



*A public interest game design and research lab for interactive media*  
**Prototyping, Evaluation, Teaching and Learning**

# DATA PLAY

Wednesday, March 10, 2010



Wednesday, March 10, 2010

# The Ludic Age



Wednesday, March 10, 2010



**there's a lot of  
data out there**

The  
Economist

Obama the warrior  
Misgoverning Argentina  
The economic shift from West to East  
Genetically modified crops blossom  
The right to eat cats and dogs

# The data deluge

AND HOW TO HANDLE IT: A 14-PAGE SPECIAL REPORT



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# **beyond data visualization to data play**

**beyond data  
visualization  
to data play**  
**(in three parts)**

1

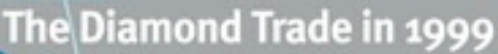
# exploring data

# **exploring data**

## **visualization**

### **vs**

## **feel?**





## THE CHANGING PROFILE OF THE ARAL SEA AND ITS FISH SPECIES FROM 1960 TO 2000.

COLOR CODED KEY ILLUSTRATED THROUGH ARAL SEAS CHANGING PROFILE



The last 40 years have seen the Aral Sea's profile change significantly. The sea's surface area has decreased by 10% and its volume by 20%. The sea's depth has increased by 10% and its salinity has decreased by 10%. The sea's temperature has increased by 10% and its ice cover has decreased by 10%. The sea's water level has decreased by 10% and its salinity has increased by 10%. The sea's water quality has decreased by 10% and its biodiversity has decreased by 10%.

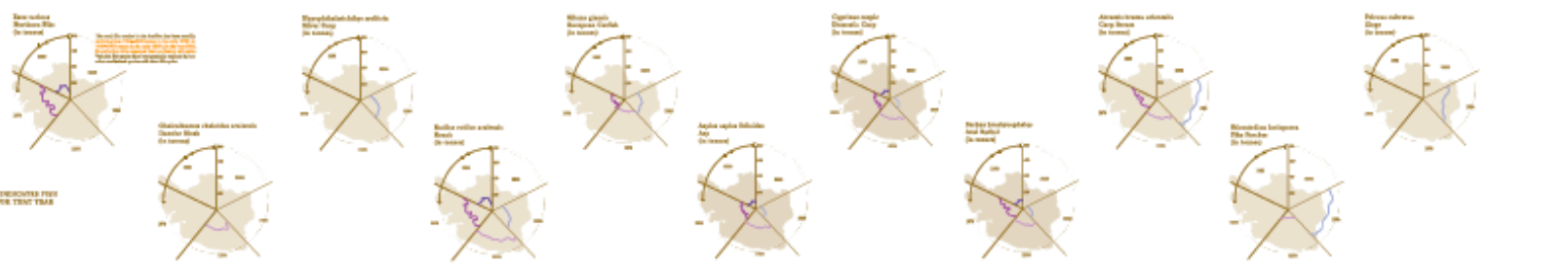


Source: UNEP, 2000

### IMPACT OF HUMAN- INDUCED CHANGES ON THE ARAL SEA:

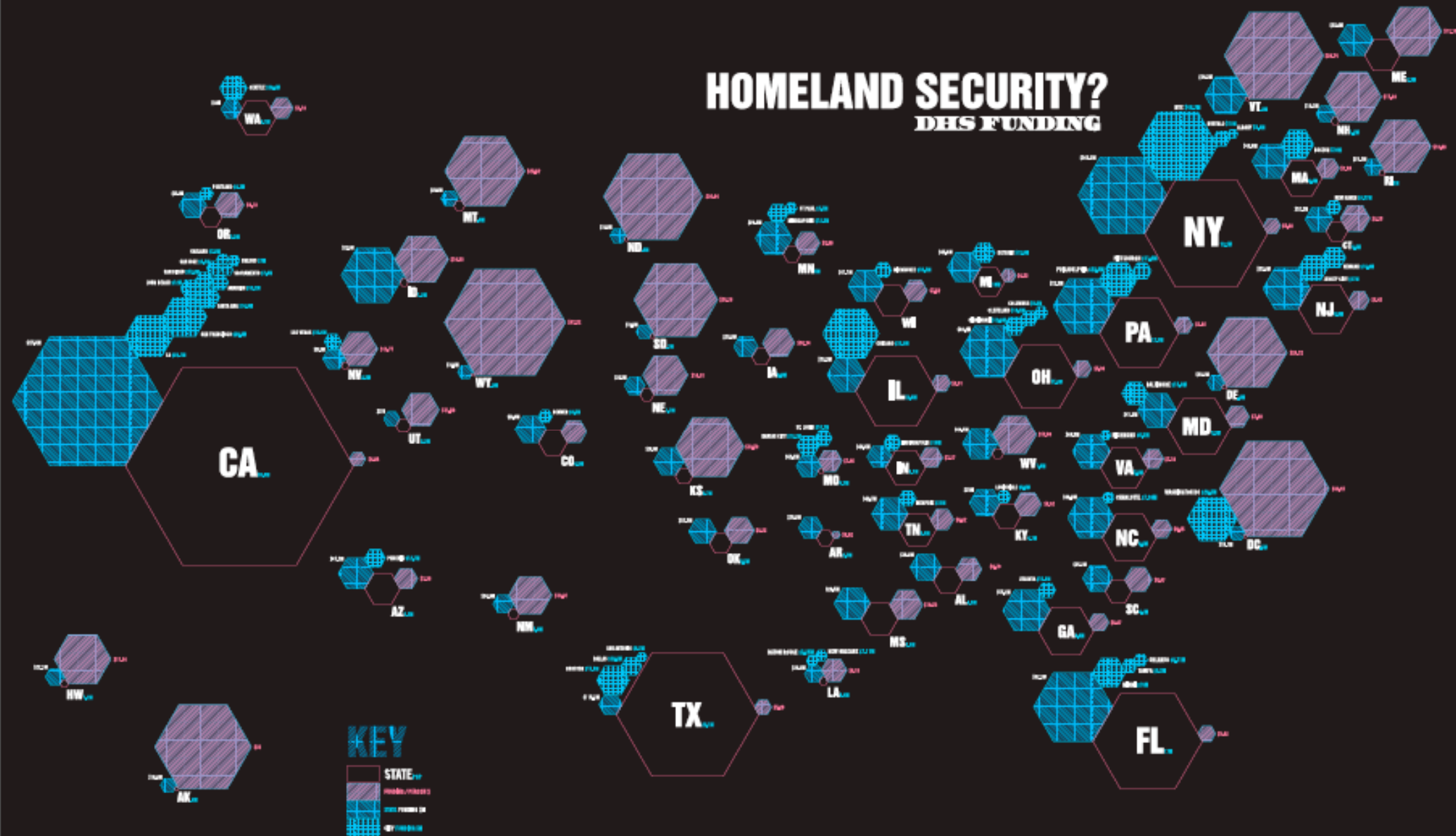


### CHANGES IN FISH IN THE ARAL SEA:



ARAL SEA FISH SPECIES

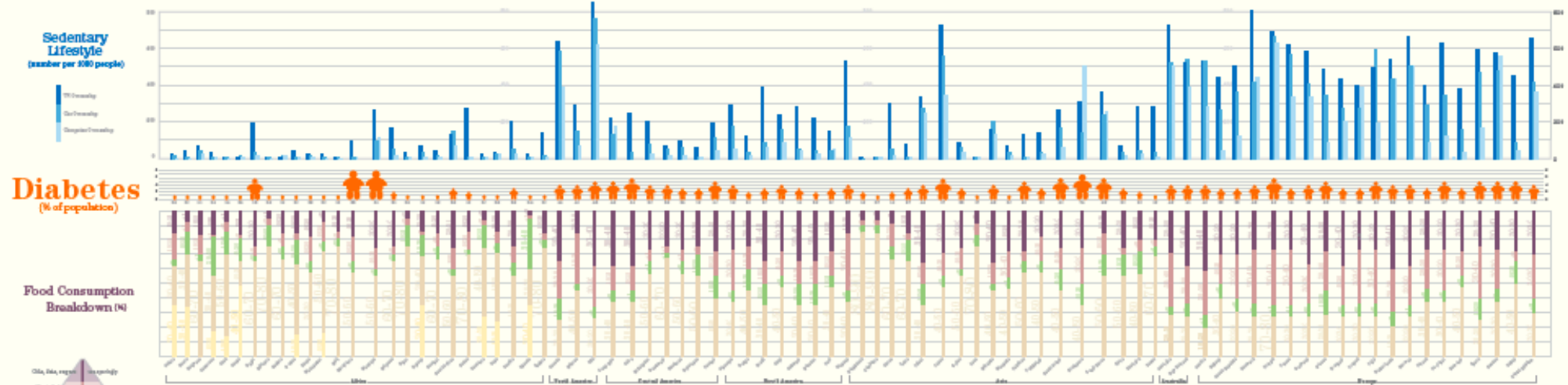
## HOMELAND SECURITY? DHS FUNDING



## Prevalence of Type II Diabetes

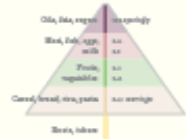
A chronic disorder of glucose (sugar) metabolism caused by inadequate production or use of insulin, a hormone produced in specialized cells in the pancreas that allows the body to use and store glucose.

