campaign denounced the Republican candidates and did his best to elect the Democratic candidate. I have wondered how he could sustain his willingness to be chairman of the committee."

Bingham accused the majority, the committee was "framed" against any "subcommittee" or "subcommittee" member.

The membership of the committee, he pointed out, includes seven Democrats, seven Republicans, and three anti-administration Republicans.

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

Alliance Of Two Factions May Win Out

Western Republicans Group
With Southern Demo-
crats To Increase Rates

WASHINGTON, Oct. 28.—

The senate "farm bloc" swung into action today in an effort to override the finance committee and lower tariff protection on all vegetable and fish oils to new high levels.

Confident that an alliance of western Republicans and southern Democrats would overwhelm all opposition, sponsors of the measure claimed everything that has been demanded by the most extreme protectionists of national farm organizations.

"I was advised by friends not to appear before the committee because it had been framed against me as a friend of the administration," Bingham said.

Bingham criticized Chairman Norris of the judiciary committee for appointments he made to the investigating subcommittee.

"The chairman of the judiciary committee," Bingham said, "is the only committee chairman who in the last campaign denounced the Republican candidates and did his best to elect the Democratic candidate. I have wondered how he could sustain his willingness to be chairman of the committee."

Bingham accused the majority, the committee was "framed" against any "subcommittee" or "subcommittee" member.

The membership of the committee, he pointed out, includes seven Democrats, seven Republicans, and three anti-administration Republicans.

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

"Two deaths in a Tulare hospital today resulted from the crash of an automobile."

JURY BELIEVES HER STORY

Alexander Pantages, (center) millionaire vaudeville circuit owner, who was found guilty of attacking Eunice Pringle, 17, and who now faces imprisonment in the state penitentiary for a year, was not to exceed 10 years.



CHRISTIANITY MUST DESTROY WAR OR WAR WILL OVERTHROW CHURCH, SAYS PASTOR SCHROCK

"WAR is a problem in arithmetic," said the Rev. Perry Frederick Schrock, in his sermon at the First Congregational church last night. His subject grew out of a moving picture which has been shown at his church for the past few Sunday evenings. The title of the picture was

MAINSTAYS OF MARKET IN PLUNGE

Banking Support Unable to
Prevent Break Accom-
panied by Wild Trading

TICKERS FAR BEHIND

General Electric, U. S.
Steel, Other Leading Is-
sues Caught In Crash

NEW YORK, Oct. 28.—(UP)—

Billions of dollars in value went overboard today as the stock market plunged downward—headed by the earlier steady United States Steel.

Banking support, which came in to protect the market in the desperate downward plunge last week, was unable to prevent today's break, which accompanied frenzied trading.

Tickers were an hour behind as the clock piled up on its face. The trader was of great volume although not as great as that of the desperate hours last Thursday when curb and stock exchange sales almost reached \$1,000,000.

There were deaths all along the line. The backbone of the stock market—stocks which the wealthy class had been trading in—were smashed down in record breaks. Ten, 15 and 20 point declines which meant billions of dollars loss in trading values—were recorded in a brief period.

The break began mildly but quickly, momentum with a sweeping effect.

After a quick break through resistance levels and the sellers took over the day's trading last Thursday.

General Electric bore the brunt of the market's plunge.

ESCAPIST

1. one who seeks distraction from reality or from routine activities Cf. ESCAPISM *n*.







ESCAPIST

1. one who seeks distraction from reality or from routine activities Cf. ESCAPISM *n.*

1933 C. S. LEWIS *Pilgrim's Regress* vi. iii. 125

'I never!... Do you take me for an escapist?'

Depressed

+

Desperate



Jack Finney

“For the first time in man’s history, man is desperate to escape the present...”

- *I'm Scared*, 1948



Jack Finney

“... It seems too bad - this universal craving to escape what could be a rich, productive, happy world.”

