

Gamification of Genealogy

Potential Impact on Participation in Family History

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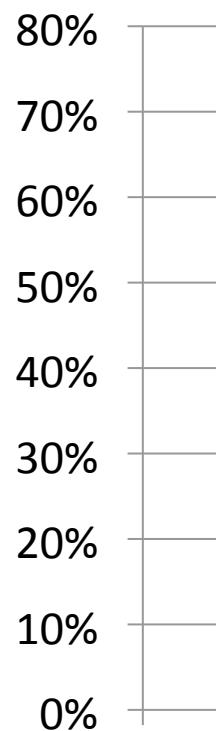
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Interest in Family History



- An American Demographics magazine article from 1995 found that 113 million Americans, or 40% of the population, were at least somewhat interested in family history.
- A similar poll, conducted by a research company, Maritz, in 2000, found that 60% of Americans were interested.
- A 2005 poll conducted by national, research and strategic consulting firm Market Strategies, Inc., and by MyFamily.com, Inc., a family history Web site, found that 73% of Americans were interested in discovering their family histories.

Interest in Family History



1995 (Market Strategies)

2005 (Market Strategies)



Top Online Activities by age



Activity	Teens Ages 12-17	Millennials Ages 18-33	Gen X Ages 34-45	Younger Boomers Ages 45-55	Older Boomers Ages 56-64	Silent Generation Ages 65-73	G.I. Generation Age 74+	All online adults Age 18+
	93%	95%	86%	81%	76%	58%	30%	79%
For some activities, the youngest and oldest cohorts may differ, but there is less variation overall:								
Email	73	96	94	91	93	90	88	94
Use search engine	*	92	87	86	87	82	72	87
Look for health info	31~	85	84	84	85	76	59	83
Get news	62~	76	79				54	75
Buy a product	48	68	66				57	66
Make travel reservations	*	64	67				53	66
Bank online	*	62	62	58	56	44	35	58
Use classifieds	*	64	58	49	42	30	17	53
Listen to music	*	65	58	48	38	25	12	51
Look for religious info	*	31	35	34	33	26	28	32
Rate a movie								

