

Print & Play DATA iceberg

Preparation

Ensure that you have access to a high-quality printer and paper of the appropriate thickness to print the cards. We recommend you use A4 paper, cardstock, or photographic paper of 80gsm or more.

Print the Cards

Print the cards onto A4 paper, ensuring that you select the option to print at actual size, or no scaling. This guarantees that the cards will be printed at the correct dimensions. If your printer has the option to print double-sided, you can select this to print both the front and back of the cards onto a single page. If you do not use this option, you will need to print the face and back of the cards separately.

Cutting the Cards

Once your printed cards are dry, use a ruler and a cutter, or a guillotine to cut the cards out. Make sure to follow the cutting lines indicated within the PDF file and cut as accurately as possible to create cards of uniform size. If you prefer your cards to have rounded edges, you can then use a rounded corner cutter to give them a more professional finish.

Sleeving the Cards (Optional)

Once you have cut out your cards, you may place them into transparent protective sleeves of standard playing card size. If you have printed your card double-sided, place one card into a single sleeve. If you have printed the front and rear of your cards separately, you will need to match the front of each card with the corresponding card back before placing into the sleeve.

Game Instructions & Glossary

You may print the instructions onto a sheet of A4 paper for use as reference when playing the game if you wish. However, we advise you read them in digital format to help protect the environment.

Small Boards and Game Sheets

You need only print these single-sided and cut along the cut marks.

Tokens

Print the tokens double-sided if possible, and cut along the marks provided. If you wish to, you may glue the tokens to cardboard to make them stronger.

INDEX

Glossary & Instructions_	2
Cards_____	7
Small Boards_____	19
Tokens_____	29



Dali Data Literacy for
Citizenship Project Number:
2020-1-NO01-KA204-076492



dalicitizens.eu
@DaLi_Citizens

Data Takeover: glossary

Term	Description
Data extraction	'Data extraction' is the process of collecting raw data from different sources and storing it in a database. The raw data can be sales numbers, online reviews, website activities, mentions on social media, and so on. It precedes 'data mining', which aims to gain insights from the raw data previously collected.
New tracking technology	'New tracking technologies' are the tools to enforce 'data tracking' activities. Such tools are used to keep track of various metrics related to customers' behaviors. Companies are interested in new tracking technologies because they help them know their target audience better and refine the products that they are selling to appeal to said target audience.
Monetization	'Data monetization' is the process of benefiting financially from data. It can be understood as the multiple benefits any given company can get from various data processes (insights, decision making, risk management, etc.) or as a service provided by a third party to sell insights to other companies or organizations.
Hostile acquisition	'Hostile acquisition', or hostile takeover, is accomplished by forcing a company's management to accept an acquisition offer through pressuring their shareholders. It happens whenever the shareholders are convinced that the shares they are holding are undervalued under the current management.
Cyber-attack	When a system is infiltrated by an unauthorized third party, the term used is often 'cyber-attack'. Successful cyber-attacks are very detrimental to a company or an organization, as they can lead to data breaches, loss or manipulation.

Data Takeover

Instructions

As the CEO of a global technology corporation, your goal is to generate as much profit (RealCoins) as possible for your shareholders. Your business model relies on extracting personal data (DataNuggets) from the users of the online platforms you own in order to earn wealth (RealCoins) from other companies contracting your target advertisement services. Your success will be determined by both assets that can work to your advantage and also liabilities that will reduce your power and, ultimately, your wealth.

You have the ability to bluff your way through the game, but choose your moments wisely. Other players may grow suspicious of you and can challenge you to see if you're in a web of lies. In order to win, you will need to accrue wealth to take your competitors out of business.

Play to become the next successful global tech corporation!

Number of players

3 - 5 players

Equipment

- 3 Hacker powerful actor cards
- 3 Influencer powerful actor cards
- 3 Journalist powerful actor cards
- 3 Lawyer powerful actor cards
- 3 PR Consultant powerful actor cards
- 50 RealCoins tokens
- 50 DataNugget tokens
- 5 Summary cards
- 5 Token trackers