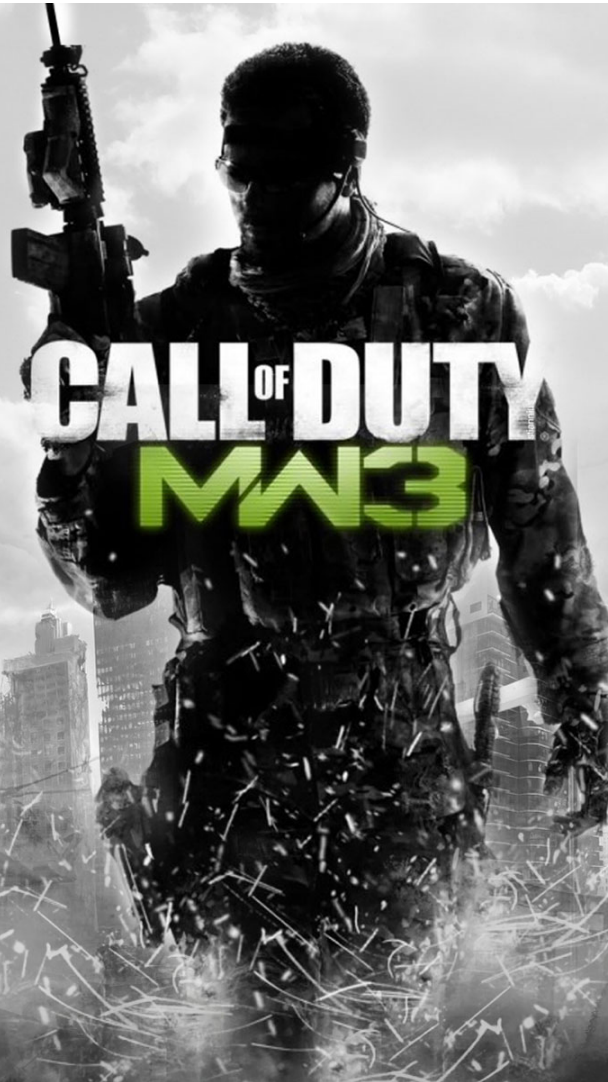


300 million
minutes a day

400,000 years

170 hours a
year per
player...

Or 1 month
of full-time
work every
year





1 in 4 players
called in sick

CALL^{OF}DUTY[®] BLACK OPS II

to stay home and
play on launch day.



STONE WALLS AND CHAINS DO NOT MAKE A PRISON — FOR HOUDINI.

Imprisoned



Drowning

Insane



ESCAPISM



ESCAPISM



1. An addiction to doing things that make you forget the world.

ESCAPISM



1. An addiction to doing things that make you forget the world. Someone that is a victim of escapism is often found in self denial about things in life, because they find it unbearable to face the world.

ESCAPISM



1. An addiction to doing things that make you forget the world. Someone that is a victim of escapism is often found in self denial about things in life, because they find it unbearable to face the world. They usually have bad grades, daydreams way too often and has major mood swings.

ESCAPISM



1. An addiction to doing things that make you forget the world. Someone that is a victim of escapism is often found in self denial about things in life, because they find it unbearable to face the world. They usually have bad grades, daydreams way too often and has major mood swings. They also have trust issues and are secretly wishing they were dead.