In 2008 Family History was here at 25%

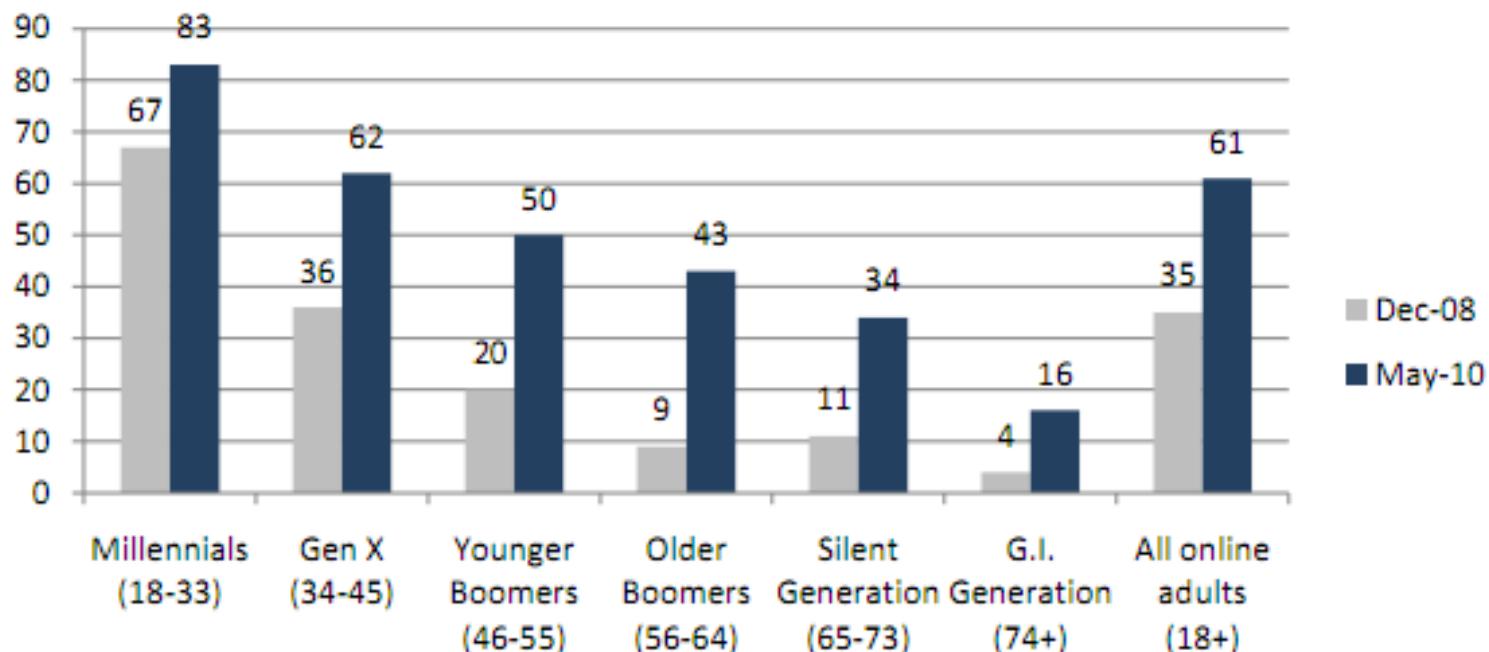


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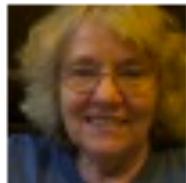


Changes in social network site use, 2008-2010, by generation

% of internet users who use social network sites, over time



Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey.
N=2,252 adults 18 and older.



Judith Eckman



Judith visited your farm and is sharing a little extra pig slop with you!

Judith knows that pigs get hungry and could always use a little extra slop!



20 minutes ago via FarmVille · Like · Comment · Get some slop



David Lovell



David was helping out their neighbor when they found some extra Animal Feed!

David was visiting Sonia's farm when they found 2 extra scoops of Animal Feed. They want to share their good fortune with their friends as well!



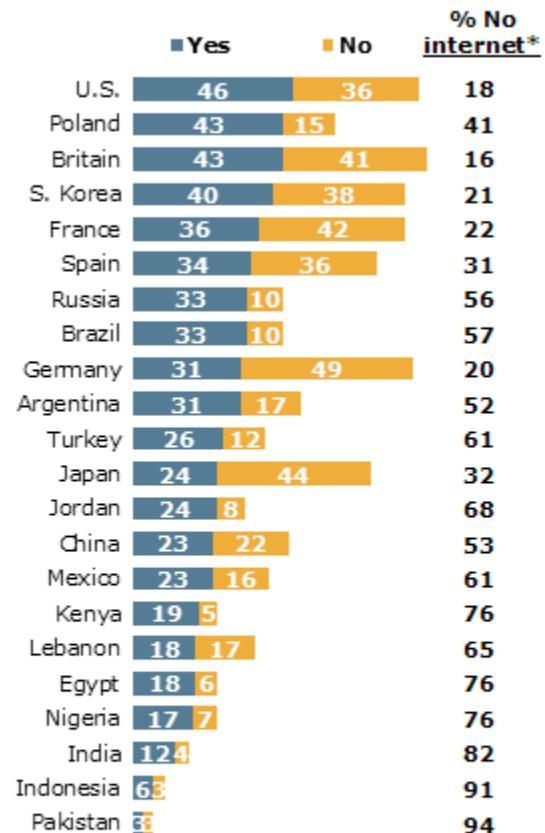
20 minutes ago via FarmVille · Like · Comment · Get 2 bags of Animal Feed

Social Networks and Social Games



- 1 billion users of social networks worldwide
- 600M active users of Facebook
- Social games used by hundreds of millions of people

