

# *NetGen*

## **Baby Boomers**

- TV generation
- Typewriters
- Telephone
- Memos
- Family focus

## **Generation X**

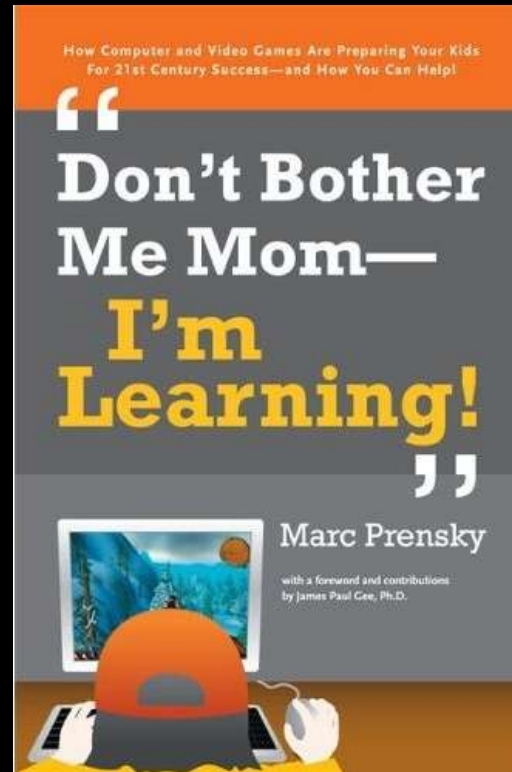
- Video games
- PC
- Email
- CDs
- Individualist

## **Net Gen**

- Web
- Cell phone
- IM
- MP3s
- Online communities

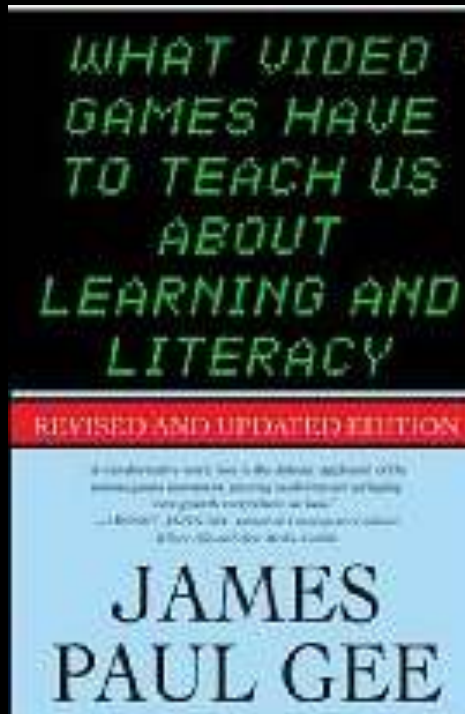


# NetGen



# *Gaming*

- 68% of HH play video games
- *Average gamer is **35** (has been playing for 12 years)*
- Average age of most frequent game purchaser is **39**
- Fast growing cohort, **over 50** (25% now)
- *37% of heads of households play games on wireless devices*
- *84% of games are E, T, or E10+*



### Introducing MUVEES

#### Multi-User Virtual Environment Experiential Simulator

MUVEES are an engaging way to study classroom-based situated learning and the ways in which virtual environments may aid the transfer of learning from classroom contexts into real world settings.

MUVEES enable multiple simultaneous participants to:

- access virtual architectures configured for learning
- interact with digital artifacts
- represent themselves through graphical "avatars"
- communicate both with other participants and with computer-based agents, enabling collaborative learning activities
- take part in experiences incorporating modeling and mentoring about problems similar to those in real world contexts.



Studying Situated Learning and Knowledge Transfer in a Multi-User Virtual Environment

Harvard University • Active Worlds • Boston Public Schools

Last Updated: July 27, 2003

Funded by the National Science Foundation



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VIEW INTERACTIVE MAP

**GamesParentsTeachers.com**  
A Parent-Teacher Toolkit



**Social Impact Games**  
Entertaining Games with Non-Entertainment Goals (a.k.a. Serious Games)



# NetGen

## facebook

Facebook helps you connect and share with the people in your life.



## myspace.com

a place for friends..

## bebo



### explore

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Join

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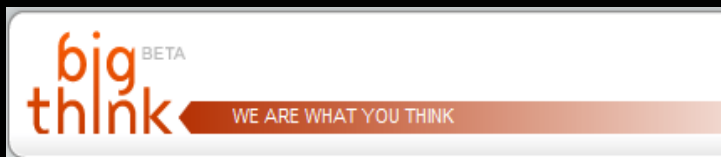
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# NetGen



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James J. Lee	Engineering	4.5	1

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16,490	WINTER COLLEGE (St. Laurent, QC)
12,654	JOHN ABBOTT COLLEGE (St. Anne-de-Bellevue, QC)
12,513	ARCADIA HIGH SCHOOL (ARCADIA, CA)
12,033	BROWN HIGH SCHOOL OF SCIENCE (BRONX, NY)
11,773	MEVOLA VALLEY HIGH SCHOOL (NAPERVILLE, IL)
10,455	TELUK PETA MIDDLE SCHOOL (WEST NYACK, NY)

# NetGen

David Merrill: Siftables, the toy blocks that think