ESCAPISM

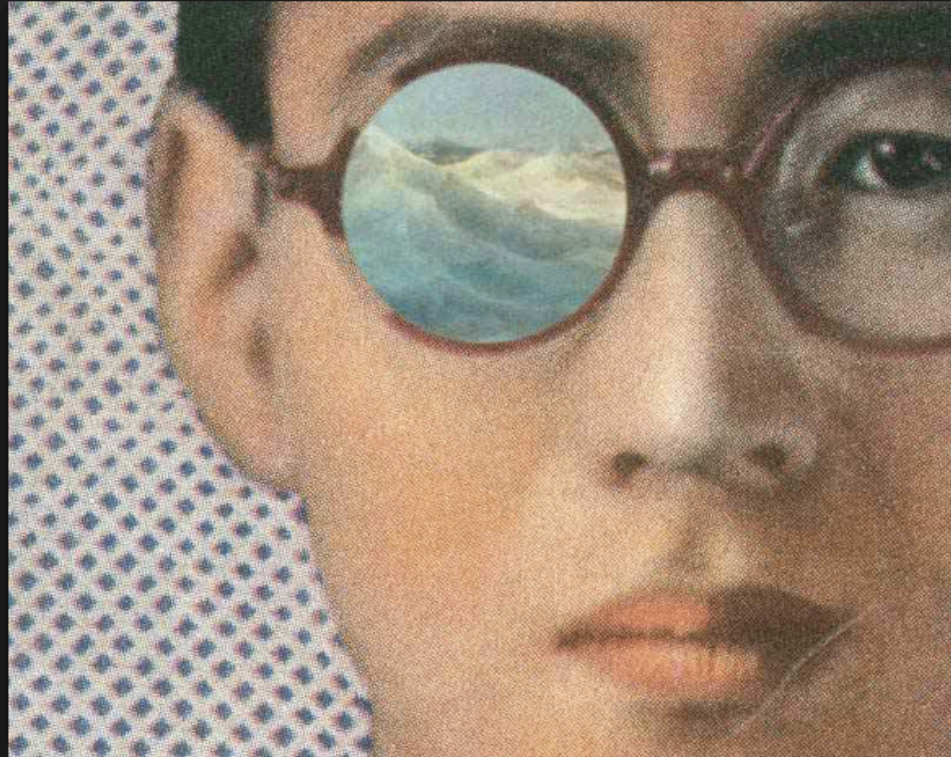


1. An addiction to doing things that make you forget the world. Someone that is a victim of escapism is often found in self denial about things in life, because they find it unbearable to face the world. They usually have bad grades, daydreams way too often and has major mood swings. They also have trust issues and are secretly wishing they were dead. [escape](#) [suicide](#) [suicidal](#) [lonely](#) [sad](#) [emo](#) [alone](#)

The psychology literature links escapism to:

- Suicide
- Anxiety
- Eating disorders
- Alcoholism
- Addiction
- Masochism





“Closing your eyes
isn't going to
change anything.”

— Haruki Murakami,
Kafka on the Shore



“Keep your eyes
wide open. Only
a coward closes
his eyes.”

BUT

“No live organism
can continue for
long to exist sanely
under conditions of
absolute reality.”

— Shirley Jackson, *The
Haunting of Hill House*



PART TWO

The Strange Science

Self-Suppression

Self-Expansion

Self-Suppression

Running away from unpleasant thoughts, perceptions, emotions

Self-Expansion

Actively seeking new skills, stronger relationships, + more positive experiences

Self-Suppression

“Augh. Everything sucks. I’m going to go play my favorite game.”

Self-Expansion

“My life is so much better when I have time to play my favorite games. ”

Self-Suppression vs. Self-Expansion



Self-Suppression vs. Self-Expansion



There is no
difference!!!



Self-Suppression

The more challenging my life becomes,
the MORE I play games.

Self-Expansion

The more challenging my life becomes,
the LESS I play games.

Self-Suppression

mental

Self-Expansion

Self-Suppression



More depression

More anxiety

More social isolation

Self-Expansion



More ambition

More happiness

More social support

“Study shows videogaming increases depression”

REAL HEADLINES!

“Study shows gamers experience greater levels of life satisfaction and happiness”

“Gaming linked to bad grades, drug use in teenagers and college students”

REAL HEADLINES!

“Video gameplay linked to higher grades, less drug use in high school students”

“Video Games Linked To Poor Relationships
With Friends, Family”

REAL HEADLINES!

“Not All Gamers Are Low Scorers On
Friendships, Relationships”

Self-Suppression



physical

Self-Expansion

Fight or Flight

Calm + Connect

Self-Suppression

Worse than smoking a pack of
cigarettes a day

Self-Expansion

Better than losing a ton of weight.

Self-Suppression



VS.

