

THE IMDY JOURNAL

“Anti-Establishment in the context of big corporate practices that affect local communities. We will focus on the impact to these communities, specifically in the areas of low income housing, environmental shifts, and job loss.”

The Anti-Establishment 2018

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ANTI-ESTABLISHMENT CONVENTION

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The concept of “anti-establishment” refers to a set of beliefs that go against society’s accepted or promoted set of beliefs. The climate change movement has many differing opinions. These strongly held opinions lead to a distinct grouping of people according to their belief systems. These groups tend to be labeled as the establishment, anti-establishment, and outsiders. The individual groups can influence the climate change movement through political and social means. Recent history shows that social media can affect political shifts. Building these networks allows for an instantaneous echo chamber, contributing to the amount of attention gained by climate change and other social issues.

“A felt disconnect between the will of the people and the policy makers”

Defining Anti-Establishment

Amongst all the political drama of climate change, there is a felt disconnect between the will of the people and the policy makers in Washington. At the end of the day, politicians are supposed to serve the people, not themselves. This disconnected feeling gives a starting place for the anti-establishment to begin a political revolution. **Without representation from those who are advocates for change, our elected officials may never know the realities of the environmentally conscious Americans and continue to serve for the benefit of large corporations.**

The very history of our country was started with the pilgrims (essentially an example of the anti-establishment) who wanted freedom from their strict government. They created a new model of democracy which would be represented by the people. Compared to having a monarchy, this new democratic government would bring the power to the majority of the people. These people were suffering from obtaining basic needs such as food and shelter. Having a hand in policy helped to meet everyone's needs. The purpose of the anti-establishment today is to bring the power back to the people versus the corporations. This power can be used to influence environmental policy as well as educate people on climate change.

“Not only is mining harmful for earth, it is bad for us as well”

Climate change is a multipart problem, with no correct solution on how to fix it. It affects populations of people differently, depending on a variety of factors. Climate change influences people's daily lives, how they commute, and what food they eat. It also causes fluctuation in housing prices, food prices and overall general health of the population.

Views on Climate Change

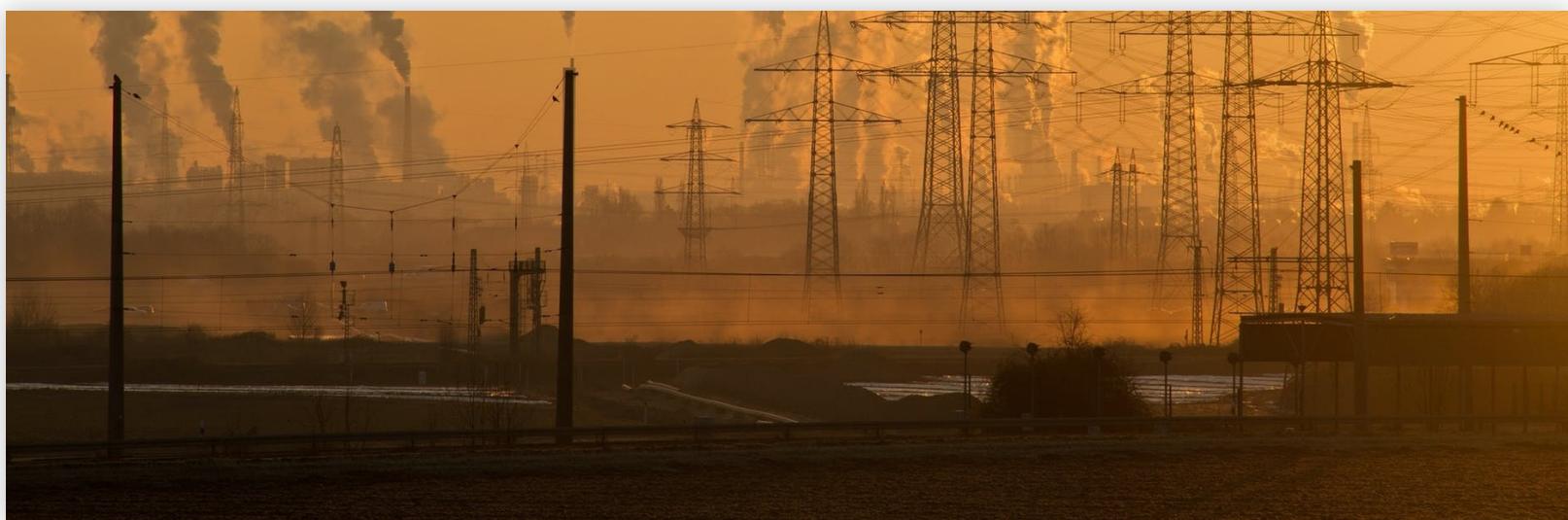
Our faction as the Anti-Establishment, is focusing our game and interaction with climate change by telling a narrative story about a small town. The people of this town face off against a mega mining corporation. We specifically chose to talk about mining, because the burning of these fossil fuels is the major contributor to greenhouse gases and a detriment to human health. In 2007 researchers at West Virginia University showed that emergency rooms in coal-mining towns had higher admission rates for chronic obstructive pulmonary disease (COPD) and hypertension, even after considering controlling for factors like income and obesity.

