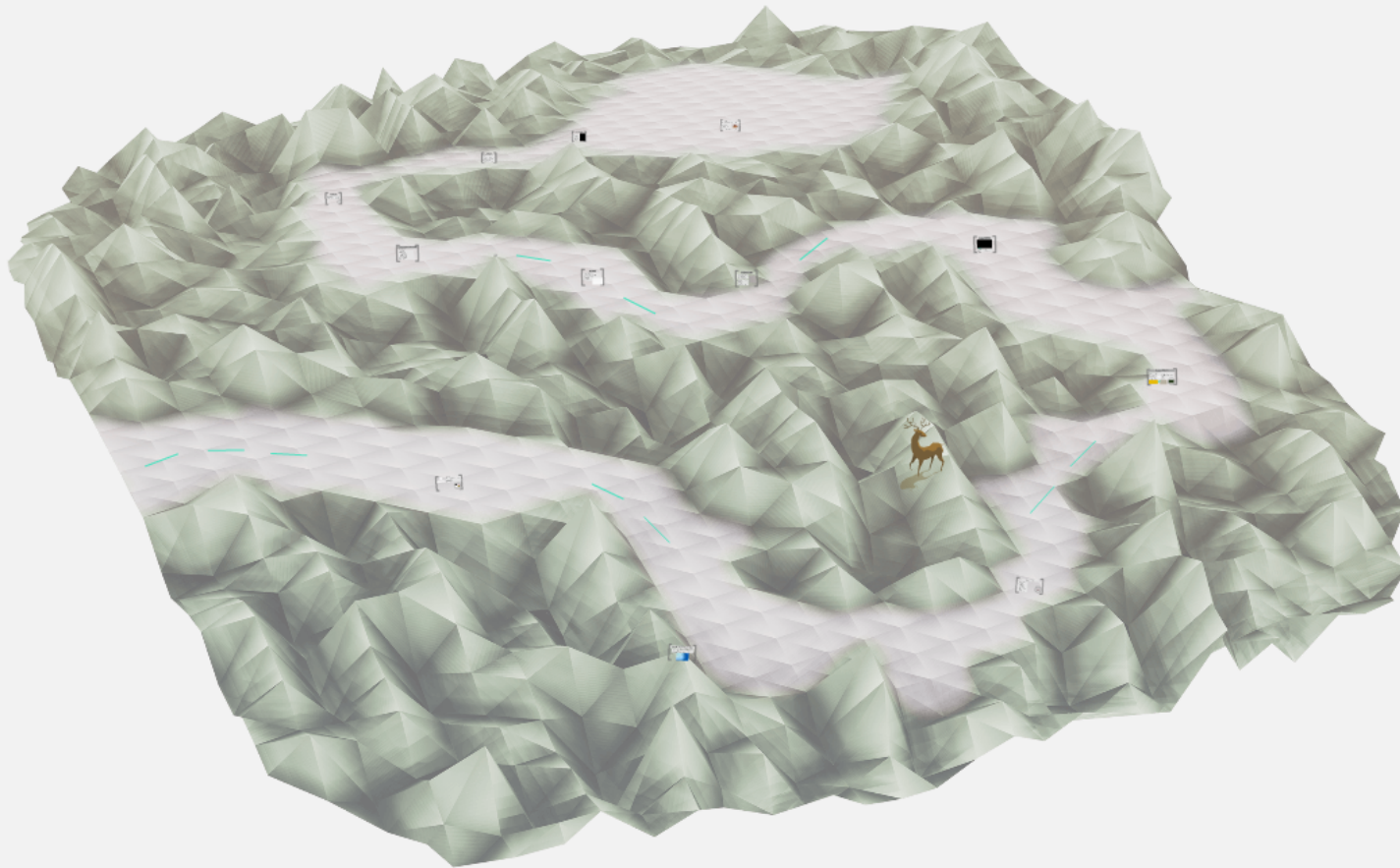