Self-Expansion

Self-Suppression

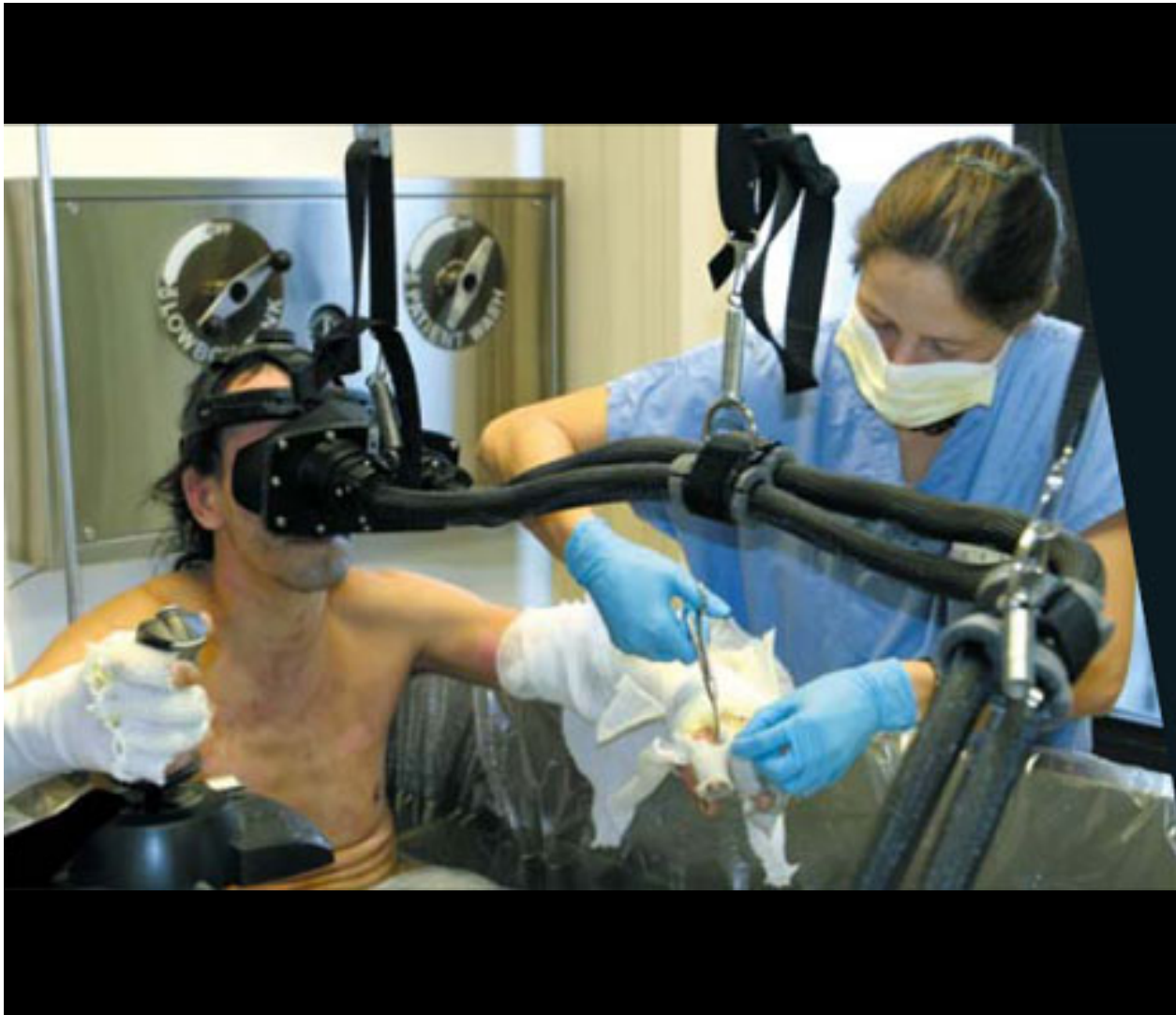
Your real life gets WORSE.

Your real life gets BETTER.

Self-Expansion

“Snow World”







Reduces pain in burn
victims during the
cleaning of wounds
by 30-50%...

... which is more
effective than
MORPHINE.



PART THREE

The Awesome Future

PRIZE TIME!

Room 303, South Moscone Hall
You are standing by the podium in a large conference room. A rather old-looking key is on the floor.

>



PRIZE TIME!

Room 303, South Moscone Hall
You are standing by the podium in a large conference room. A rather old-looking key is on the floor.