Social Networking Usage



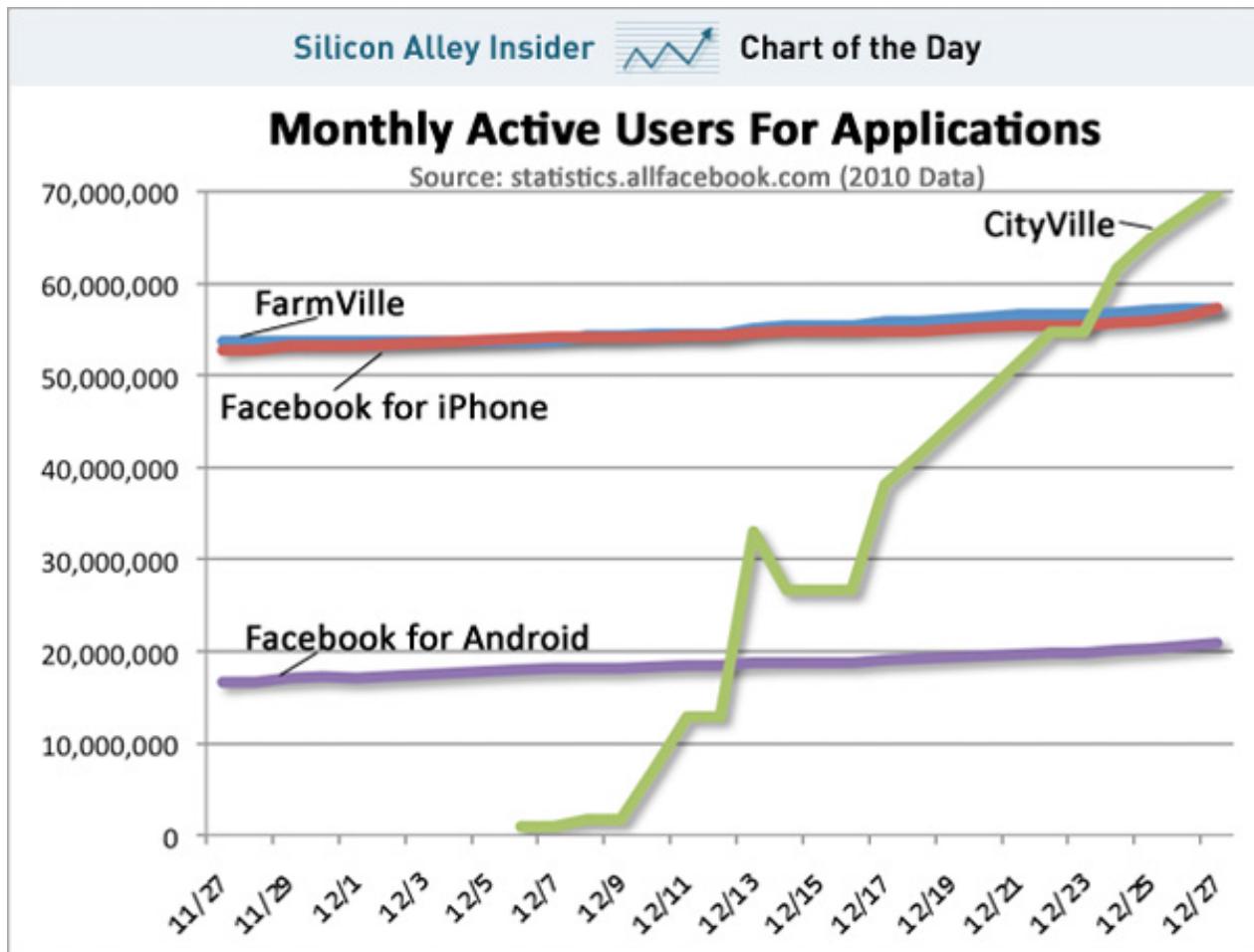
* Respondents who do not use the internet or email.

Based on total sample. "Don't know/Refused" not shown.

Samples in China, India and Pakistan are disproportionately urban. See the Methods section for more information.

PEW RESEARCH CENTER Q66.