Type II diabetes results from the inability of the cells in the body to respond to insulin. Approximately 85% of people with diabetes are classified as type II, and of these 90% are obese or overweight. Treatment includes exercise and weight loss and a diet low in total carbohydrates and saturated fat. Other individuals require insulin injections or other oral drugs.



**Diabetes**  
(% of population)

Food Consumption  
Breakdown (%)



The Food Guide Pyramid

## Global Epidemic: All over the world traditional lifestyles and dietary patterns are giving way to sedentary lifestyle and a high-fat diet.

The World Health Organization estimated that around 143 million adults were diabetic worldwide in 1997.

This figure is expected to rise to 154 million by the year of 2000 and to 300 million by 2025. (International Journal of Obesity, 2002)

- 1. [Introduction](#)
- 2. [Getting started](#)
- 3. [Using the API](#)
- 4. [Advanced usage](#)
- 5. [Contributing](#)

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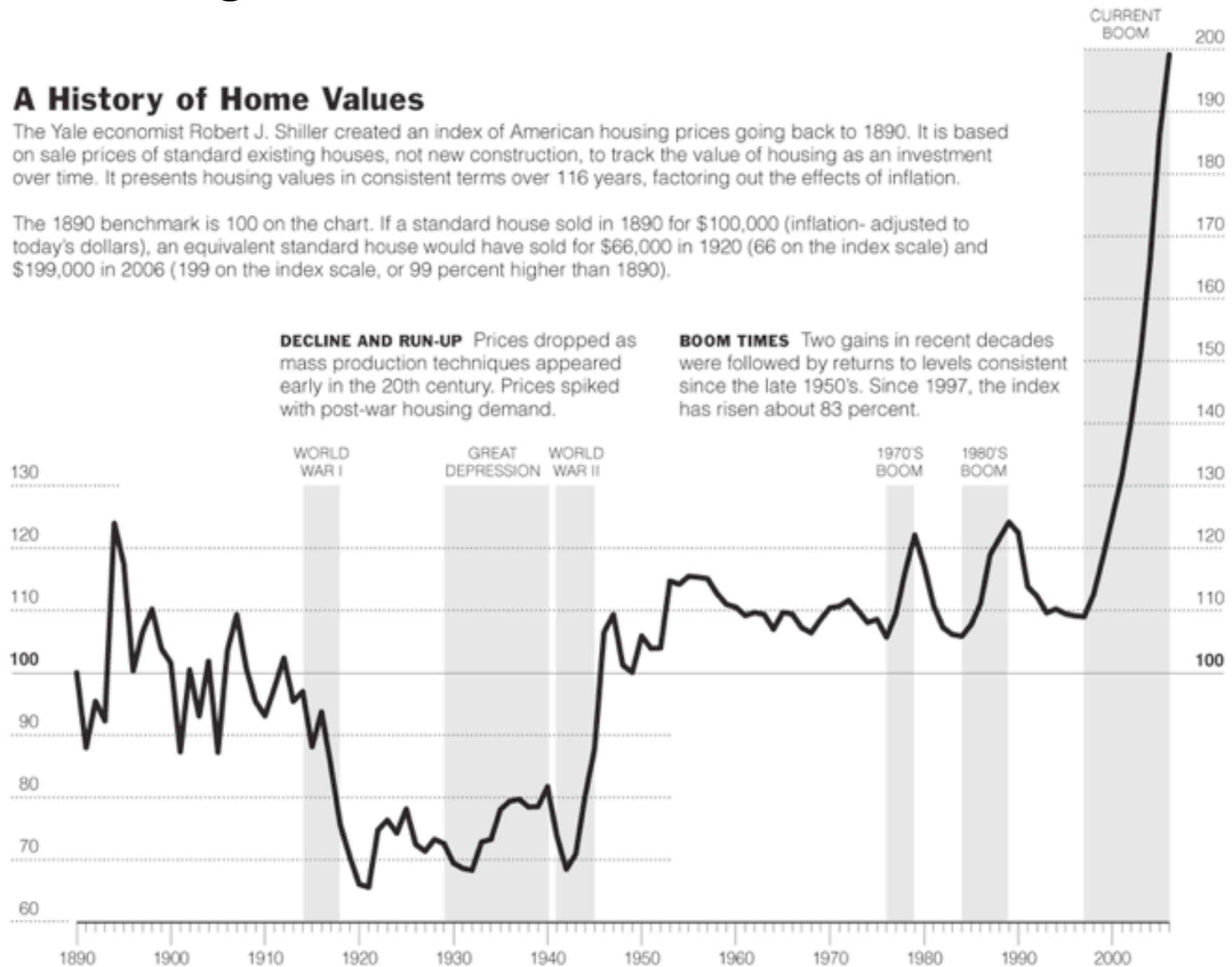


# Housing Prices & Roller Coaster

## A History of Home Values

The Yale economist Robert J. Shiller created an index of American housing prices going back to 1890. It is based on sale prices of standard existing houses, not new construction, to track the value of housing as an investment over time. It presents housing values in consistent terms over 116 years, factoring out the effects of inflation.

The 1890 benchmark is 100 on the chart. If a standard house sold in 1890 for \$100,000 (inflation-adjusted to today's dollars), an equivalent standard house would have sold for \$66,000 in 1920 (66 on the index scale) and \$199,000 in 2006 (199 on the index scale, or 99 percent higher than 1890).



