Social Action Research Project

Michael Gergely – CIS1170

Level Up is our company, it is a gym targeted at gamers and promoting healthy living among the gaming community. One of the primary reasons individuals are reluctant to begin exercise is because they are self-conscious and afraid to take the first step into the gym. We believe that if gamers feel more “at home” and accepted they will be much more enthusiastic in joining. Another big problem is when you do begin going to the gym, you lose motivation because you aren’t seeing progress as fast as you want. We have built a system, very similar to a role-playing game, where coming to the gym regularly, eating healthy and more will earn you attribute points and levels which you can track online to get a real-time view of all the progress you actually have made. There are many more features about the gym that are gaming-related and make the whole experience much more fun.

Our Social Action project will consist of an event at our gym that will consist of many fun physical activities and competitions that are derived from video-games we all know and love. Afterwards we will have a speaker come in and discuss the importance of healthy living to really drill home to all our attendees that you can live a fun life of gaming while remaining healthy, it just takes some effort but the results are more than worth it. Throughout the event there will be prizes given out, healthy food to eat and more. All who are already members of the gym and any new recruits will be given experience and attributes for attending the event as well, like a real event from a video-game.

From this event everyone in the company and our members will benefit. Through doing this we will be showing the community that fitness is necessary but it can also be fun and something you actually look forward to doing. Our company benefits because of all the publicity and new members joining.

The primary reason we will be doing this project revolves around these ideas and from doing so we will better the company in the views of all. There is always a stigma around gamers and the gaming community that those who participate are automatically anti-social, un-healthy and many more negative views. We are aiming to reduce and eliminate this by having the gamers themselves disprove it. When they see real results and are enjoying themselves they will continue to improve and by doing so prove to all that you can live a healthy life while enjoying immersing themselves in technology. More than ever this is a problem in the world because of how enjoyable it has become to simply stay at home on your computer or television and it needs to be addressed. The public will view this is a big step in the right direction.

We will be having this event at the beginning of summer. We believe this is the best time because many younger people have time off and during the summer is generally when people are most self-conscious and want to make that big change in their lives. Our budget will be roughly $2500. This will cover all prizes and food given away, the guest speaker and any other expenses like advertising. We believe that this will be a worthy investment because we think we will gain many new members in our community from it.

The plan for this happening is to begin advertising a month in advance and target locations where the gaming community thrives. We will be advertising on the game streaming website Twitch.tv, locally at game shops and other various social media platforms.