Instructions

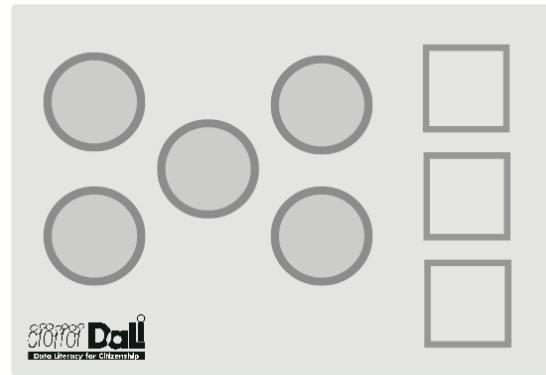


Figure 1 – Token Tracker Map

POWERFUL ACTORS	ACTIONS	EFFECTS	COUNTERACTIONS
● ● ●	Data extraction	Mine 1 DataNugget	(X)
● ● ●	New tracking technology	Mine 2 DataNuggets	(X)
● ● ●	Monetisation	Automatic conversion of 3 DataNuggets into 1 RealCoin at the end of turn	(X)
● ● ●	Hostile acquisition	Pay 3 RealCoins to target a player that must discard a powerful actor card	(X)
Lawyer	Litigate	Choose player to take 1 RealCoin from	Blocks new tracking technology
Hacker	Cyber Attack (data leak)	Pay 1 RealCoin to release a cyber attack and choose one player to lose a powerful actor	(X)
Journalist	Scoop / Expose	Select one person to show you one of their cards, choose to either let them keep the card or force them to change it	Blocks cyber attacks
Influencer	Divert	Take 1 Data Nugget from each player	Blocks the diversion of users
PR Consultant	Campaign	The value of your shares go up and you gain 1 RealCoin	Blocks a campaign

Summary card (page 1)

Abilities common to all players

Data Extraction

A player can use **Data Extraction** to mine 1 DataNugget. Data Extraction cannot be countered and is a safe action.

New Tracking Technology

A player can use **New Tracking Technology** to mine 2 DataNuggets. New Tracking Technology can be countered by **Lawyers**. It is more rewarding than Data Extraction but is more risky.

Monetisation

At the end of a player's turn, if they are holding 3 DataNuggets, they are automatically converted into 1 RealCoin. **Monetisation** does not count as an action.

Hostile Acquisition

A player can use **Hostile Acquisition** at the cost of 3 RealCoins. A player launching a **Hostile Acquisition** targets another player: this player will lose one Powerful Actor card of their choosing. If a player owns 5 or more RealCoins at the start of their turn, they are forced to launch a Hostile Acquisition.

Powerful Actor Cards and attributes

Each Powerful Actor card has its own special ability; however, other Powerful Actor cards might counteract each card's abilities, causing the actions to be blocked and the turn of the next player to begin.

Hacker



Hackers use **Cyber Attack**; this ability allows players to pay 1 RealCoin to release a cyber-attack and choose a player to lose a powerful actor. Hackers **do not** have any counteractions that they can play. If the Cyber Attack is blocked, the player cannot recover the cost of 1 RealCoin.

Influencer



Influencers use **Divert**; this ability allows players to take 1 DataNugget from each player in the game. Influencers can also block other players from using the **Divert** action.

Journalist



Journalists have the ability to **Scoop/Expose**; this means that players can select another player to reveal one of their cards to them. From there, the player can either decide to let the other player keep their card, or force them to discard it and draw a new one. Journalists can block **Cyber Attacks** from Hackers.

Lawyer

Lawyers use **Litigate** as their action, they can choose a player to take 1 RealCoin from during the player's turn. Lawyers can block other players from obtaining **New Tracking Technology** as their counteraction.



Lawyer

Litigate
Choose a player to take
1 RealCoin from

Photo Pixabay.com



PR Consultant

PR Consultants use their ability to **Campaign**, meaning the value of a player's shares goes up and they gain 1 RealCoin. Other PR Consultants can block another **Campaign** from happening.

Setup

At the beginning of the game, each player gets 2 DataNuggets and 1 RealCoin and draws 2 Powerful Actor cards from the deck. For discarded cards, they must be in their own separate pile showing Powerful Actors that are not in play.

Each player has a Token Tracker to help them track their wealth and recognise when to enforce a Hostile Acquisition. Each player also has a Summary card with them detailing the actions and counteractions of each Powerful Actor and neutral actions to play. A set of instructions and gameplay details are also located at the back of the Summary card.

Gameplay

- In this game, turns are taken individually in a clockwise order. The oldest player starts first. During their turn, a player can choose ONE action to perform.
- There are 8 types of actions, 3 common to all players regardless of their Powerful Actors' cards and 5 unique to each Powerful Actor.
- Every turn, a player can either benefit from (1) **Data Extraction** (which cannot be blocked) or (2) **launch a New Tracking Technology** (which can be blocked by a **Lawyer**), or (3) **enact an action of a Powerful Actor**.
- If a player takes an action that can be countered, any other player can call out the counteraction.
- Every turn a player can mobilise their 'Powerful Actors' actions and counteractions to help them gain data and financial wealth, and eliminate other players through hostile acquisitions or other methods.
- Players can either play by the Powerful Actors they have in their hand, or they can use the power of bluffing. Meaning players have the ability to lie about what Powerful Actors they have in their hand, but could potentially put themselves at risk if called out in the middle of a lie!
- If a player suspects another player is lying about a Powerful Actor they're claiming to be, that player can *challenge* them into revealing their card in front of all the other players.