Source: "Irrational Exuberance," 2nd Edition, 2006, by Robert J. Shiller

Bill Marsh/The New York Times



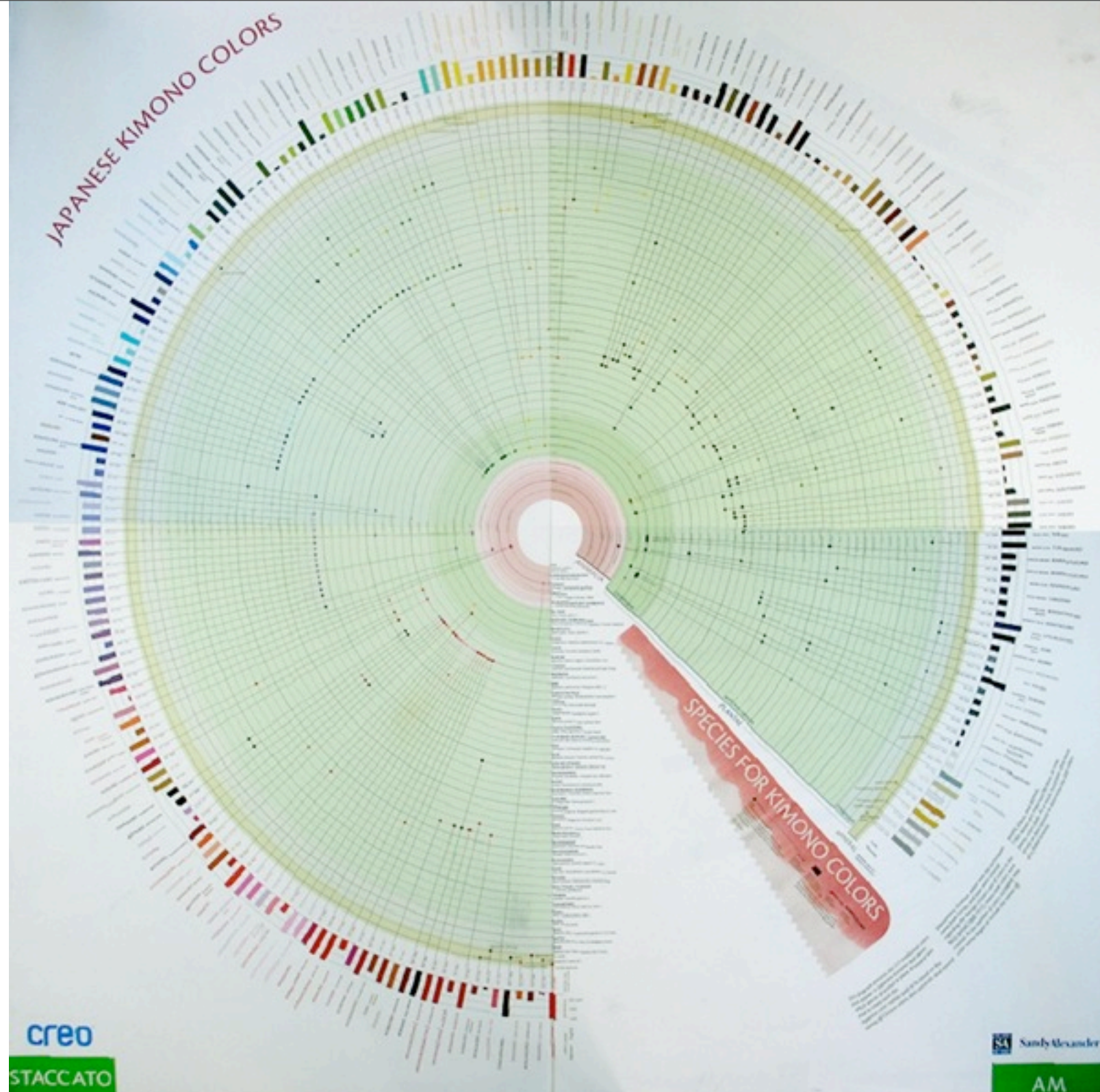


2006

**how do we  
make this fun?**

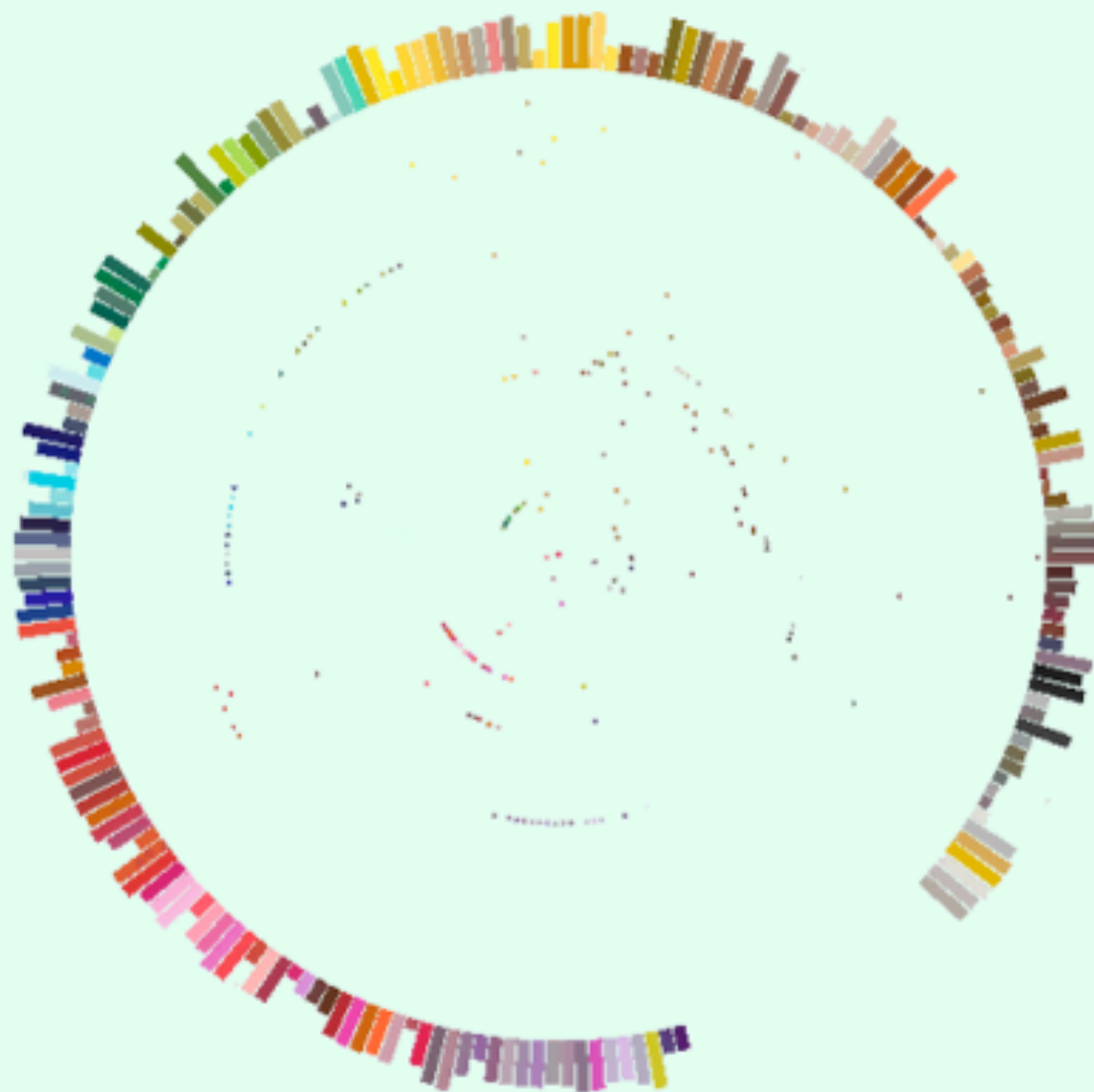


**how do we  
make this fun?  
AND  
informative?**

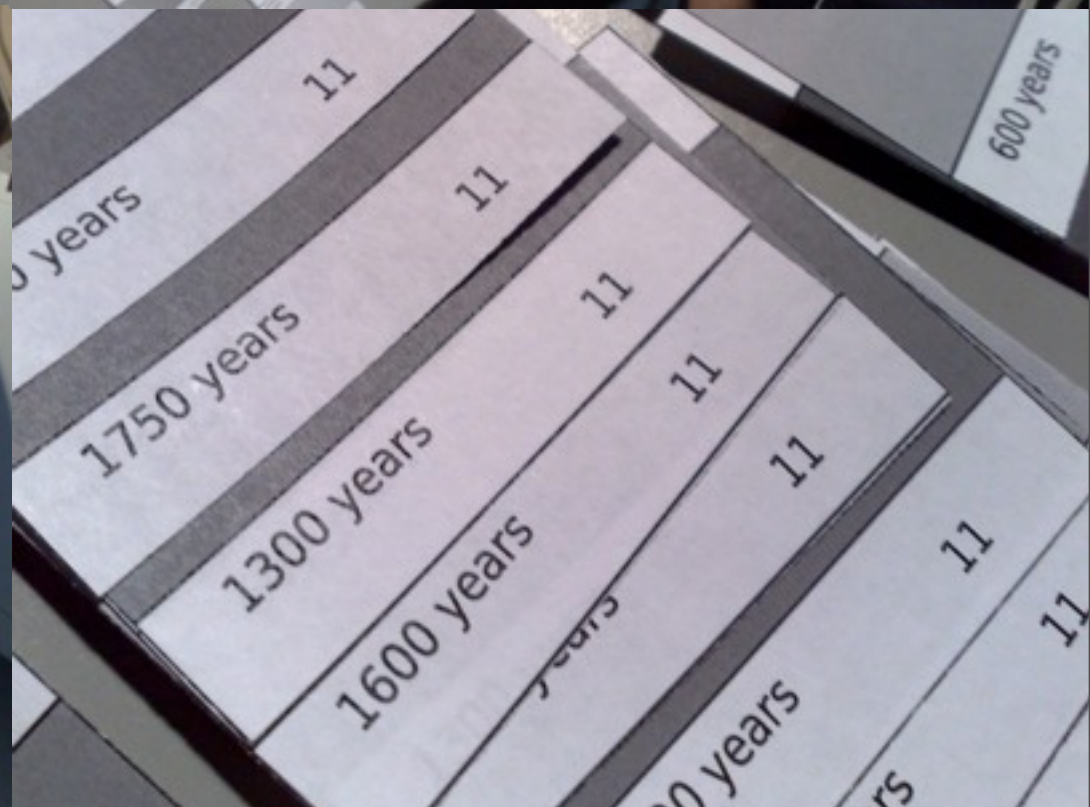


creo  
STACCATO

Sandy Alexander  
AM



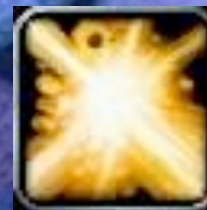




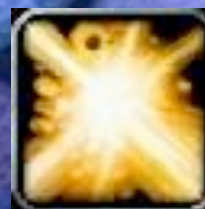




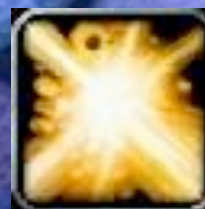








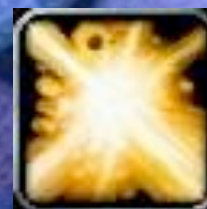
























2

# **finding the play in the data**

# **finding the play in the data (what is level 1?)**

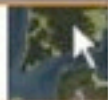


## MANNAHATTA PROJECT

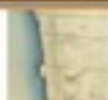
**The Mannahatta Project**

Have you ever wondered what New York was like before it was a city?

[more about the project](#)

**EXPLORE**

See the 1609 Mannahatta map and help us continue the project.

**DOWNLOAD**

Resources for teachers, students and researchers.

