

~~Manipulating~~ Answering the Princeton Review Survey for Fun and Profit



UC Santa Cruz Center for Games & Playable Media

<http://games.soe.ucsc.edu>

Michael Mateas (UC Santa Cruz)



8) In total, how many gaming-related courses will your school offer during the 2012-13 academic year?

12) Does your gaming program use a team-driven approach?

16) What percentage of your total gaming faculty have started, run or worked for a game studio?

29) Which technologies or engines does your school utilize?

33) What percentage of 2012 graduates have taken a job in some aspect of game development at the time of or before graduating?

The rankings just
came out. We're
in the top 25
programs.



Congratulations!
Have a cigar and a
fat stack to build
your program with.

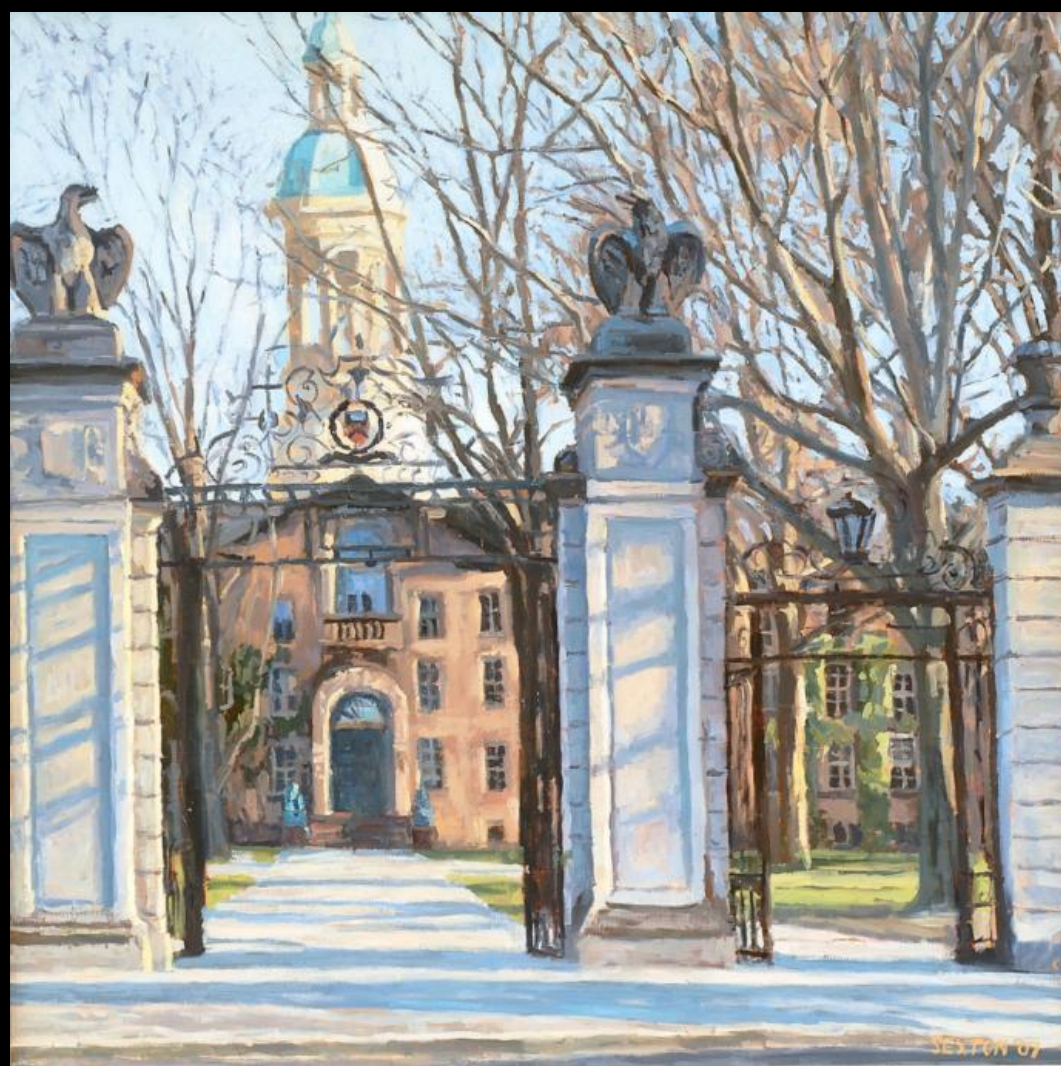
Shh. Don't tell him it's a
for profit standardized
test preparation
company that's got
nothing to do with
Princeton University.



