

Bringing Game Based Learning to Scale: a Response

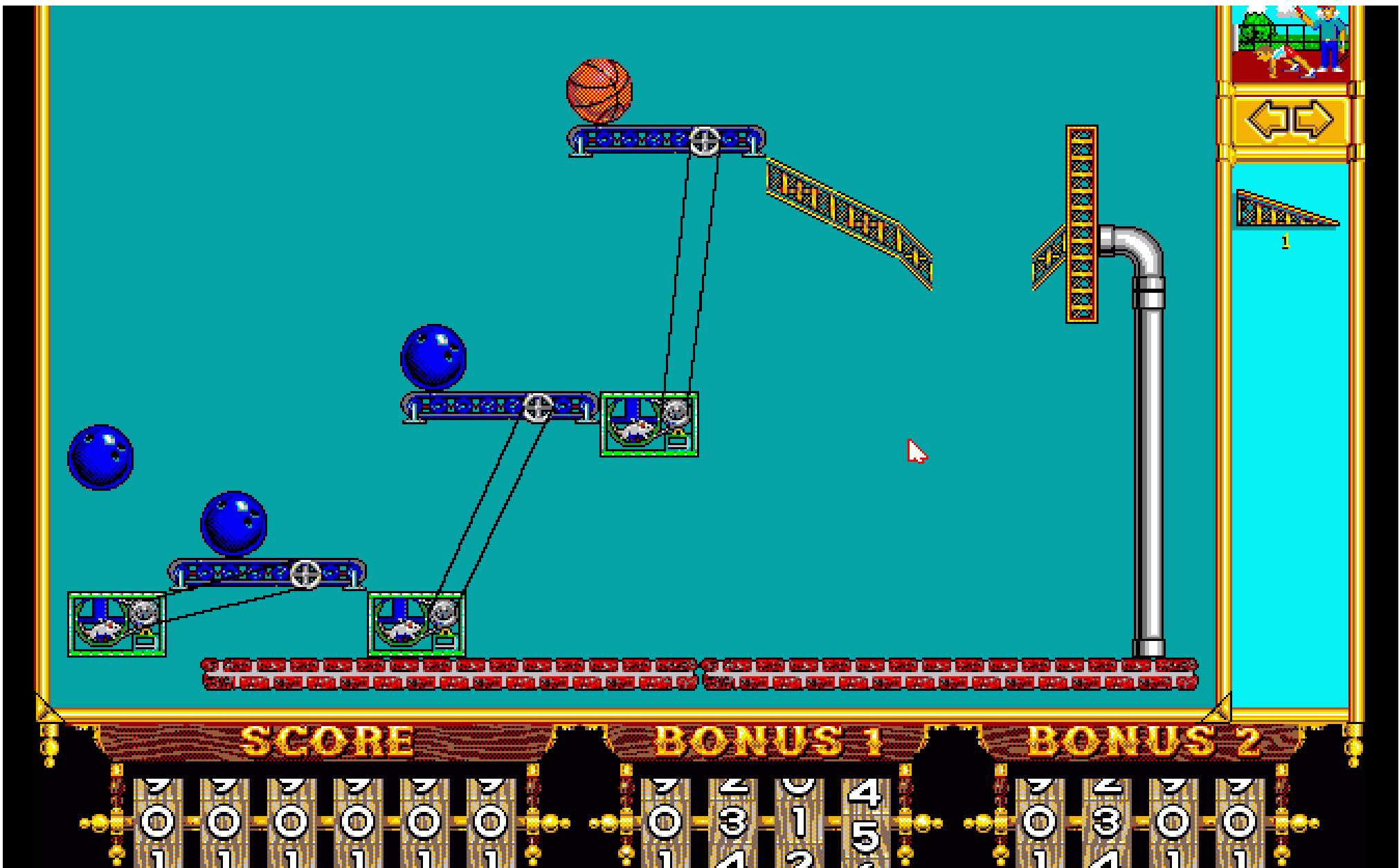
—Scot Osterweil
The Education Arcade/MIT
7 October 2009
scot_o@mit.edu
www.educationarcade.org