**WATCH**

The Mannahatta Project Lecture with Dr. Eric Sanderson

**NEWS****Upcoming Mannahatta events in New York City**

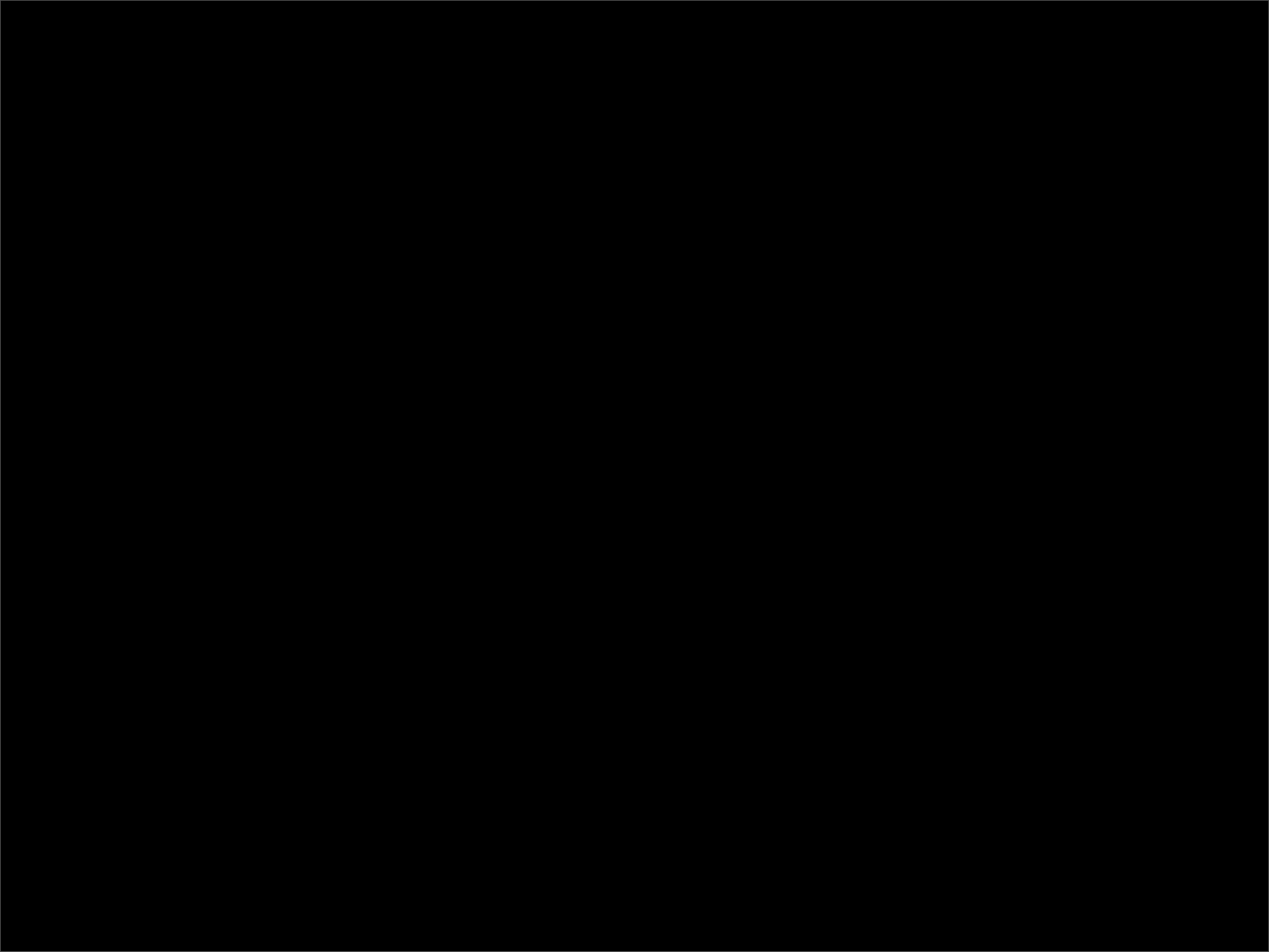
Come hear more about Mannahatta during the Quadricentennial year. [...more](#)

**The Mannahatta Project at TEDGlobal**

Dr. Eric Sanderson presented at the [TEDGlobal](#) conference. [...more](#)

**Mannahatta exhibition at the Museum of the City of New York**

Read [review](#) by Edward Rothstein in the New York Times, 4th July 2009. [...more](#)