Great! I like the word
"Princeton." Sounds
prestigious. Here's
another fat stack for
your program.













First name

Poopy

Last name

Bear

Email address

pbear8643@gmail.com

Create a password

.....

Confirm password

Select test

ACT

AP

ISEE

None (I've finished my testing)

PSAT

SAT

SAT/ACT

SAT/ACT/PSAT

SAT SUBJECT TESTS

Select test

Please select an option

WELCOME TO THE PRINCETON REVIEW!



Sign Up

Test Prep Info

Contact Info

Now that you have created your account, we'd like to get to know you better. Please tell us more about your current test prep plans and academic interests.

The name of your current school

Enter school or search list

What type of test preparation appeals to you? (Select all that apply)

- ☐ Private tutoring ☐ Classroom Courses ☐ Live Online Courses
☐ Self-Paced Study

What program area interests you?

Select one

GPA ⓘ

SAVE & CONTINUE

SAVE

[+]



The Basics

Academics & Majors

Admissions

Rankings & Lists

Student Body

Campus Life / Facilities

Careers

Other Schools to Consider

Special Needs

Tuition & Aid

Visiting & Contact Info

Request a Brochure



Other Schools to Consider

University of California--Santa Barbara

University of California--Berkeley

University of California--Davis

University of California--Los Angeles

University of California--San Diego

More

University of California--Santa Cruz

request a brochure

can i get in

save school

The Basics



Visiting And Contact Information

Office of Admissions, Cook House
1156 High Street
Santa Cruz, CA 95064
United States

Phone: 831-459-4008

Fax: 831-459-4452

Website

Academics & Majors

Academic Calendar:	Quarter
Degrees Offered:	Bachelor's Post-Bachelor's certificate Master's Doctoral Doctoral/Research
Student Faculty Ratio:	19.2:1
Most Popular Majors:	Art/Art Studies, General Business/Commerce, General Ecology, Evolution, Systematics and Population Biology, Other

More >

Admissions

Average High School GPA:	3.62
Regular Application Deadline:	11/30
Notification Begins:	03/15

Key Statistics

Rankings And Lists

Best Value Colleges for 2014 -- Public

Reeper Madness: # 10

More

At A Glance

Year Founded:	1965
School Type:	Public
Religious Affiliation:	No Affiliation
Campus Environment:	City
Enrollment:	15,978
Average GPA:	3.62
Student Faculty Ratio:	19.2:1
Regular Application Deadline:	11/30
In-State Tuition:	\$12,192.00
Out-of-State Tuition:	\$35,070.00
Financial Aid Deadline:	03/02

More: Academics, Admissions, Student Body, Career, Campus Life, Tuition & Aid

Need help
researching
schools?

WE CAN HELP! ▶



Contact us!

Can I Get In?

Fill in all of your school info, course load, class rank, and extracurriculars below and we'll let you know if you're looking at a Reach, Match, or Safety School...

What High School do you attend?

What is your GPA?*

[Please Select] ▼

Which test scores will you submit with your college application?*

☐ SAT ☐ ACT

What is your class rank?*

- ☐ Top 5%
☐ Top 10%
☐ Top 25%
☐ Top 50%
☐ Bottom 50%
☐ I don't know

Which choice describes your courseload?*

- ☐ I take the easiest courseload that will get me a diploma
☐ I am not taking AP or advanced courses
☐ I take several APs and advanced courses
☐ I take all of the hardest courses

Which describes your activities outside the classroom?*

- ☐ With work and/or sports, I don't have the time
☐ I choose not to get involved
☐ I have been an on-and-off member of a bunch of different clubs and organizations during HS.



Questions?
Call an Advisor
888-955-4600



[+]


Contact us!

Can I Get In?