Fastest growing social game in history: CityVille



Fastest growing social game in history: CityVille

Application Metrics

14,775,133 DAU

-2,017,867 today

+223,175 last 7 days

17,017,205 all-time high

84,222,766 MAU

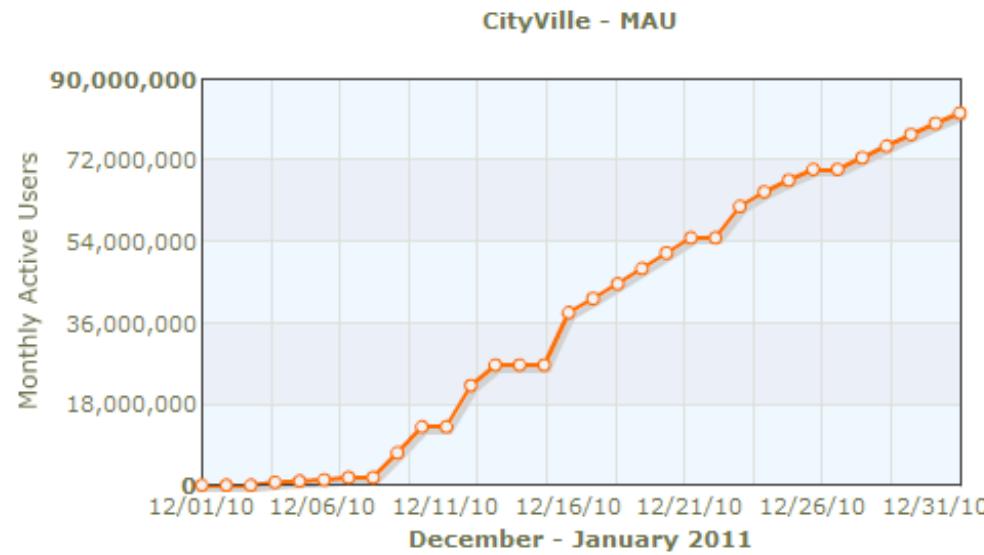
+1,900,864 today

+21,944,807 last 7 days

84,222,766 all-time high

Traffic Trends

PRO Download Full History



cityVille

by zynga™

BETA

OK, now we're a third of
the size of the United
States. This is just getting
ridiculous...

43%

Commencing Commerce

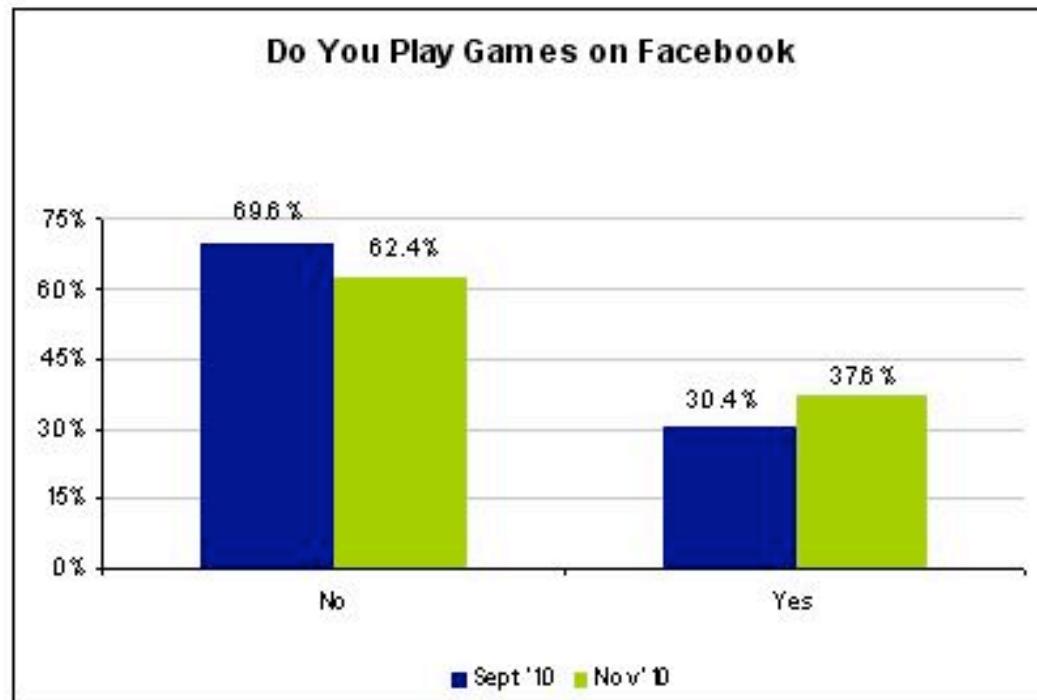
Build the City of Your Dreams!