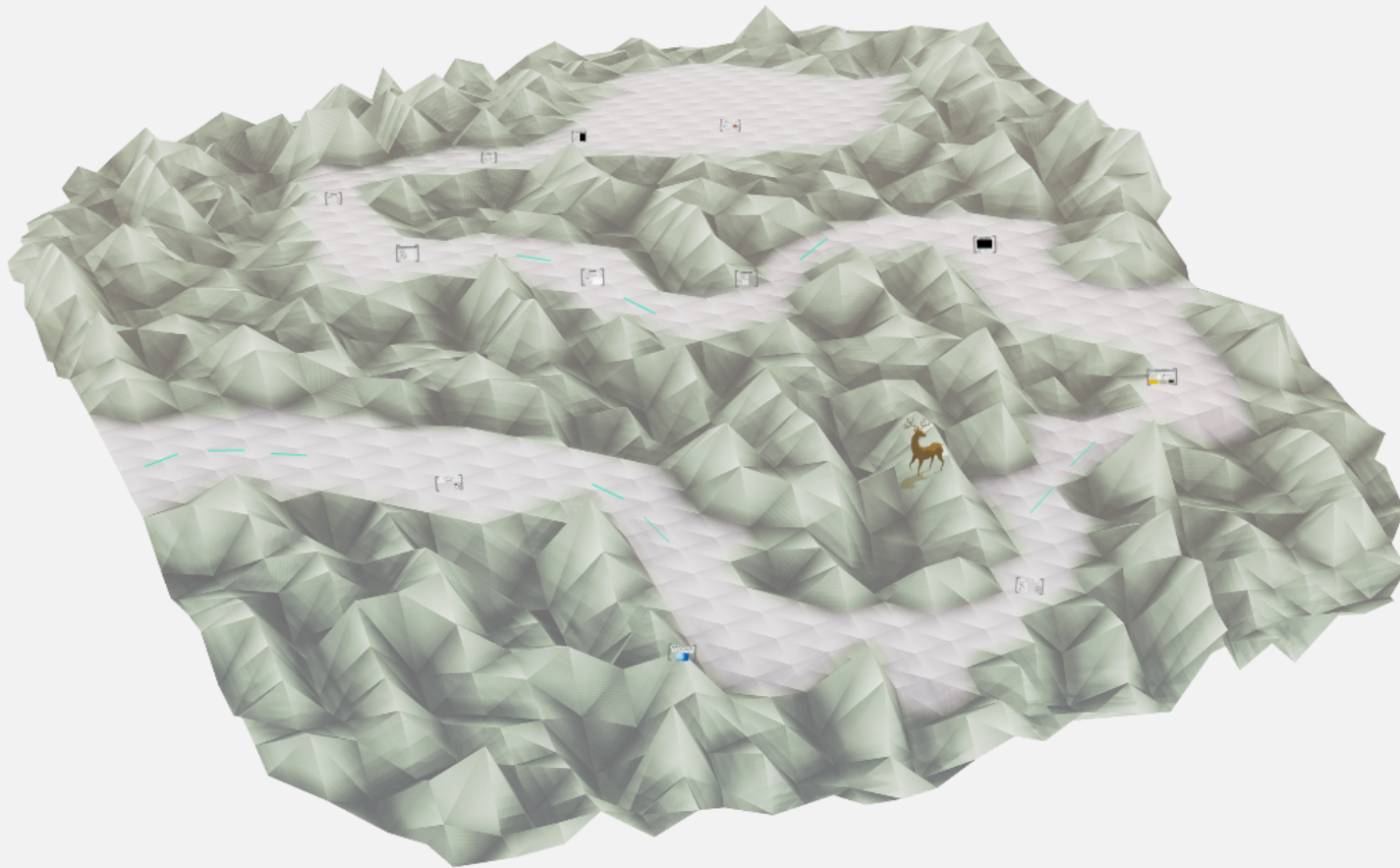