The following year, the same team surveyed more than 16,000 people about their health status and found similar results. People living in major mining areas suffered elevated risks of heart and lung disease, with especially high rates of hypertension and COPD. Women only represent a small fraction miners, yet they suffered the same rates of risk as the men did. The risks are apparently unrelated to whether the respondent had ever worked inside a coal mine. Last year, a study linked proximity to mountaintop coal mines as an increased risk for the same diseases, plus cancer. Which goes to show that not only is mining harmful for earth, it is bad for us as well.

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Not only will this game show the effects of mining and its impact on the local environment, but it will also show the complications of mining on a human population. Climate change affects everyone differently, based on social class and available resources to help recovery in the face of a natural disaster. Ultimately it will affect us all if we do not act in stopping the major companies that seem to be polluting out of control.

Who is to blame for all these greenhouse gas emissions? A recent study by Greenpeace International said that “Just 90 of the world's largest producers of crude oil, natural gas, coal and cement account for almost two thirds of the problem. That is, they produced 63 percent of global industrial emissions of carbon dioxide and methane since the start of the industrial revolution” (Greenpeace International). Our project aims to put these facts about greenhouse gas emissions into the light, and show people that the corporations are the ones mainly responsible for the shifting of the climate.



Human activity has already increased carbon dioxide concentrations by **36%**

Increase from 280 to more than 400 parts per million since the industrial revolution

Emissions are still rising — by about two part per million each year



90 of world's largest producers of crude oil, natural gas, coal and cement have produced **63%** of global industrial emissions of carbon dioxide and methane

Though not often obvious, intersectional aspects of our day-to-day play a significant impact on how each individual experiences the effects of climate change. According to a 2013 study as summarized by Mark Mather on PRB.org, “U.S. working families headed by racial/ethnic minorities were twice as likely to be poor or low-income (47 percent) compared with non-Hispanic whites (23 percent)” (Mather). The Got Green Initiative extensively defines the community research presenting the communities most affected by climate change and its impacts. These studies ultimately show that minorities from low-income households are the people most impacted by the onslaught of issues symptomatic of climate change. This demographic is the first and worst impacted by these issues.

See the
“This intersectionality demographic is the first and worst impacted”

Pamela Worth points out on ucsusa.org that there is a lack of investment in neighborhoods with majority low-income households. This resulting in poor infrastructure and “poor housing policies which effectively... [forced] poorer populations to live closer to power plants, airports, waste sites, and otherwise undesirable land that is often affected ‘first and worst’ by natural disasters” (Worth). With our Alternate Reality Game, we want to highlight these findings and educate the players about a side of climate change that is so often overlooked.

With our mode of game play, we want the player to be forced into interaction with different community members that are affected by climate change as members of minority groups and low-income households. Players will experience this by talking to “NPCs” in game that have been affected by disease, job loss, mining malpractices, and lack of government aid. We aim to create an experience that will not only reveal the reality of climate change in context of low-income communities, but to also raise empathy for them. Low-income households often lack the resources and freedom to be able to initiate change or protest against big corporation/government practices that are harming their community. As members of this society who have the ability to aid them and push for change, we want to inspire players to take action so that those who do not always have a voice in our society will be heard and helped.