Rise of Social Gaming



Figure 10: Facebook Gaming Continues to grow At Rapid Pace

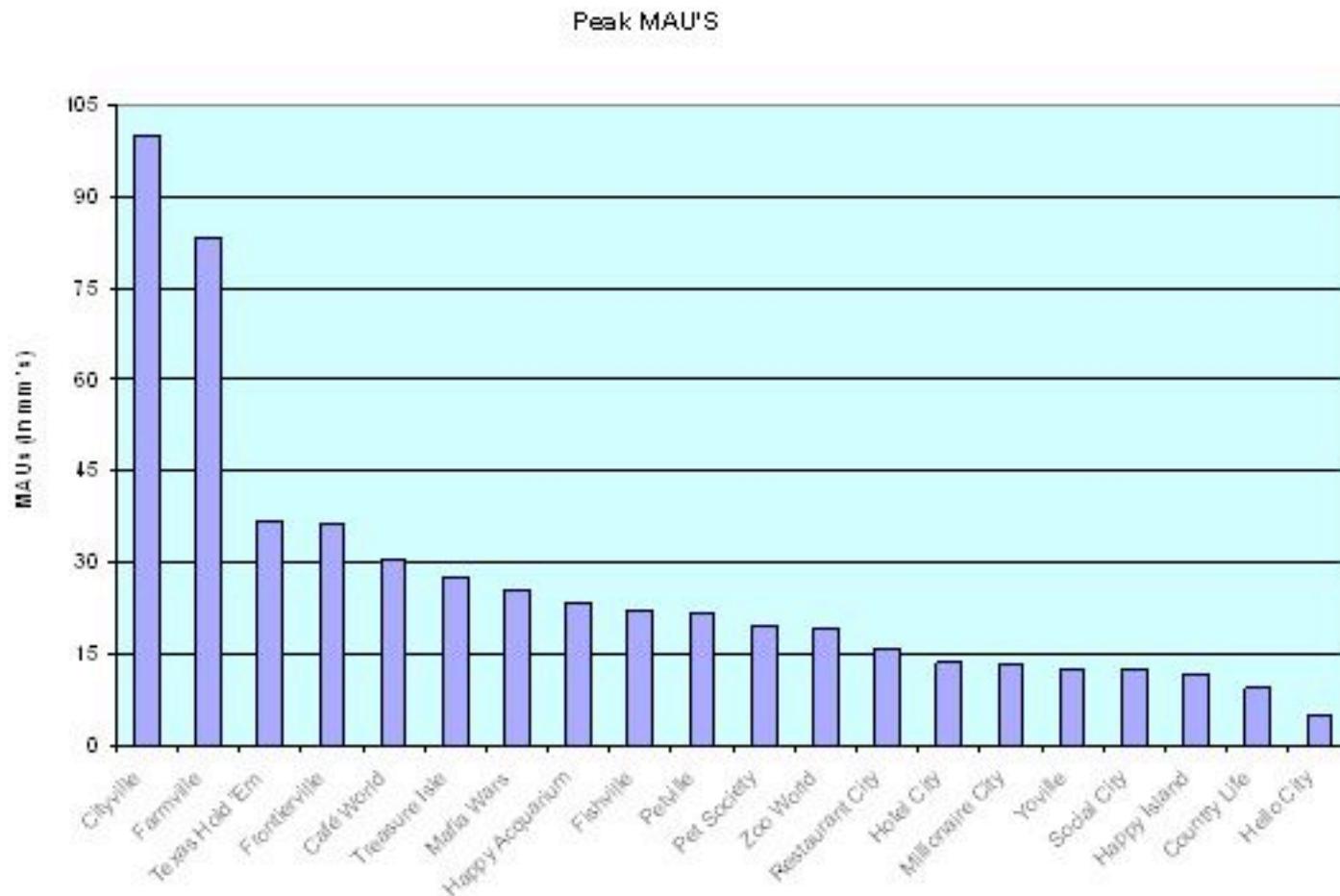


Source: Wedbush Securities, Inc.

Rise of Social Gaming



Figure 9: Top 20 all Time Facebook Games In Terms of Peak Monthly Active Users Reached



Source: Company data, Wedbush Securities, Inc.