> Get key



Back to

**The Awesome
Future**



Do No Harm

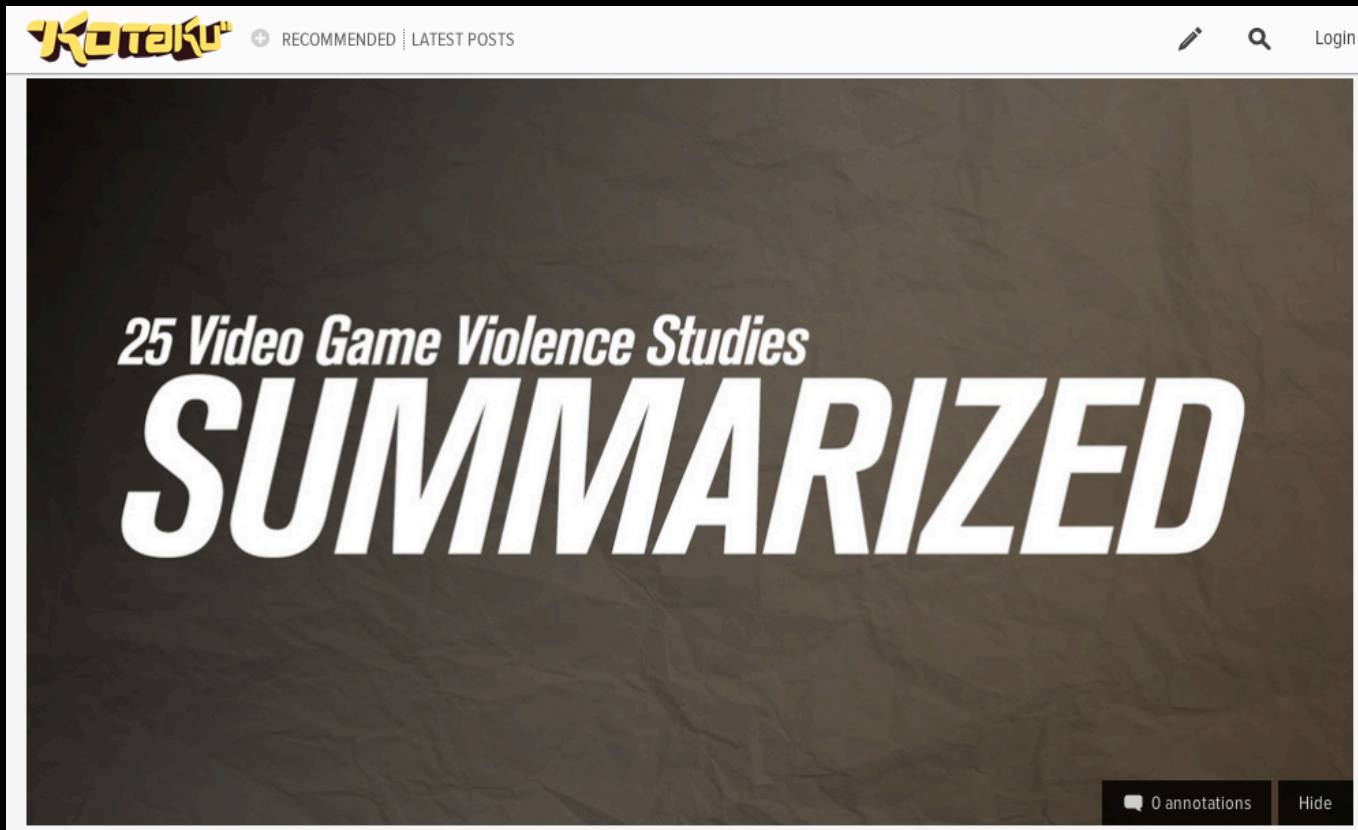
Do No Harm

aggression

+

sitting

Search: Kotaku research



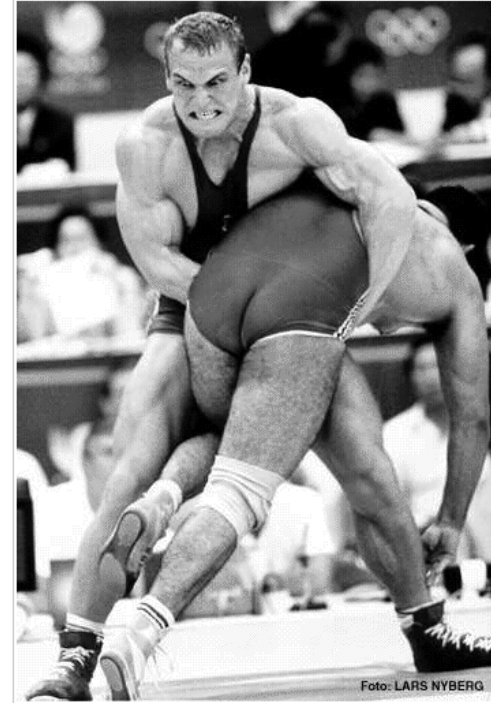
Competitive,
violent gameplay
makes you more
aggressive.

Competing against
strangers
is worse than against
**real-life friends +
family.**

Search: Daniel Cook, testosterone



Testosterone and Competitive Play



1. Introduce an
element of luck into
competitive games.



2. Minimize rich
communication
channels after defeat
to reduce displays of
domination.



Teabag

The only thing to do when you can't brag about a kill.

3. Make co-op, not
competitive.

MAKE LOVE
NOT WAR

Search: Sitting disease

“Sitting Disease” by the numbers

Our modern sedentary lifestyles,
both at home and in the workplace,
are costly for us and for our employers.

Average hours of seated commute
+ average hours of seated homelife = too much sitting!



94% more likely to die

The 2010 [American Cancer Society study](#) published in the *American Journal of Epidemiology* followed 123,216 individuals (69,776 women and 53,440 men) from 1993–2006. The alarming results:

- Women who were inactive and sat over 6 hours a day were **94% more likely to die** during the time period studied than those who were physically active and sat less than 3 hours a day.
- Men who were inactive and sat over 6 hours daily were **48%** more likely to die than their standing counterparts.

Findings were independent of physical activity levels (the negative effects of sitting were just as strong in people who exercised regularly).

MEDICAL EXPERTS HAVE STARTED REFERRING TO LONG PERIODS OF PHYSICAL INACTIVITY AND ITS NEGATIVE CONSEQUENCES AS "SITTING DISEASE."



A January 2010 [British Journal of Sports Medicine article](#) suggests that people who sit for long periods of time have an increased risk of disease.

In 2010 [the University of Queensland, Australia, School of Population Health reported](#), "Even when adults meet physical activity guidelines, sitting for prolonged periods can compromise metabolic health."

www.medscape.com/viewarticle/72534





Each hour
of evening
sitting =
3 cigarettes



A service of the

[Home](#) [About MedlinePlus](#) [Site Map](#) [FAQs](#) [Contact Us](#)