Video Games in the Park?



Video Games in the Park?



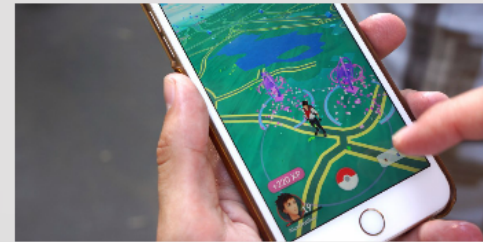


Beth Folta, CIT, CEE
Assistant Professor
SUNY-College of Environmental Science & Forestry



Katie Mulverhill, CIT, CIG
Environmental Educator
NYSOPRHP-Central Region







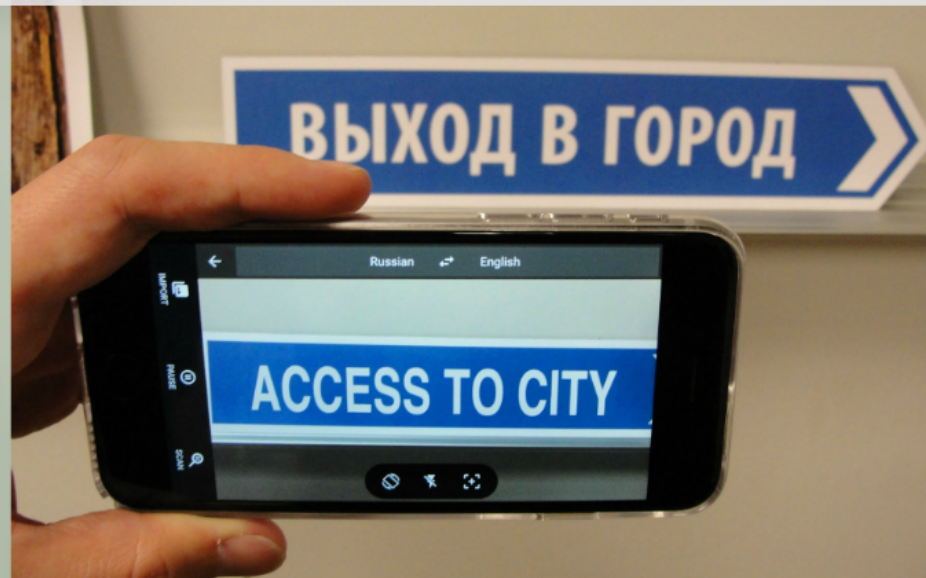






What is Augmented Reality?

- AR is overlaying virtual information on the real world.
- Not virtual reality.
- Not geocaching/questing/scavenger hunts.



Examples of AR

- Location applications
 - Identify locations
 - Get reviews
- Science applications
 - Astronomy
 - Citizen Science
- Tours
 - Virtual tour guides
 - May connect to videos
- Games
 - Commercial
 - Created for the site



Pokémon Go



- Gets them active (?)



POKÉMON



OUR PARKS

Pros and Cons of Pokémon Go

Pros

- Gets people outside
- Attracts a new audience to your site
- Social interaction
- Free advertising
- Lets them active (?)

[illegible]