Family Group Record

If typing, set spacing at 1 1/2. Page



Husband Given name(s)		James Franklin (Berg) Rice		Last name <input type="checkbox"/>	LDS ordinance dates	Temple
Born (day month year)	Place	8 Feb 1850 Ingtown Magoffin Co. Ky.				
Christened	Place				Baptized	
Died	Place	21 Dec 1895			Endowed	
Buried	Place	Probably Ingtown			Sealed to parents	
Married	Place	21 Dec 1871 "			Sealed to spouse	
Husband's father	Samuel K.		Last name <input type="checkbox"/>	Rice	Deceased	
Given name(s)			Maiden name <input type="checkbox"/>	Patrick	Deceased	
Husband's mother	Jennie (Jane)		Last name <input type="checkbox"/>	Hause (Haase)	See "Other Marriages"	
Given name(s)	Sarah Jane					
Wife Given name(s)	Sarah Jane					
Born (day month year)	Place	14 Nov 1853 Salyersville Magoffin Co. Ky			LDS ordinance dates	Temple
Christened	Place				Baptized	
Died	Place	1933 Denver ?			Endowed	
Buried	Place				Sealed to parents	
Wife's father	William Wiley		Last name <input type="checkbox"/>	Hause	Deceased	
Given name(s)	Susan		Maiden name <input type="checkbox"/>	Gritten	Deceased	
Wife's mother						
Given name(s)						
Children List each child (whether living or dead) in order of birth.					LDS ordinance dates	Temple
1	Sex	Given name(s)	Charles Newton Rice		Last name <input type="checkbox"/>	See "Other Marriages"
			10 Mar 1873 Ingtown Ky			Baptized
						Endowed
			27 Sept 1939 Seattle Wash			Sealed to parents
		Spouse Given name(s)	Minter Lau May		Last name <input type="checkbox"/>	
		Married	13 May 1898 Ingtown Ky.			Sealed to spouse
2	Sex	Given name(s)	Franklin Pierce Rice		Last name <input type="checkbox"/>	See "Other Marriages"
			Born (day month year)		Place	Baptized

[◀ BACK TO FRONT PAGE](#)



MOLE BRIDGE



PLAY

HELP

<http://www.digitalkoot.fi>

[◀ BACK TO FRONT PAGE](#)



niin

IMPOSSIBLE
(TAB)



TASO 1

SCORE 0

MOLES 5

SAVED MOLES 0/1

BLOCK BUFFER



[◀ BACK TO FRONT PAGE](#)



Saved moles: **10** points

Correct answers: **1300** points

Incorrect answers: **-1300** points

Difficulty bonus (0%): **0** points

Level 1 total: **10** points

2 answers were not verified. They are not included in the score.

CHOOSE LEVEL:

CURRENT



NEXT



TASO 1

SCORE 0

MOLES 0

SAVED MOLES 1/1

BLOCK BUFFER





Request for Permission

Family Village is requesting permission to do the following:



Access my basic information

Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone.



Family Village



Post to my Wall

Family Village may post status messages, notes, photos, and videos to my Wall

By proceeding, you agree to the Family Village [Terms of Service](#) and [Privacy Policy](#) · [Report App](#)

Logged in as Dan Theman (Not You?)

[Allow](#)

[Don't Allow](#)

[Send Gift](#)[Play](#)[My Neighbors](#)[Invite Friends](#)[Vision](#)[Help](#)[Add Coins & Cash](#)[\(Report Issue\)](#)

Family Village

If villager **morale** is low
assign **jobs** and **buy items**
from the in-game store!

ALPHA
testing



Progress: FG
LOADING 55%

Discover family and build family treasure

Send Gift Play My Neighbors Invite Friends Vision Help Add Coins & Cash (Report Issue)



5,000



1



60



1

y.02.07a
Family Village



OK

Welcome to Family Village. I'm Sally Sleuth
your village guide. You're going to have a great
time building family treasures here! Let me
show you around.



The manville



Invite



Invite



Invite



Invite



Dan



Sally



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5,000



1



60

1

y.02.07
Family Village

Your first step is to customize the look of your character. When you're finished, click OK.