Search MedlinePlus

Health Topics

Drugs & Supplements

Videos & Cool Tools



Screen time not linked to kids' physical activity

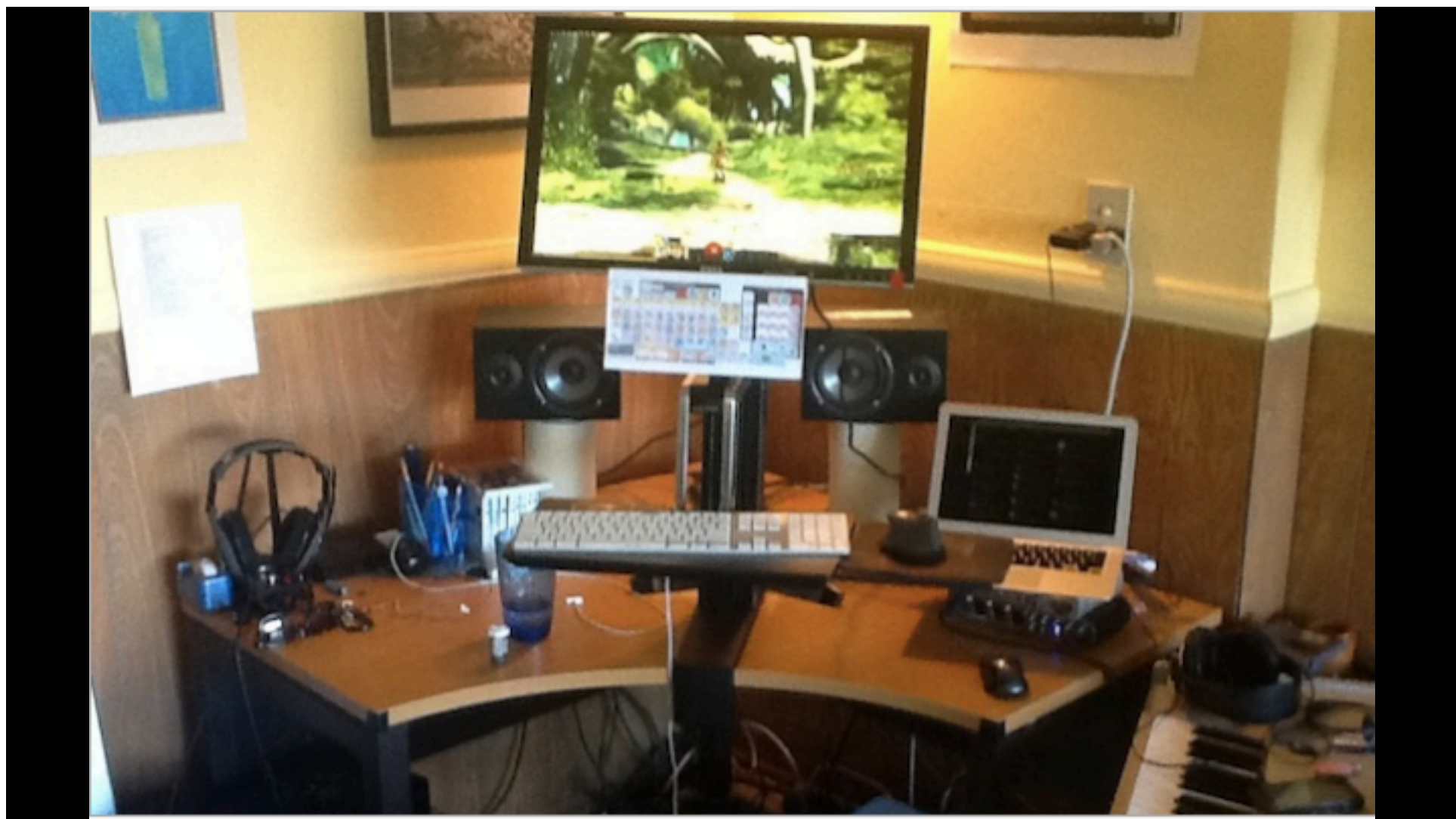
Thursday, January 10, 2013

By Geneva Pittman

NEW YORK (Reuters Health) – Cutting back kids' time watching TV and playing video games may not encourage them to spend more of the day running around outside, a new study suggests.



1. Make the player
move by any means
necessary.



2. Standing is more
immersive!

**JUST
STAND
.ORG**

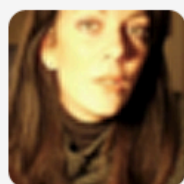
3. PSA it: Just stand
the last 10 minutes of
every hour.

Give More
Good

NOT THIS!



THIS!

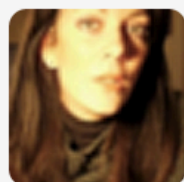


Stephanie Hendrick @cutecattheory

7h

My sons therapist rocks. She perscribed more gaming to help son w/ coping and problem solving skills. Ping [@avantgame](#)

[Expand](#) [Reply](#) [Retweeted](#) [★ Favorited](#) [More](#)



Stephanie Hendrick @cutecattheory

7h

[@avantgame](#) oops. Accidental retweet! Games we talked about were skyrim and Battlefield 3 (this 1 b/c friends are online playing too)

[View conversation](#) [Reply](#) [Retweet](#) [★ Favorite](#) [More](#)



Call of Duty
Mario Kart
Rayman Raving Rabbids
Peggle
World of Warcraft
Words with Friends
Minecraft
Batman: Arkham Asylum
Dance Central
Silent Hill
Halo 3
Bejeweled
Plants vs. Zombies



Do you
know
this
guy?