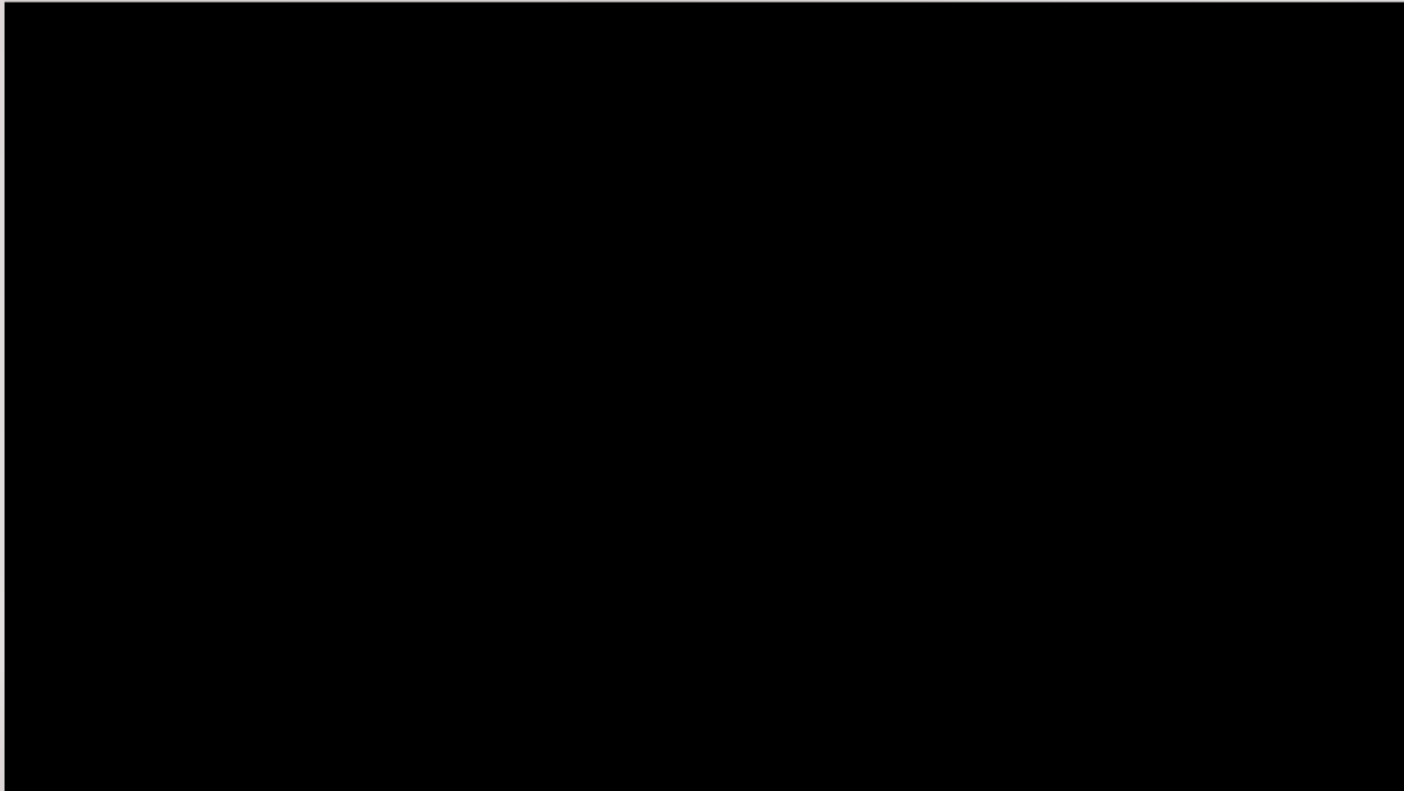
Cons

- Gets them active (?)
- Missing the expected outdoor skills
- People may go where you don't want them
- Injuries
- Congestion





Management of Pokémon Go



- Texas State Parks -
<http://tpwd.texas.gov/state-parks/park-information/gaming>
- Stone Mountain-
<http://www.stonemountainpark.com/Activities/Recreation-Golf/Pokemon-GO>