Edit Villager

[Eyes](#)[Hair](#)[Skin](#)[Hats](#)[Glasses](#)[Facial Hair](#)

Name: Dan Theman

Relation: Self

Time Period: 1960-2000



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5,000



1



61

1

**Family Village**

v.02.07a



X

Good job! Now buy yourself a home by clicking on the Store button. In Family Village, villagers have Status 1 to Status 5. Jobs and homes need to match each villagers' status. For now, your character is Status 1, so purchase the Status 1 home.



Turn of Century

Early

Apartments

Extras

Heritage

Box and Cart



Status 1
Max occupants: 2
2 XP

200

Buy

Haven Tower



Need Level 3 Status 2



Split Level



Need Status 3



High Country Hav...



Need Level 11 Status 4



Exotic Mansion



Need Status 5



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4,800



1



61

3

1

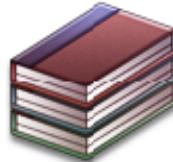
Family Village

v.02.07a



Fabulous! Now you need a job. Click on your villager and drag them onto the Books Is Us Library. Each villager needs to have enough Status for certain jobs, so pick a Status 1 job for now.

x1

Book Stacker

Cost: 26 coins
Need status 1
Duration 30m
Earns 41 coins 2XP

Start Job!

x1

Whisper Catcher

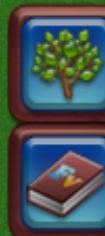
Cost: 43 coins
Need status 1
Duration 1h
Earns 68 coins 3XP

Start Job!

x1

Librarian

Cost: 238 coins
Need status 3
Duration 4h
Earns 378 coins 18XP



Invi



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Add Parents



Full Name

Dan Theman

Gender



Living



Birth Date

MM/DD/YYYY

Birth Place

City, State, Country

Current Residence

City, State, Country

Email Address

username@domain.com

Spouse(s)

New Spouse



Married

[Delete](#)

Add Parents



Full Name

Kim Thewoman

Gender



Living



Birth Date

MM/DD/YYYY

Birth Place

City, State, Country

Current Residence

City, State, Country

Email Address

username@domain.com

Spouse(s)

Dan Theman



Full Name

Gender

Living

Birth Date

Birth Place

[Add Child](#)[Save](#)[Cancel](#)

[Send Gift](#)[Play](#)[My Neighbors](#)[Invite Friends](#)[Vision](#)[Help](#)[Add Coins & Cash](#)[\(Report Issue\)](#)

4,607



1



61

6

**Family Village**

y.02.07a

Good Job! You're almost done! Your new
villager is waiting by the pier.

[OK](#)**Population 2**[Invite](#)[Invite](#)[Invite](#)[Invite](#)

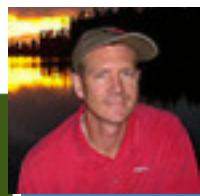
Dan

Sally



1

83



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4,607



1



61

6

**Family Village**
y.02.07a

Looks like your villager completed the job assigned earlier. Click on the coin above their head to collect money for this job.

**Click to collect****Population: 2**
Thomaville**Invite****Invite****Invite****Invite****Dan****Sally**

1

83



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4,023



1



63



1,290

Family Village

Dan

Nate

Grant

David

Paul

Sally



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3,852



2



63

1,303

**Family Village**

v.02.07a



Lawverville



Dan

Nate

Grant

David

Paul

Sally



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y.02.07

X



Dan Lawyer's Library



Dan Lawyer

GO

Dan Lawyer

Kim Conley

Bruce Lawyer

Mike Lawyer

Margaret Rice

Donna Scott

1
documents1
documents7
documents1
documents0
documents1
documents**Family
Village**

Send Gift Play My Neighbors Invite Friends Vision Help Add Coins & Cash (Report Issue)



3,852



2



63



1,303



8



y.02
Family



X

Bruce Lawyer

[View Full Document](#)

Find A Grave

LAWYER Bruce Adams b. 15 Feb 1913 d. 4 Nov 2000 Utah (Find A Grave)