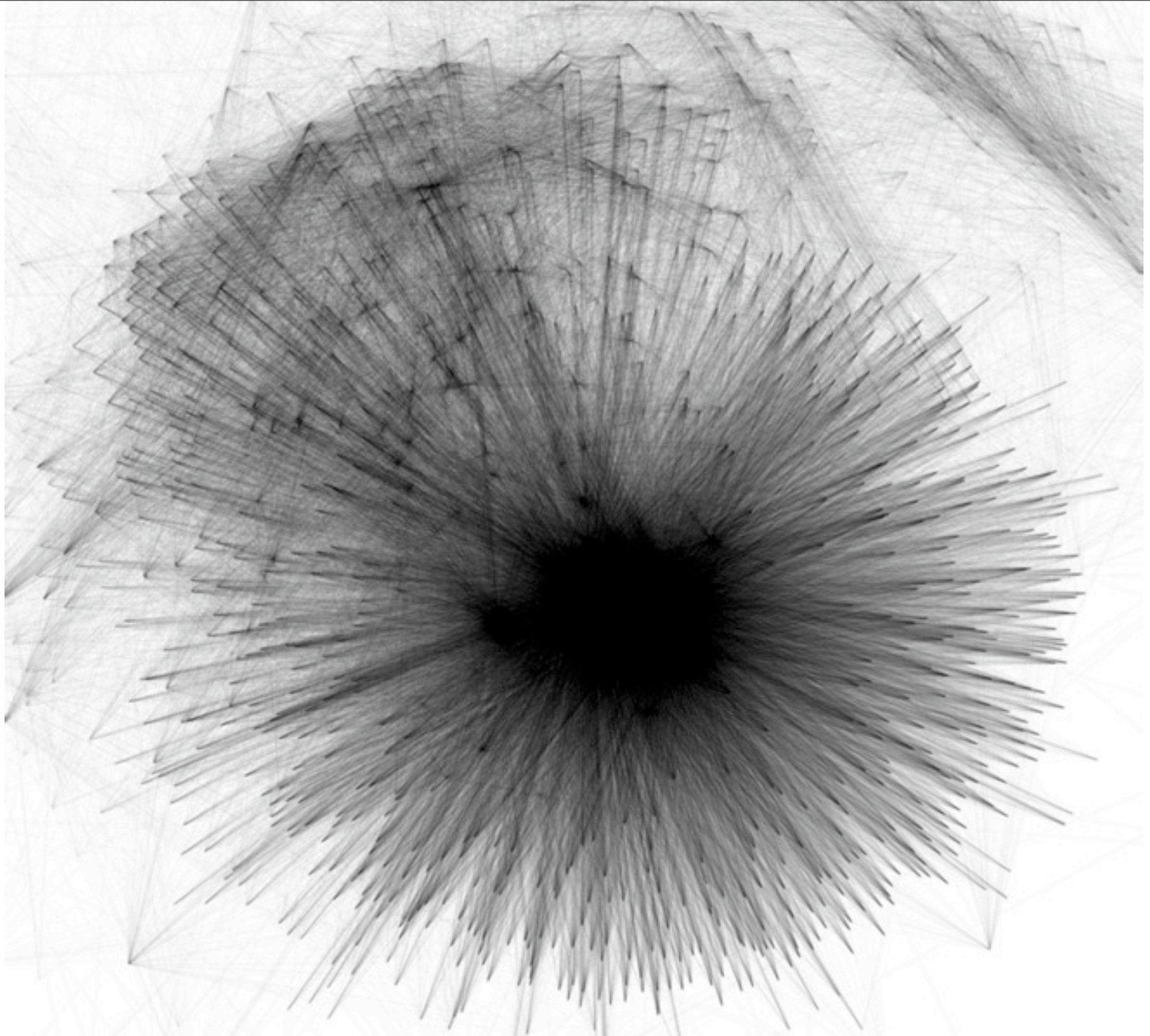






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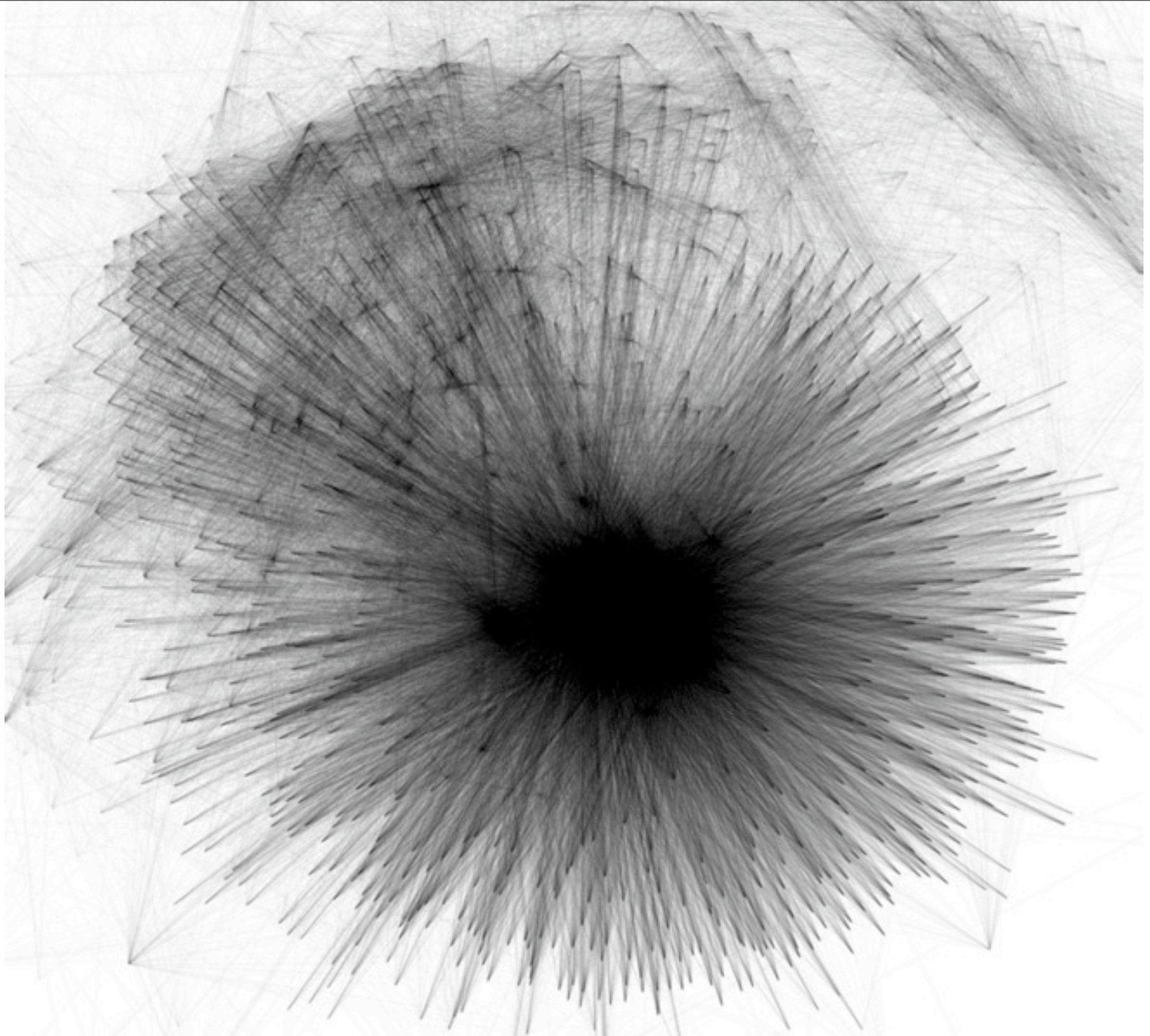
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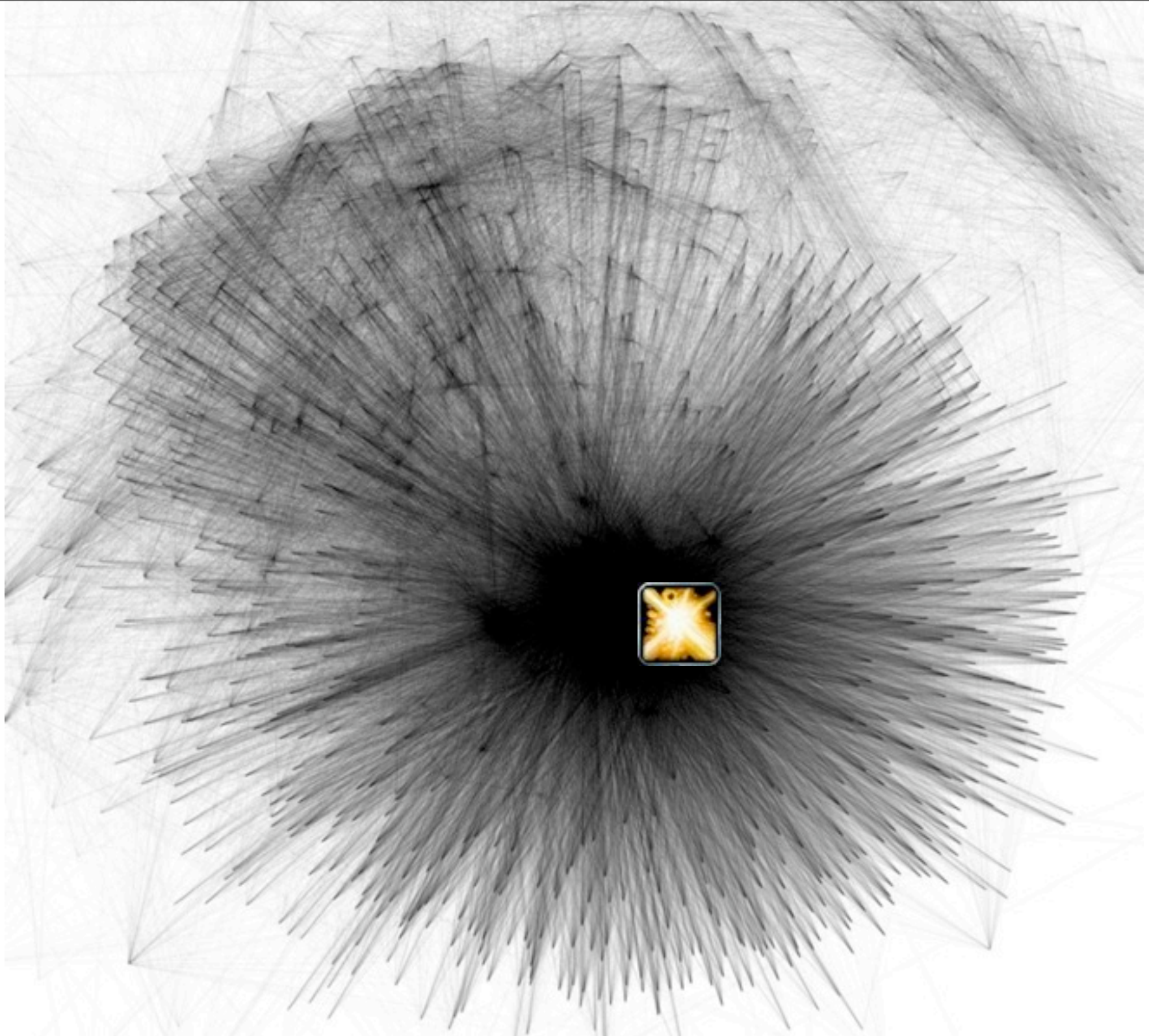