Climate change is an important issue that affects everyone living on Earth. People generally underestimate problems that do not bring immediate negative consequences. Climate change is an example of a slowly developing problem spiraling towards largely negative consequences. The most obvious of these consequences are the environmental effects to the planet, our goal is to bring out the awareness of the “Climate Gap”, social impact caused by climate change to the public.

“Understanding of both environmental impacts and social impacts”

*our goals
& objectives*

In Our People Our Planet Our Powers by Got Green, the community research states that Climate Gap is where existing social, economic, and health disparities will impact people of color and low-income communities the most. These two demographic groups are more likely to be the most impacted by climate change. However, the most vulnerable communities fail to acknowledge that they are disproportionately affected. According to the research interview, “only 24% of [the] survey respondents thought low-income people or people of color would be most impacted” (Got Green, 19). The research claims that “[the climate] movement has failed to adequately acknowledge the impacts climate change will have on our communities” (Got Green, 19).

The main objective of our alternate reality game is not only allow the players to

experience the environmental impacts of climate change, but also experience the struggles that some demographic groups are going through due to the climate gap. Climate change brings environmental hazards such as air pollution, toxic waste sites, the urban heat island effect. Existing environmental racism and structural inequality means that people of color and low-income groups will be more likely to be living in areas with high exposures to these hazards (Got Green, 7). We will focus on the perspective of small mining town which represents this most vulnerable demographic group. The players will experience the struggles of adapting to climate change while achieving tasks with this town’s limited resources. The understanding of both environmental impacts and social impacts will be experienced through the game interactions.

The small town of Imdy has been having a lot of bad luck lately: miners are being laid off, tourism has dwindled and locals seem to be getting sick more often. Now, there has been a murder and it is up to the players to solve it! As the players explore the important places of the town, talk to the locals and corporation managers, they are finding the reasons why this “bad luck” is occurring. Ultimately they will discover the culprit behind the murder.

We plan to execute this game on campus by using geolocation or different clues similar to a scavenger hunt. For example, the Town Mine could be located behind the UW library. This area is scattered with rocks and is an isolated part of campus. We also plan to have group members be live actors for the game to give clues to the players and help them along their mysterious adventure.



*the gameplay mode
“Rally together and argue for companies to do their part”*

We want to show the players the little impact that small non-company people have to influence climate change. We will promote the strategy of being able to rally together and argue for companies to do their part in reducing pollution and whatnot. We want to make a call to action and spread awareness of how climate change affects everyone, with our focus being on the most impacted demographics.

Our final plot twist will be to show that the cause of the murder is also affecting the health of the environment. The environment is slowly crumbling around the townspeople. How can they prevent this murder from happening? We want to present the climate change information in a way that it is discovered through their journey and leaves a memorable impact.

“Pursuit of money and a better life”

game characters narratives

Let me introduce you to the characters of the town of Imdy. Tobias Kowalski was a Federal EPA Auditor who was called into the town. He supports the Anti-Establishment group and works towards making sure that the environment is kept safe from malpractice of the mining corporation. He was recently found dead and the Anti-Establishment group has hired new detectives to figure out the mystery and to hopefully persuade them to join their cause. Nadia Kowalski is Tobias's sister. She is not played by anyone, but instead her twitter feed will be used to give clues to our players. Fiora Su is the short, friendly Asian lady who has been the Corporate Auditor for Imdy since before the town started to have its mishaps. Esha Sharma is the Mayor of Imdy who believes that having the mining corporation in the town is beneficial because of the jobs they create. The corporation also gave money to the Mayor's reelection campaign last year. A bribery attempt so that she will let them buy up more land. Axel Kimberly is the Mayor's Secretary. He is aware of the money the mayor received from the corporation, but doesn't want to say anything. He fears risking his high end job by reporting the corruption. Kayla Varns is a local kale farmer and owner of a large plot of land farther down in the valley. There have been issues with her irrigation system and recently she found highly acidic water in her reservoir. For the past year the company has been pressuring her to sell them sections of her land. Samuel Morgan is a local fishery owner. The mining runoff has recently affect his margin of profit by killing the majority of his fish. He is very bitter toward the mining corporation and believes they are completely responsible for his financial losses. He will lose his fish hatchery if nothing is done about the pollution runoff into his stream. Fernando Gago is an immigrant who moved to Imdy in pursuit of money and a better life. Brad Park is a stereotypical white male miner, except that he is also the single father of two boys. John Hennessy is the mining foreman. Hired by the corporation, he believes he is bringing a great service to the town of Imdy. He is a hard worker who has fought to gain the position he is in. Jane Daniels is an ex-miner who has become a drunk after getting laid off. She originally owned the land around the mine but was forced to sell. This is her greatest regret in life. Wei Li is the oldest man in town but he has chronic health problems from his time in the mines. He knows the entire history of the town.