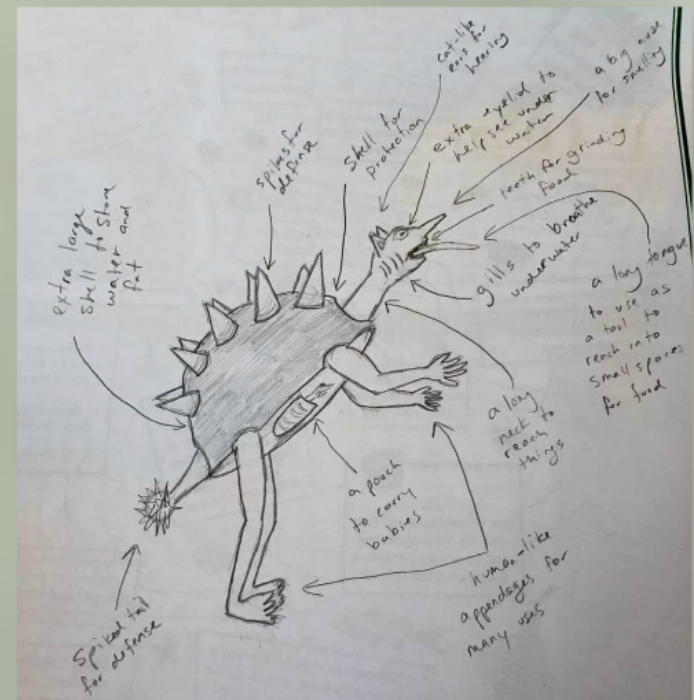
Management Thru Education

Pokémon Programming

- Guided experience
- Themed programs/ events

Create Your Own Game

- Educational
- Thematic
- Site Specific
- Can build the rules in



NY State Parks

- Staff limitations
 - 1 educator for 19 parks
- Potential hook for new audiences
- Incorporating technology
- Programming flexibility
- Interactive
- Cost-effective



Conservation Adventures

American hart's tongue fern vs Pale swallow-wort

- Ecological importance
- Conservation issues
- 2012 - 2013
- Designed for one park
- 2 hours
- One Role
 - Conservation Biologist
- Audiences:
 - camps
 - school groups
 - homeschool groups
- Compared a more traditional EE program with the AR game
- Arisgames.org

Back

The evil swallow-wort 1



Beginning at your next station, remove as much swallow-wort as you can. You will often see long green seed pods to help you ID the plant. The more you remove, the more likely the AHTF is going to survive. Thanks for fighting for our rare, native species!!

What We Learned from Conservation Adventure

- Made Connections
 - Intellectual
 - Emotional
- Both had significant improvement in their knowledge
 - AR improved more
- AR group more willing to participate in future volunteer opportunities



Interstellar Intruders

A new and mysterious plant has been found at the park and it's your job to figure out what it is, where it came from, and what it wants with our native plants!



Interstellar Intruders

- Pale swallow-wort and ecosystem balance
 - Ecological importance
 - Conservation issues
- 2015 - 2016
- Designed for two parks
- 1/2 hour
- 3 Roles
 - Conservation Biologist
 - Park Manager
 - Graduate Student Researcher
- Single or Multi-player
- Audience:
 - Self-guided Public
- Compared control group (did not play the game) to game players: knowledge and stewardship
- TaleBlazer.org