Mammoth 1629, Map data ©2010 Sanborn, Google



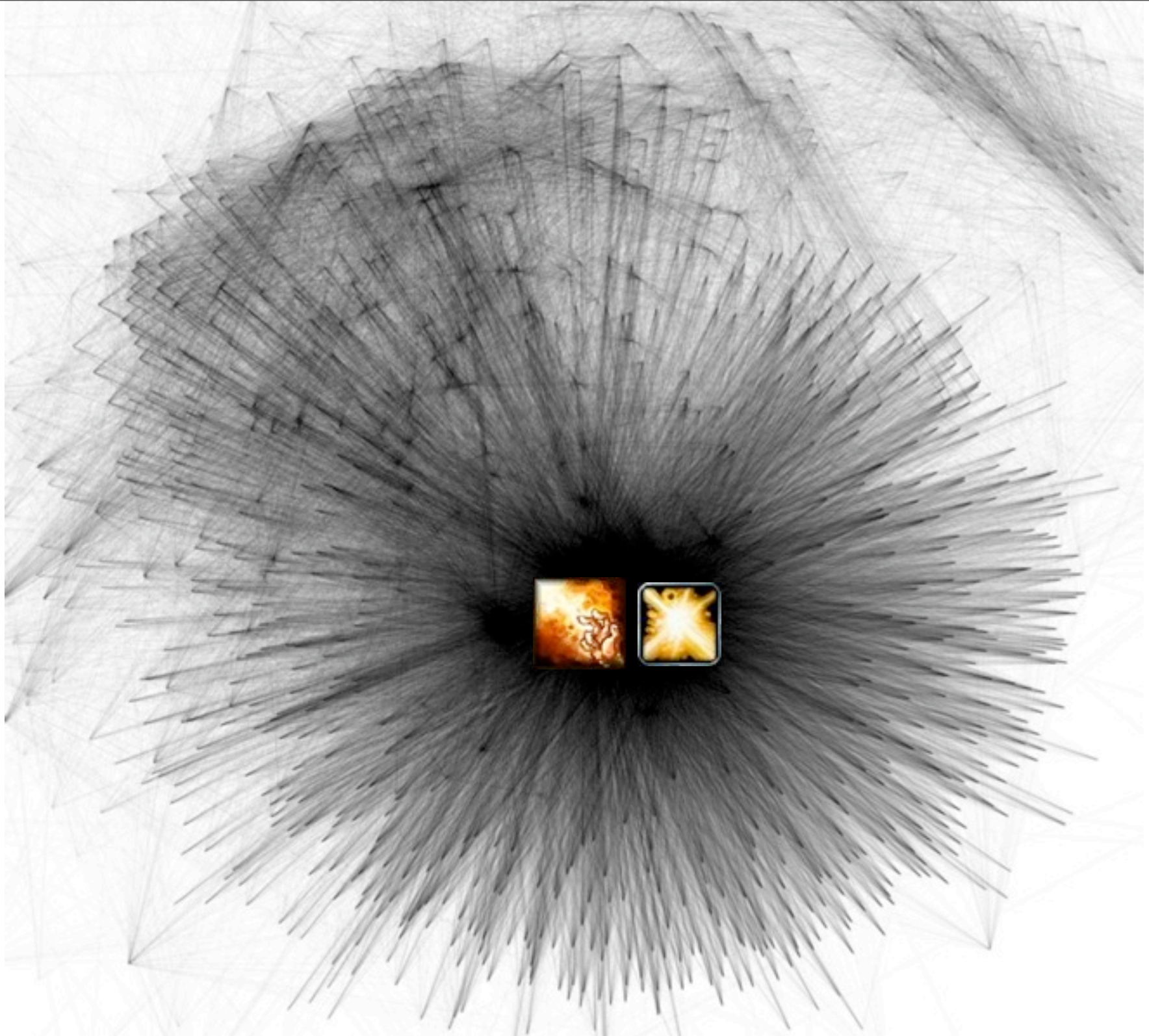


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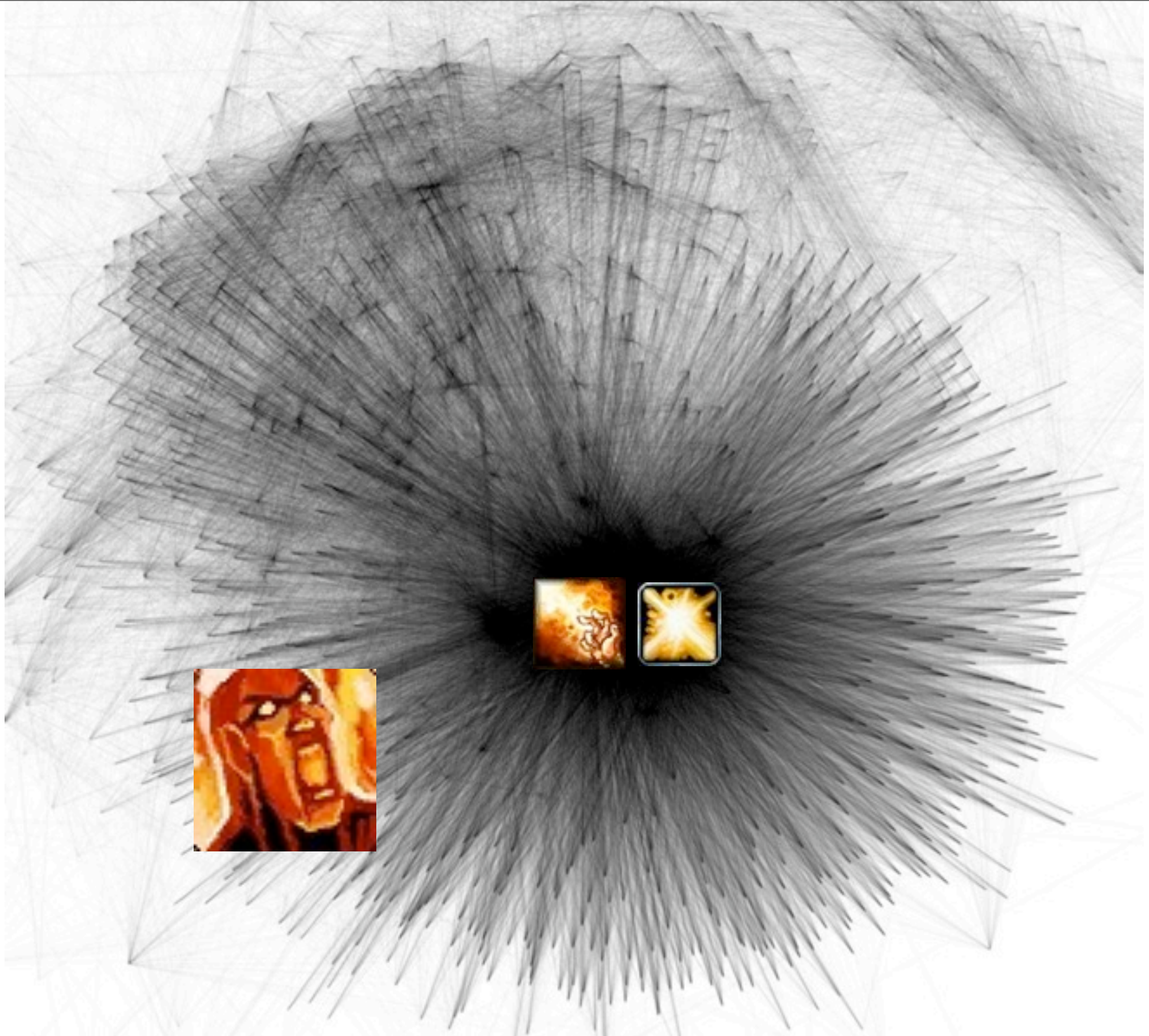
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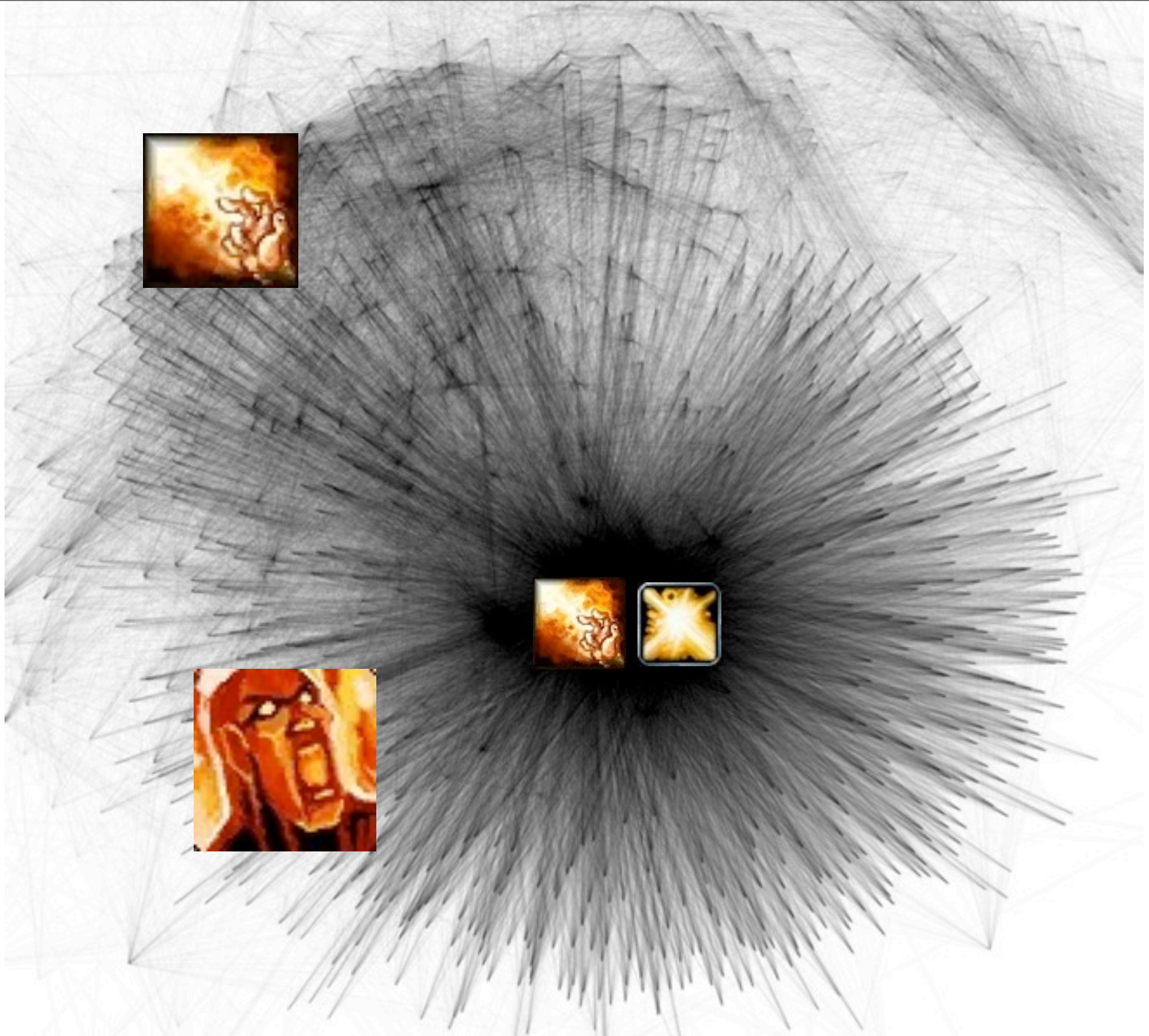