Our marketing campaign will aim to focus on the emotions surrounding a murder mystery (fear and suspense) in an effort to engage the public and create a call-to-action. Our initial ideas are formed around the imagery of television crime shows, thriller murder novel covers, and the dialogue in the opening scene of the movie, "Get Out".

"Some of dissent and others of endorsement" marketing & campaign plans

Both our print advertisements and social media accounts will be tied to plot of our game. These market strategies will also serve an integral part of informing the users about the game details (storyline and logistics). The concept for our Instagram feed is to post small clips that set up the backstory of our game. Using the account to show a small glimpse of the victim's life days before they were attacked. These clips may also provide small clues as to who the possible murderer is. The narrative for these clips will be similar to the subject filming in first person while providing some narrative in sort of a video blog style. As the videos in the feed progress, the subject of the clips will change. The narration will become tense and paranoid detailing to the viewers will indicate something is wrong. For example, the subject keeps seeing the same suspicious person everywhere he goes. The last video posted would be the

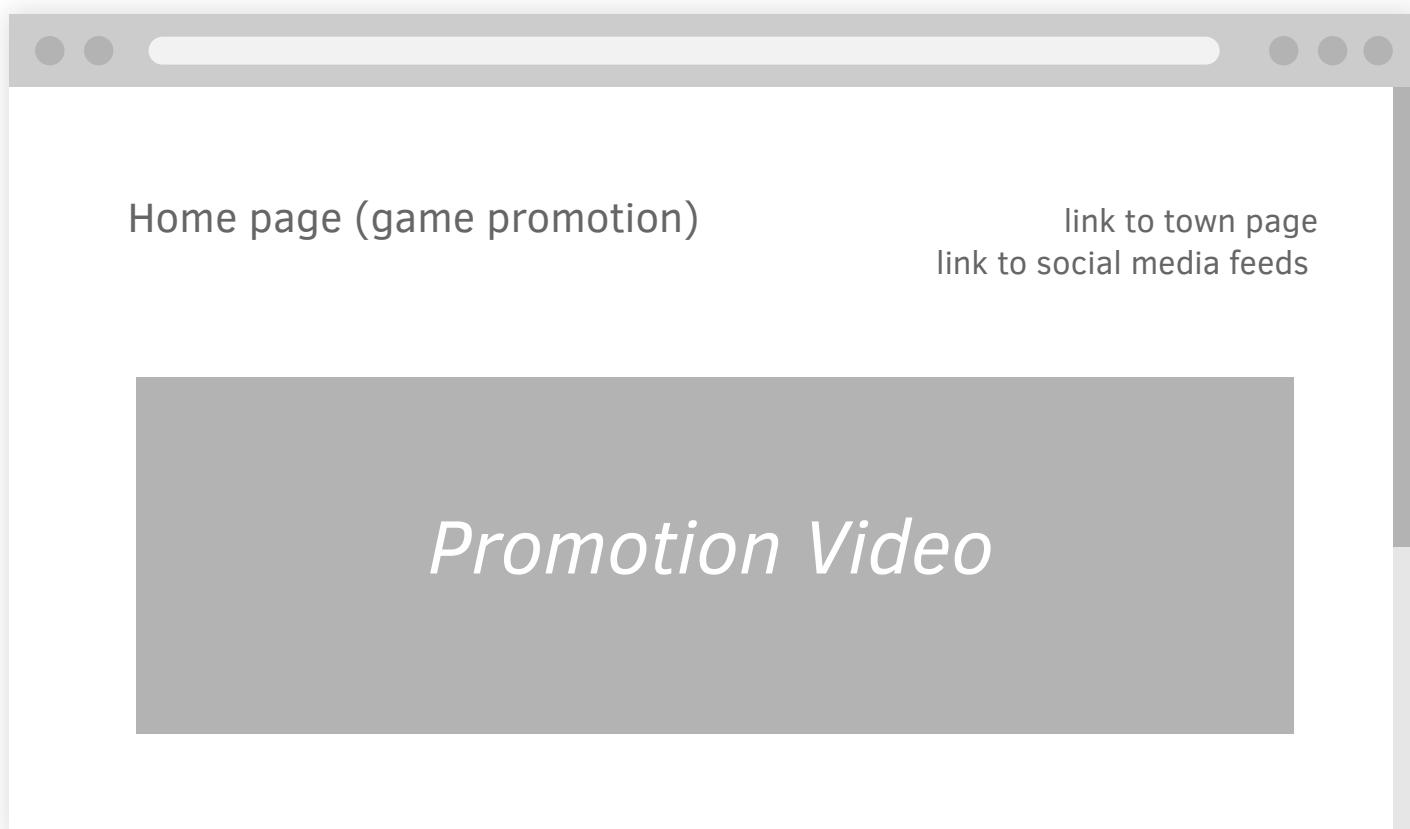
culmination of these random events that end in a chaotic clip of screaming followed by a link to the main game website.