Sim City



Manhole



Incredible Machine



Zoombinis



Edutainment in the Age of Branding

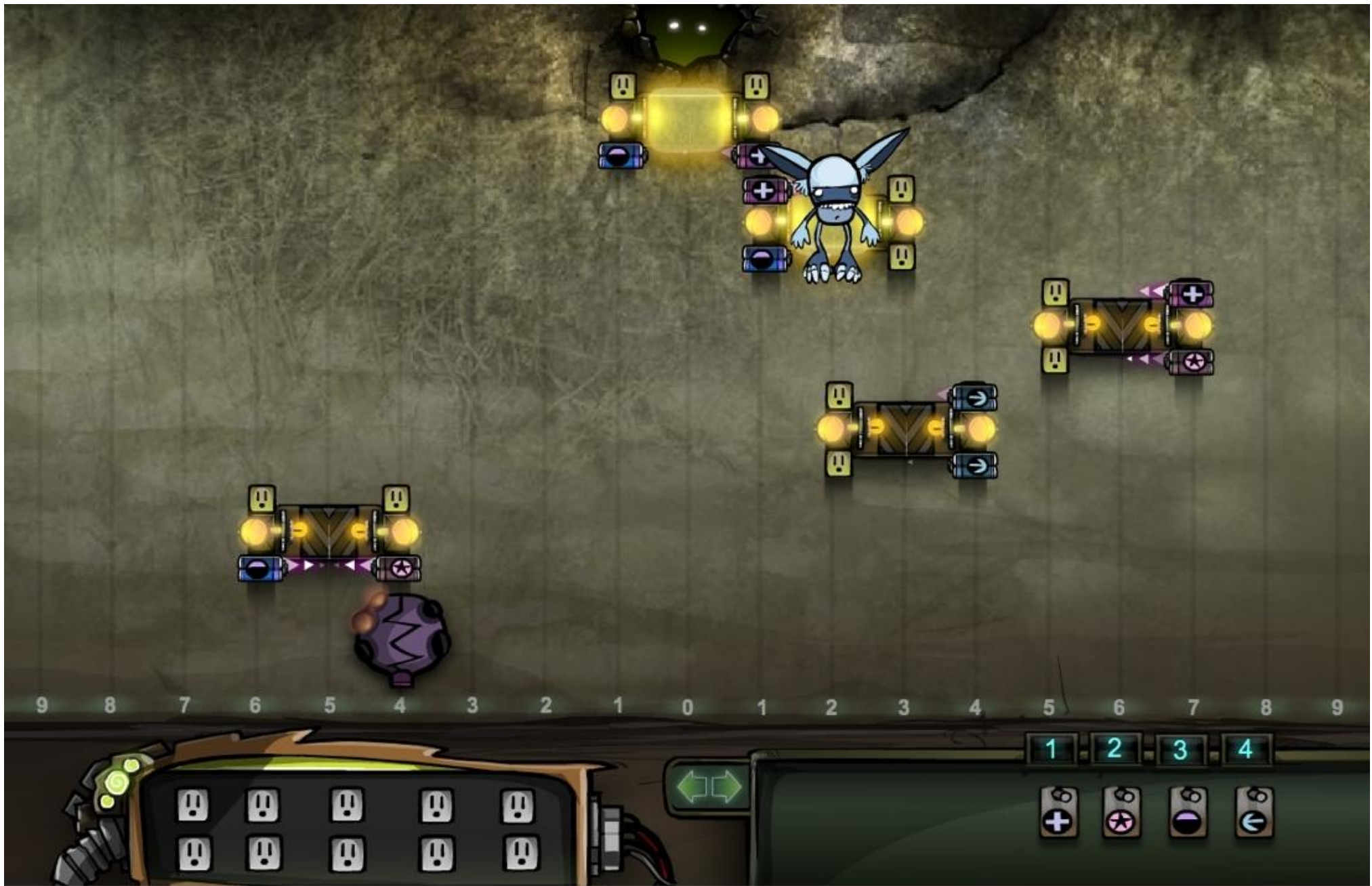
horn learning into existing forms, and you end up
n...



Grand Theft Calculus



Problems of adoption in schools



The Power of Web-Served Games



...LOST HIIIIIIIMMM!





ESC
MENU

The Power of Diversified Sources



Promising Example 1: iPhone App Store

The image shows a grid of navigation buttons for the BrainPOP website. The grid is organized as follows:

- Row 1:** BrainPOP logo, SCIENCE (with atom icon), BrainPOP logo, and the slogan "the more you know, the more you know".
- Row 2:** WINTER HOLIDAYS (with snowflake icon and "FEATURED" tag), MATH (with calculator icon), a quote: "BrainPOP.com is my classroom homepage." by E. Usher, Crabapple Middle School, GA, PARENTS (with people icon), and TEACHERS (with apple icon).
- Row 3:** SIGN IN (with up arrow icon), ENGLISH (with book icon), HEALTH (with person and muscle icon), and a FREE 14-DAY TRIAL (with star icon).
- Row 4:** SOCIAL STUDIES (with globe icon), Holiday Special! Family subscription (with gift icon), and a small image of a BrainPOP character.

Promising Example 2: Brain POP

XENOS



Promising Example 3: Xenos

Bringing Game Based Learning to Scale: a Response

—Scot Osterweil
The Education Arcade/MIT
7 October 2009
scot_o@mit.edu
www.educationarcade.org