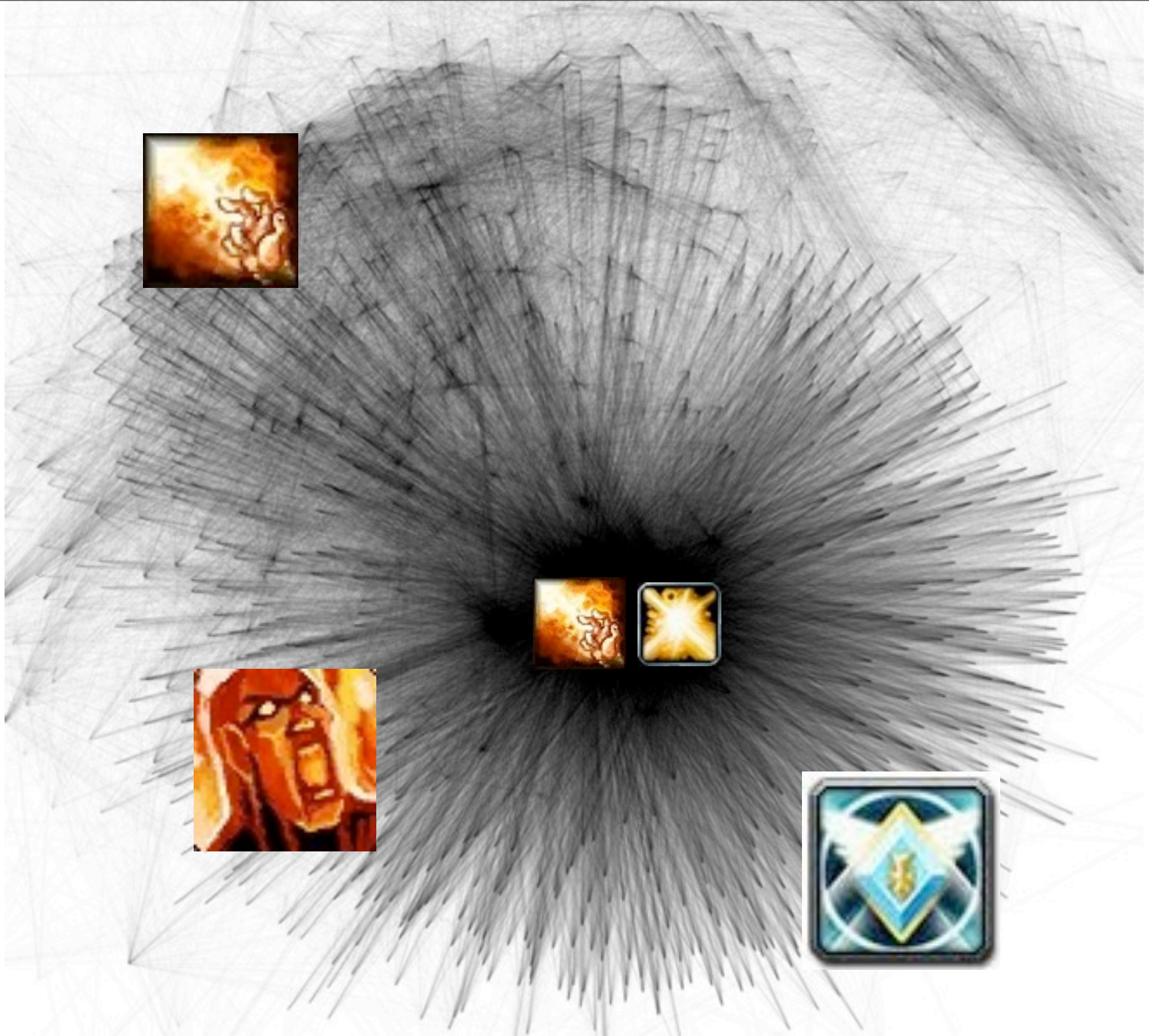
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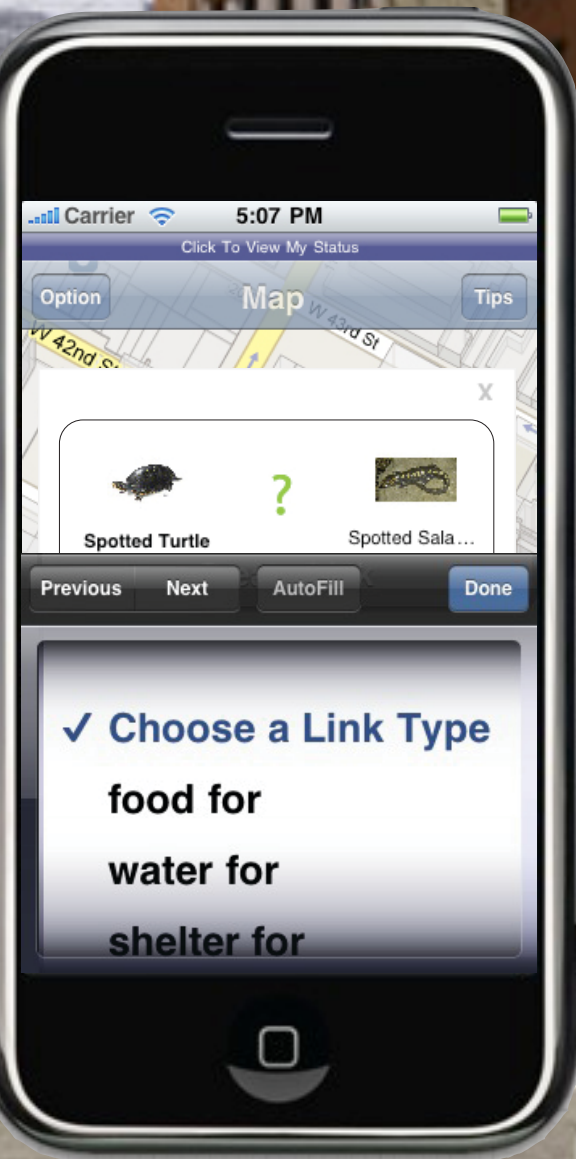
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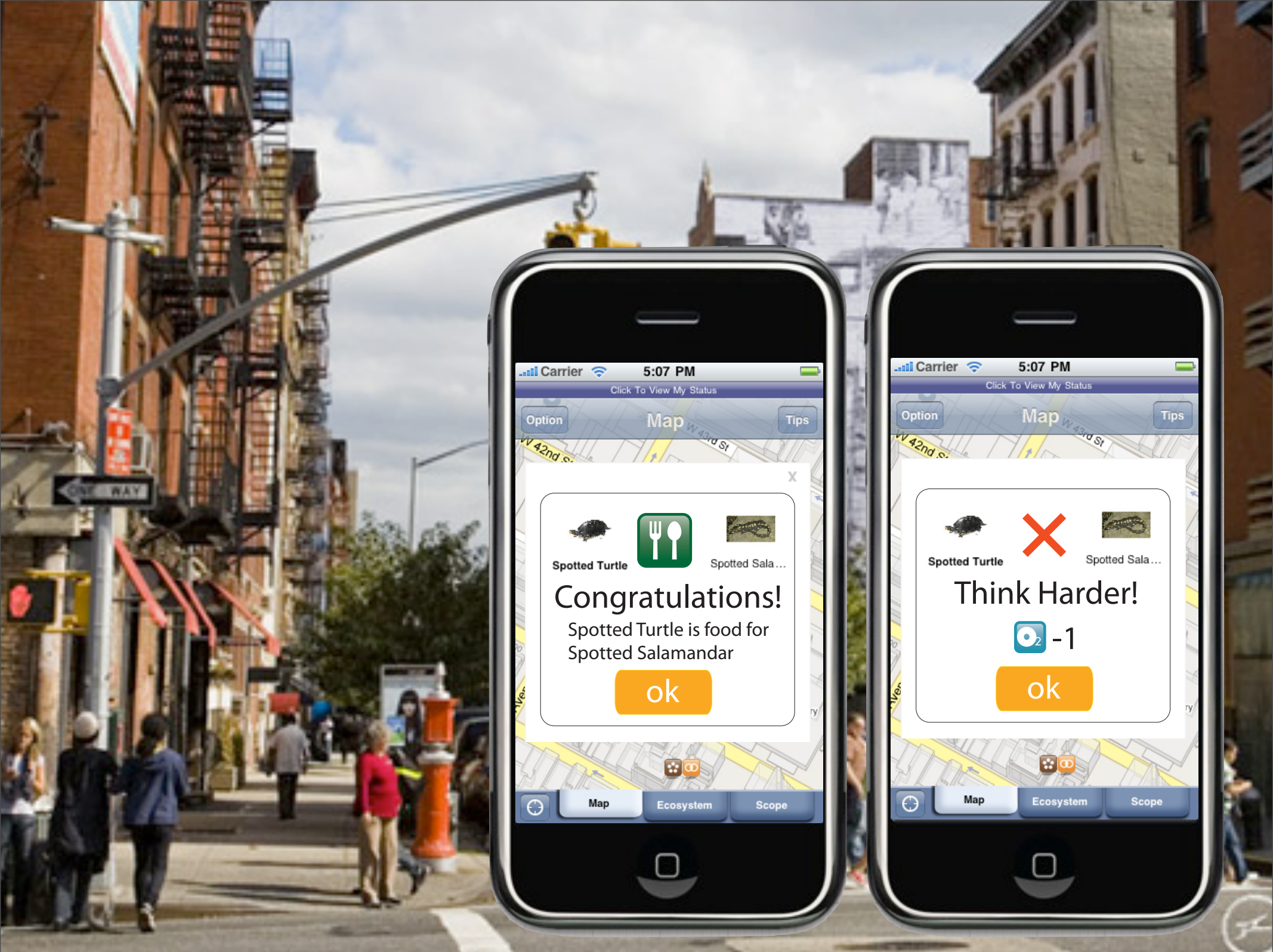
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✓ Choose a Link Type  
food for  
water for  
shelter for