A screenshot of a mobile phone displaying a user profile for 'Nadia Kowalski'. The profile picture is a cat, and the bio reads: '@nadiakowalski18 fictional character account for UWB IMD project 2018'. Below the bio are tabs for Tweets, Tweets & replies, Media, and Likes. Two tweets are listed:

- Nadia Kowalski** @nadiakowalski18 · 13h I am going to name my cat cat
- Nadia Kowalski** @nadiakowalski18 · 1d My brother is obsessed with macaroons.

Advertising posters scattered throughout the UWB campus will indicate links for the players to start researching the social media accounts and game website. The poster will be modeled closely to a crime scene evidence board: anonymous faces with question marks all linking to one suspect. The suspect being the culprit behind the mystery. The posters will advertise the games Instagram feed, featuring the videos described previously. The main game website will feature the aesthetic of the town as well as the different locations on campus that relate to the town: the town hall, coal mines, manufacturing plant and more. This will set the tone and provide connection of the interactive story. As a way to further advertise, we will set up crime scene tape at the place the victim was last seen. Along with wanted signs for volunteer detectives to help the worried people of the town to solve this mystery that has everyone on edge. There will be clues only the most devoted fans will be able to spot: small symbols, suspicious characters in the background and secret links to a subsection of the website. The subsections of the website will have further details on the local coal mining operation and leaked news documents that were never published creating further mystery. It will also feature interviews with different locals. These interviews show the town's thoughts on the company that just came in, some of dissent and others of endorsement. People will either applaud the corporation for creating jobs, or be concerned about its environmental impact to the community.



Each person on our team was required to sign a group contract in regards to working on this project. Our decisions have been made by majority vote with the addendum that a split decision would be determined by the roll of the die. Assignments are designated within the group during meetings and in class. If someone was not available for group discussions or unable to show up for class, the group assigned work to that person. They then had a two day soft deadline of relaying to the rest of the group their ability to complete the assigned work. The majority of communication is held over Discord. Lack of commitment and communication can result in an overall poor personal evaluation from the group.

“Reach a different level of engagement” team roles and plans

Roles were evenly split amongst the team with the idea that each person can contribute in a technical and creative manner. The following list consists of each team member and their responsibilities:

[Andrea](#): Project Management, Lead Marketing Graphic Design

[Colin](#): Lead Quality Assurance, Game Narrative

[Jeff](#): Lead Game Graphic Design, Quality Assurance

[Jimmy](#): Quality Assurance, Game Design

[Julian](#): Lead Web Development, Design

[Kevin](#): Game Narrative, Game Design

[Ruu](#): Lead Game Narrative, Game Graphic Design

[Sergio](#): Lead Game Design, Game Graphic Design

[Soheila](#): Marketing Graphic Design, Web Developer

[Su](#): Lead Marketing Campaign, Web Development

We are anti-establishment in the context of fighting against big corporate practices that negatively affect local communities.

This augmented reality game will focus on the impact to these communities, specifically in the areas of low income housing, environmental shifts, and job loss. Communicating these issues through a gameplay medium will allow us to reach a different level of engagement with our fellow students on campus.

Works Cited

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