Thanks - we've determined where you stand with **University of California--Santa Cruz**. After carefully analyzing all of your information against what we know about your target school, we believe this school is a **Reach** for you.

Need help getting in?

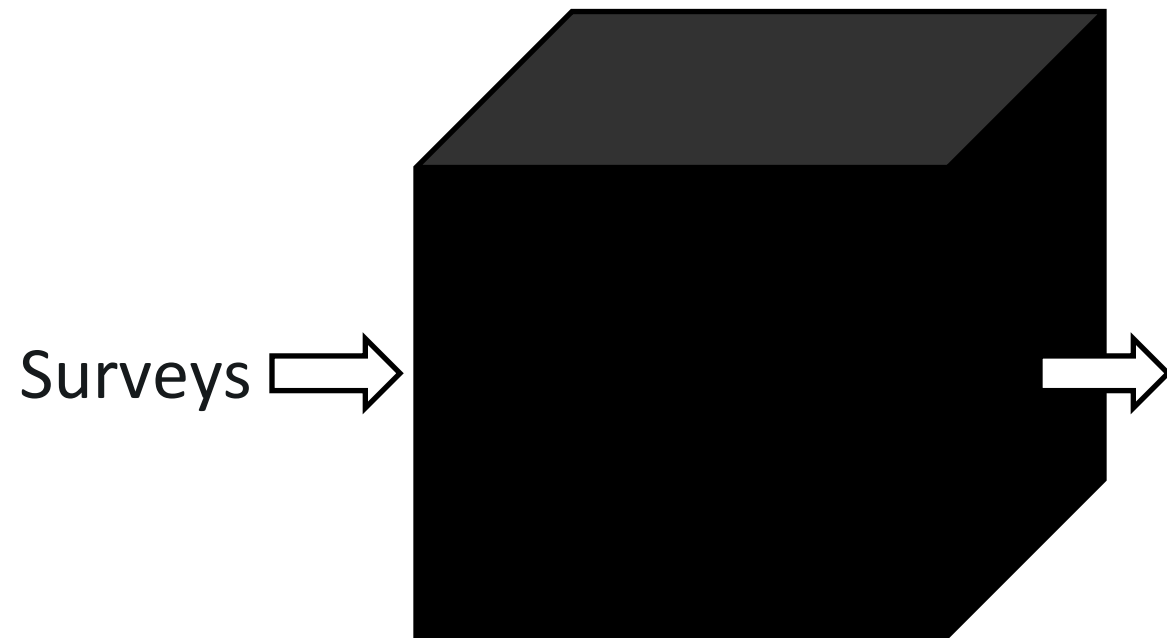
SAT Prep
ACT Prep
MCAT Prep
LSAT Prep
GRE Prep
GMAT Prep

Or call  **888-955-4600** to speak with an Educational Advisor - 8-10 ET during the week, 8-4 ET on the weekends.

The Princeton Review team is here to help you get into the school of your choice - let us know how we can help!
And good luck!



Self Study?



"Greetings -- and a "heads up" note of congratulations.

I am pleased to report that your school program in video game design is one of the 50 we selected for our Princeton Review list, "Top Schools to Study Game Design for 2014."

Our list names 25 undergraduate and 25 graduate school programs (we report each group in ranked order: 1 to 25) that are in schools located in the U.S.A. and Canada (plus one in Ireland)."

My Beefs with Princeton Review Survey

- Doesn't understand research
- Jobs outside of games don't count
- Focus on technology and engines
- Big chunks of the survey are free text, and depend on domain expertise to evaluate

QUICK
SCORE

197,110

TOP SCORE
JEFF

316,810

REPLAY

REPLAY

ULTRA EXTREME FEVER

BALLO-TRON

0

FEVERMETER

x10

x5

x3

x2

INSTANT
REPLAY

DONE

MENU

100,000

100,000

100,000

100,000

100,000



COOL FEEL!

Responses

- Develop our own evaluation framework
 - Something that actually helps us understand what to improve
- Convince other raters to start rating game programs
 - US News and World Reports (survey plus reputation)
 - Businessweek (panel of experts for design schools)
 - ...
- Consciously decide what we want from rankings
 - Self-study
 - Student guidance
 - Marketing (internal and external)
 - ...