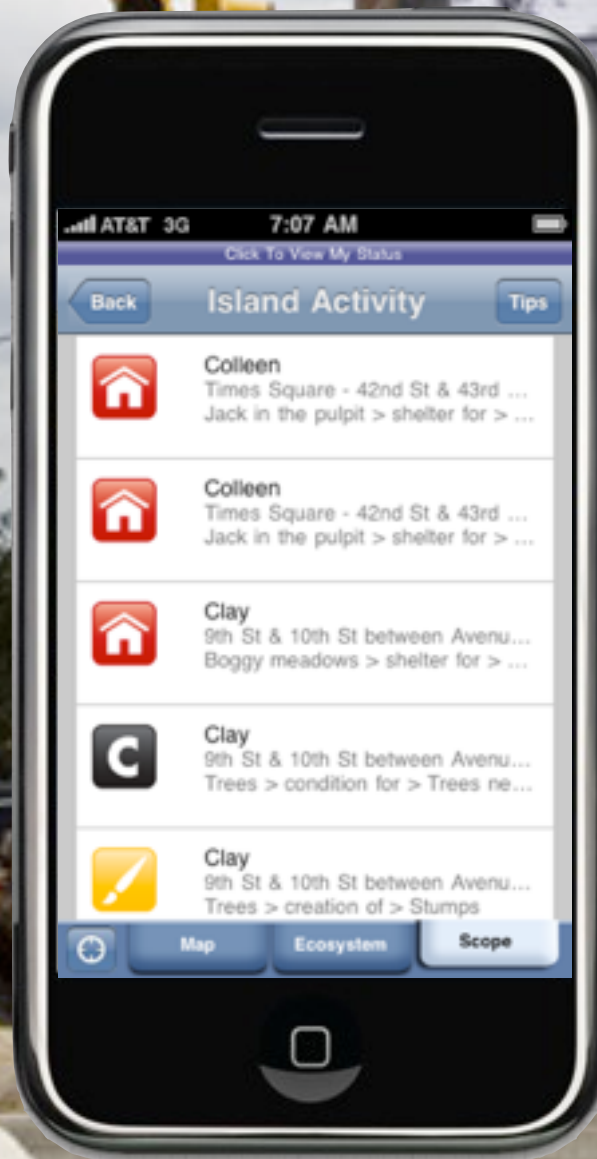






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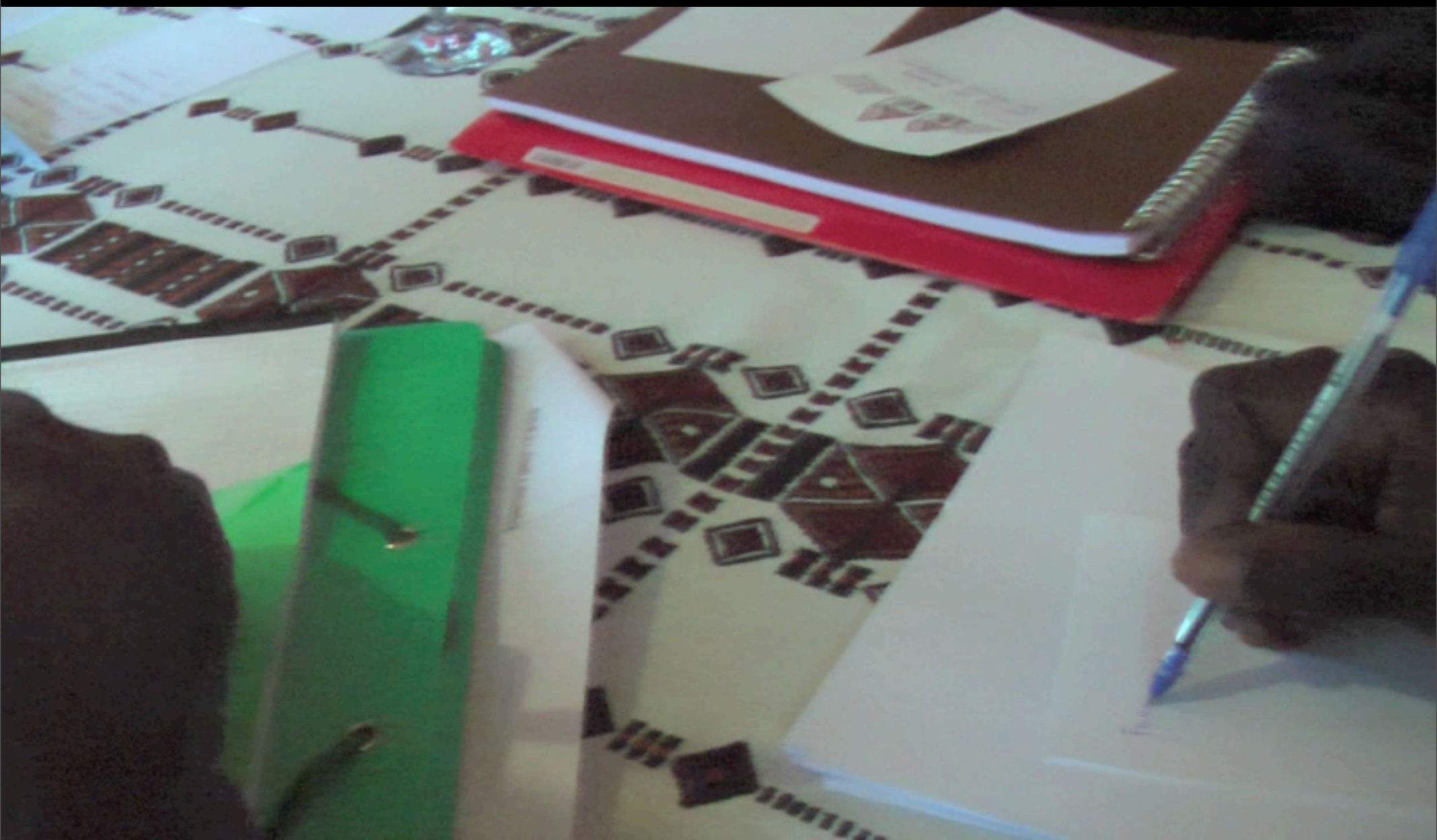


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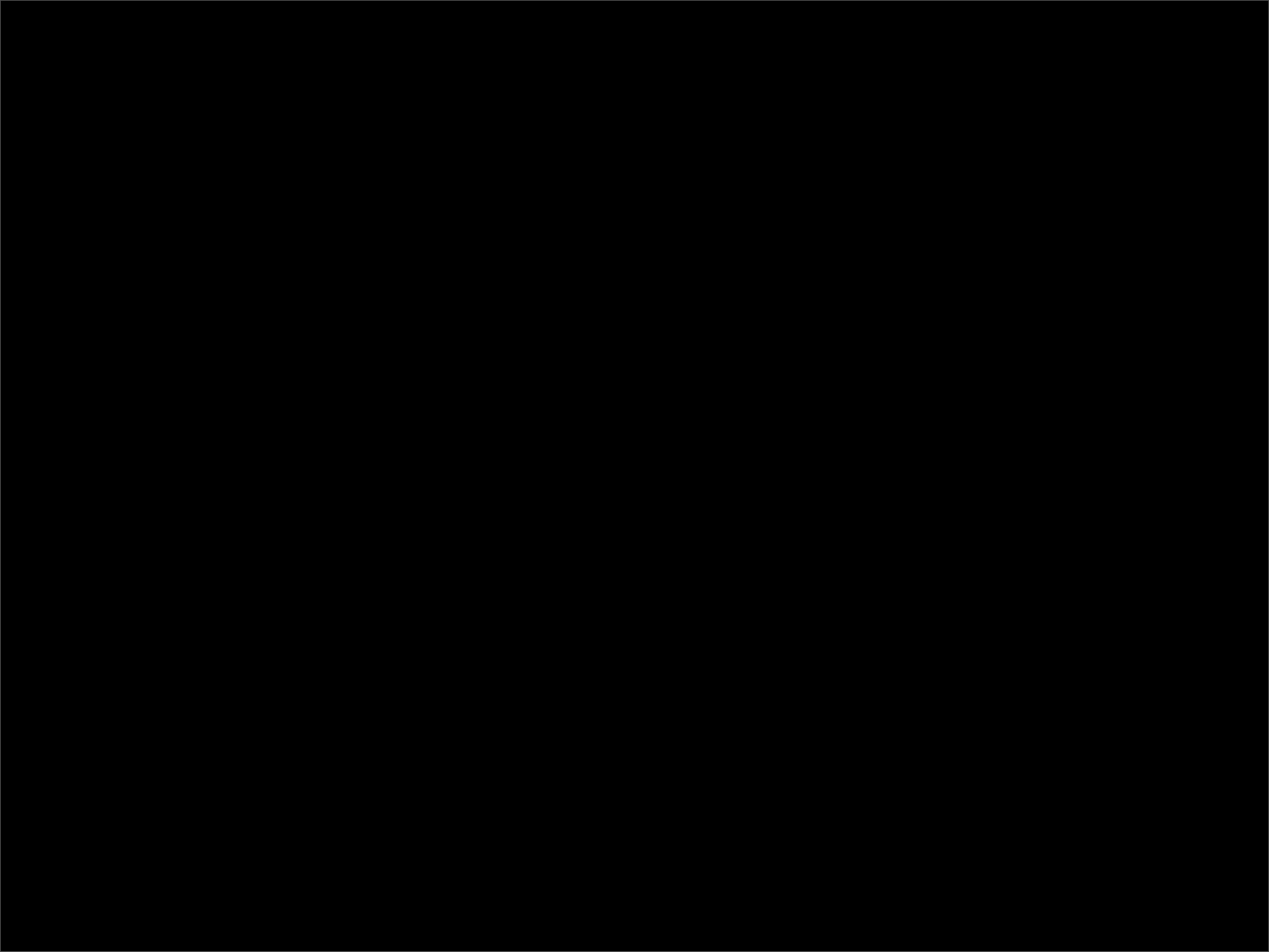
# **generating data through games**

**generating data  
through games  
more data, more information?**





Wednesday, March 10, 2010



**exploring,**



**exploring,  
gaming,**

**exploring,  
gaming,  
generating**



**exploring,  
gaming,  
generating**  
**(keep it real)**

**thank you!**

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**<http://petlab.parsons.edu>**

**<http://www.mannahattathegame.com>**



**for video please download  
them from**

**[http://www.newmediaplayboy.com/files/  
GDC2010.key](http://www.newmediaplayboy.com/files/GDC2010.key)**