Annabella Cemetery

Utah, United States of America



LAWYER, BRUC

CAMP POINT V

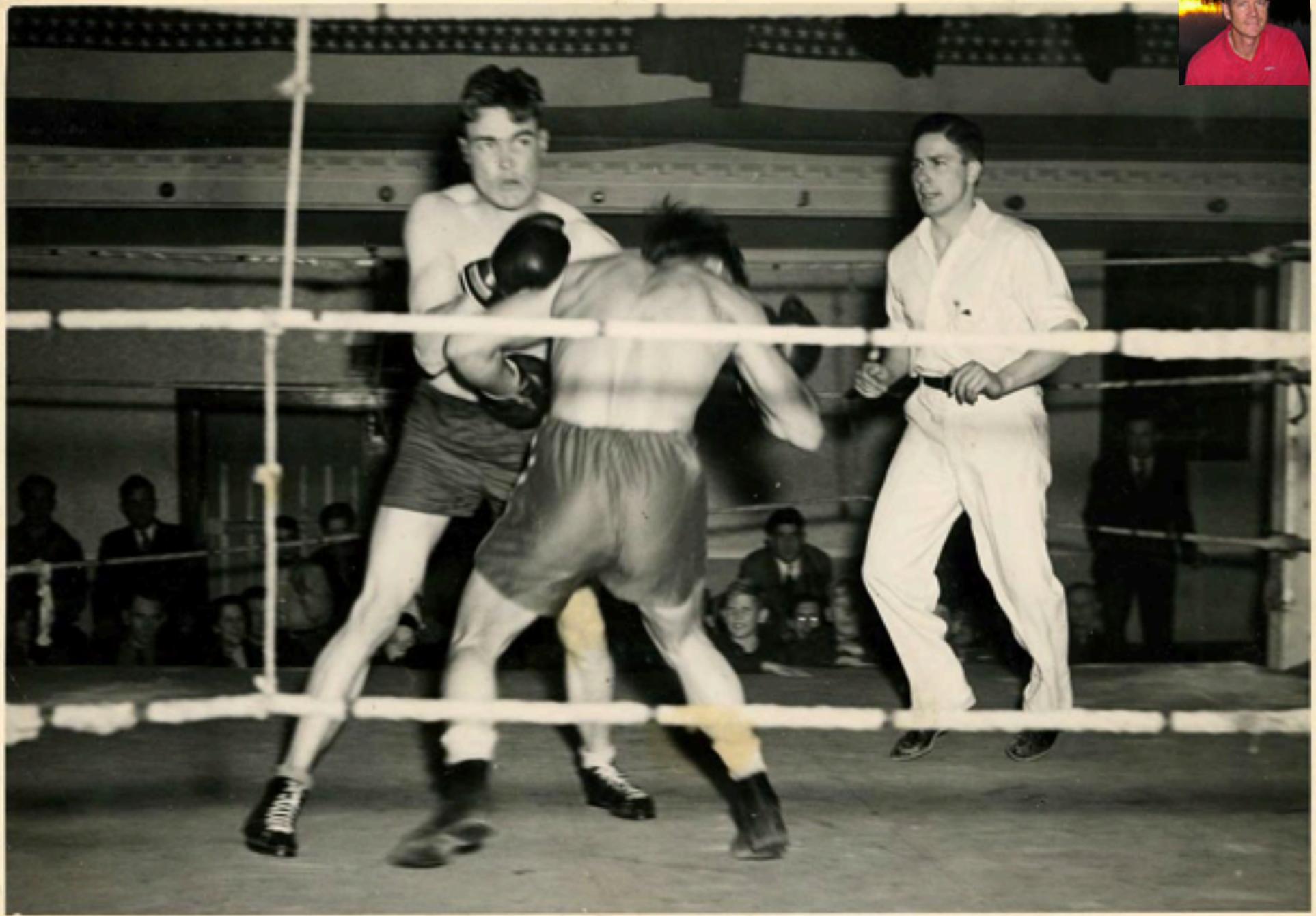
LAWYER Bruce

LAWYER Bruce

LAWYER Bruce

Janesville Daily





Survey of Alpha Testers



36% have found family documents in the game so far

Survey of Alpha Testers



**48% have an increased interest
in family history because of the
game, including 40% who have
ALREADY started doing
research on their family history
OUTSIDE of the game**

Survey of Alpha Testers



36% have already had conversations with relatives about their family history because of the game, including 20% who have had multiple conversations with relatives

Survey of Alpha Testers



80% of the players have at least 2 villagers in the game so far, and 28% have more than 20 villagers in their game



http://www.flickr.com/photos/loop_oh/5293597191/