

## KonTEXT introduces ReadUp.

*The world's first motivational app which aims to help teenagers to make first steps towards a more driven, focused and inspired life through reading*

**[Munich, - February 24<sup>th</sup> 2021 (Spiesser)]** — Available today, the app ReadUp.

Today a group of business and development students released a gamified productivity app to keep delinquent teenagers motivated. Young people from a variety of backgrounds learn to concentrate on extended periods and reflect critically on themselves in a fun way. Teenagers can now play the ReadUp. game. It's a new way to make reading enjoyable!

We are witnessing a worrying upsurge in violence, and the rising levels of youth crime are particularly shocking. Most of the young adults are more likely to come from challenging social backgrounds, to have had limited or no educational experience and suffer from difficulties with reading and writing. KonTEXT ideally aims to help them continue or return to learning and give them the chance to experience the joy of reading for education, self-reflection or simply recreation with a lasting effect. This presents a challenge since teenagers find reading books tedious and the process of learning through reflection unmotivating, not tempting, and overwhelming.

With the launch of the new ReadUp. app, KonTEXT now motivates and encourages teenagers to read and learn through a digital game. This new app gives an insight into various topics, such as harassment, alcohol or illegal drugs, that are linked to the offence committed in a playful manner. Whoever solved a simple gameplay-oriented challenge correctly gains an advantage, awarded through points. Beyond that, users can collect points with each page they read and convert them into prizes, such as power-up or build gear for the personalized avatar. These power-ups and items give the avatar special power such as size-changing into both giant and miniature sizes. The avatar runs and jumps across platforms and performs challenges in themed levels. ReadUp. motivates young offenders to learn through game-based incentives and improves knowledge and skills in the long-term, since there is now the willingness to learn.

"ReadUp. is altering the way teenagers think about books and helps hundreds of teenagers who committed a crime to get back on the right track in a way never before seen.", said Mr. Reichardt, Program Manager of KonTEXT. "It is truly inspiring to see how ReadUp. motivates teenagers to learn and read through a gamification approach. I am very proud of all those, using the ReadUp. app, who have opened themselves up to what life can offer."

ReadUp. has become so central to maximizing the enjoyment of reading through action that, once they've tried it, most users instantly fall in love. That's because it allows users to create a personalized avatar and play against like-minded teenagers. At the same time, they get awarded with varying numbers of points for activities they perform in the challenges or for reading and gain levels based on points collected. And they can do all of this from anywhere and anytime. For participating teenagers ReadUp. is now available to download for free from [www.kontextleseprojekt.com](http://www.kontextleseprojekt.com).

"I have never liked reading because it was so boring and hanging out with my friends just seemed a better option all the time. Thanks to the new app, reading is much more fun now. I am not only ranking up the leaderboard after every book I read but with the gained points I can buy new stuff for my avatar. Now reading is not a punishment anymore, it helps me to rethink my life and the way I act. It opened my eyes and changed my life.", said Alex, the 14-year old boy who was sentenced to take part in the

KonTEXT project. Jule, 16 years old, was also enthusiastic about the app from the start and said, “Currently, I am reading - Goodbye Bellmont - and I really do believe something very magical can happen when reading a book.”

The following link leads to a list of books available and a preview of the games provided for you to play:

[https://www.sw.hm.edu/projekte\\_und\\_forschung/praxisprojekte/kontext/buecherliste.de.html](https://www.sw.hm.edu/projekte_und_forschung/praxisprojekte/kontext/buecherliste.de.html)

Please visit [www.kontextleseprojekt.com](http://www.kontextleseprojekt.com) / Readup to find more information about ReadUp.

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