1. Age gracefully

“U.S. seniors who play
video games are happier, less depressed”

“Video Games Requiring Physical Activity
Alleviate Depression in Older Adults”

“Seniors who play videogames feel more
connected, less lonely”

2. Have a closer- knit Family

“Video games can strengthen adult-child relationships”

“Playing video games together leads to better communication skills between adults and children”

“Girls who played video games with a parent felt more connected to their families and had stronger mental health.”

3. Be Brilliant

“Fast-paced action games improve attention, multi-tasking and focus”

“10 hours of action videogaming significantly improves spatial intelligence skills”

“Action videogamers solve complex problems faster, without any loss in accuracy”

4. Be Able

“Multi-player videogames enhance social skills,
social intelligence for autistic youth”

“ADHD symptoms diminished; players show
improved motivation, long-term goal
acquisition when playing videogames”

“12 hours of Wii games improved reading skills
in children with dyslexia more than one year’s
worth of traditional remedial instruction”

5. Be Brave

“Kids learn to manage difficult emotions like fear and anger by playing scary videogames”

“Gamers better able to control dreams, halt nightmares”

“Attractive avatars improve our real-world confidence and commitment to goals”

6. Become Heroic

“Having a superpower in a virtual world increases helping behavior in real-life”

“Co-op gaming linked to more helpful behavior later, outside of the games”

“Gamers are twice as likely as non-gamers to come to the rescue when someone is being physically harmed in real life”

7. Build Character

“Videogames promote positive youth development by requiring focus and cumulative effort over time to achieve a goal”

“Videogamers are less embarrassed by, and learn more from, failure”

“Videogames strengthen neural circuitry associated with strong work ethic”

§. Be Happier

“30 minutes a day of casual gaming improves mood, decreases depression more effectively than pharmaceuticals”

9. Stress Less

“Casual games reduce anger, encourage calmness”

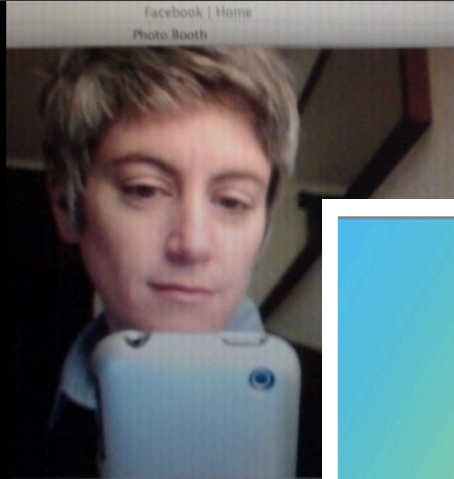
“Physical stress measures cut in half by casual videogames”

8 Awe-Inspiring Game Infographics



- 30-minute play sessions → happiness, well-being, stress reduction
- Co-op → relationships, social intelligence
- Fast-paced, complex action → cognitive skills
- Long-term goals and challenging gameplay → build character, attention
- Age-appropriate intensity → emotion control
- Diverse avatars → confidence, ambition
- First-person flying? Why not! → real-life heroism

@colleenmacklin's profile photo



@jofsharp's profile photo



Connect
Games to
Life.

“It seems too bad - this universal craving to escape what could be a rich, productive, happy world. “

Sorry,
Harry.



NEW YORK TIMES BESTSELLER

REALITY IS BROKEN



**Why Games Make Us
Better and How They Can
Change The World**

"A fascinating and provocative...manifesto that adds to our understanding of the appeal and potential power of digital games."—The Boston Globe

JANE MCGONIGAL

Jane
McGonigal

@avantgame

[http://tinyurl.com/](http://tinyurl.com/thereisnoescape)
thereisnoescape