Interstellar Intruders

Pale swallow-wort and ecosystem balance

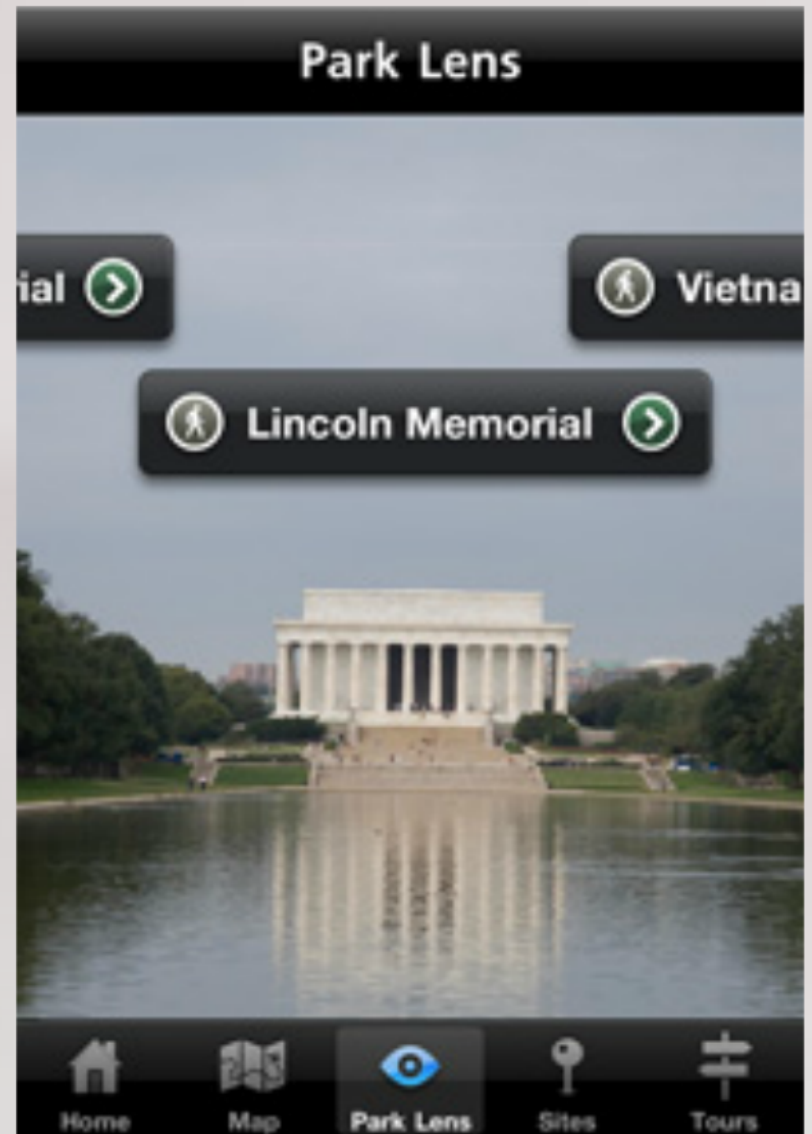
- Ecological importance
- Conservation issues
- 2015 - 2016
- Designed for two parks
- 1/2 hour
- 3 Roles
 - Conservation Biologist
 - Park Manager
 - Graduate Student Researcher
- Single or Multi-player
- Audience:
 - Self-guided Public
- Compared control group (did not play the game) to game players: knowledge and stewardship
- TaleBlazer.org

What We Have Learned

- Connections related to invasive species
 - Intellectual
 - Knowledge increased
 - Emotional
 - More willing to participate in stewardship
 - No difference in knowledge or group demographics between those who played the game and those who did not
- Need to do better marketing
 - Launch event
 - More promotion through other programs

In Summary...Who is Using AR

- Tower of London
- NPS
 - National Mall
 - Many 3rd party apps
- Old Sturbridge Village
- San Diego Zoo
- Missouri Botanical Gardens
- Minnesota History Center
- US Forest Service
- And many more! Maybe you?



Define your adventure

Questions?

Contact information:

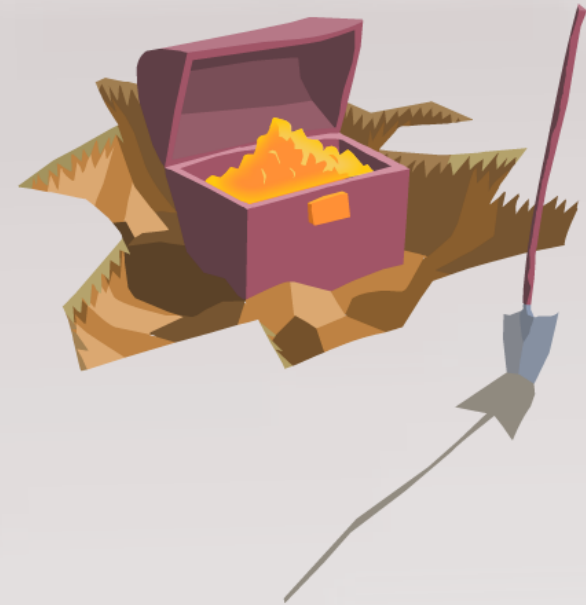
Beth Folta - efolta@esf.edu

Katie Mulverhill -

Katie.Mulverhill@parks.ny.gov

Presentation link -

<http://tinyurl.com/VideoGamesPark>



Video Games in the Park?