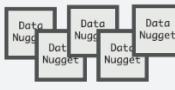
This can happen for an action or a counteraction.

- If the player being challenged **cannot** prove who they say they are, they lose a Powerful Actor card. The player that challenged the bluff chooses which downside card to eliminate from the other player's hand, that card is then revealed to everyone and moves to the discard pile. The player who lost their Powerful Actor will not be allowed to draw a new card, they will either have one card left in their hand, or none, meaning they are out of the game.
- If the player being challenged **can** prove who they say they are, the player that challenged them will lose a Powerful Actor card. The player that was challenged chooses which downside card to eliminate from the challenger's hand, that card is then revealed to everyone and moves to the discard pile. The player who lost their Powerful Actor will not be allowed to draw a new card, they will either have one card left in their hand, or none, meaning they are out of the game.
- Monetisation automatically happens at the end of each player's turn if and when they have accumulated enough DataNuggets (3DN = 1RC).



Winning the game

A player wins when opponents have lost all their Powerful Actors to help them gain data and financial wealth. In other words, in order to win you have to be the only player left with Powerful Actor card(s).

<p> 3 - 5 players</p> <p> 15 - 20 minutes</p> <p>As the CEO of a global technology corporation, your goal is to generate as much profit (RealCoins) as possible for your shareholders. Your business model relies on extracting personal data (DataNuggets) from the users of the online platforms you own in order to earn wealth (RealCoins) from other companies contracting your target advertisement services.</p> <p>Your success will be determined by both assets that can work in your advantage and also liabilities that will reduce your power and, ultimately, your wealth.</p> <p>In order to win you will need to accrue wealth to take your competitors out of business.</p>	<p>POWERFUL ACTORS</p> <p>3 cards for each powerful actor 15 in total</p>  <p>TOKENS</p>  <p>Monetisation: 3 DataNuggets = 1 RealCoin</p>  <p>50 RealCoins 50 DataNuggets</p>	<p>GAME RULES</p> <p>At the beginning of the game, each player gets 2 DataNuggets and 1 RealCoin.</p> <p>A player wins when all the opponents have lost their powerful actors and wealth.</p> <p>Every turn a player can either benefit from data extraction, which cannot be blocked, or launch a new tracking technology, this can be blocked.</p> <p>Each turn a player can mobilise their Powerful Actors' actions or the neutral actions to gain data and financial wealth, and eliminate other players through hostile acquisitions or other methods.</p> <p>Monetisation automatically happens as players accumulates enough DataNuggets (3DN = 1RC) at the end of their turn.</p> <p>Players with 5 or more RealCoins need to launch a hostile acquisition.</p> <p>Players can bluff their way through the game, but have to choose their moments wisely. Other players may grow suspicious and can challenge to see if their lying.</p>
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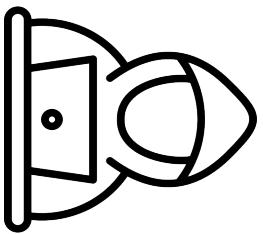
Summary card (page 2)



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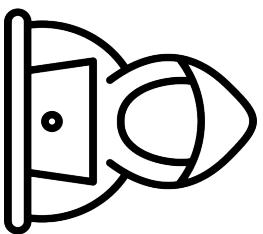


Hacker

Cyber Attack

Pay 1 RealCoin to release a cyber attack and choose a player to lose a powerful actor

Photo: Flaticon.com

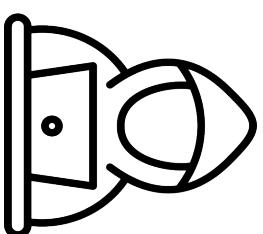


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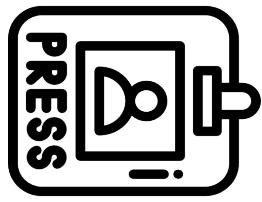


Journalist

Scoop / Expose

Select a player to reveal one of their cards to you, either let them keep the card or force them to change it

Photo: Flaticon.com

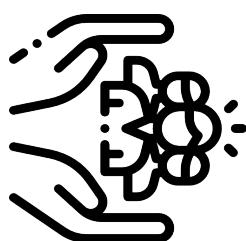


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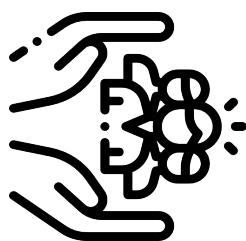


PR Consultant

Campaign

The vault of your shares go up and you gain 1 RealCoin

Photo: Flaticon.com

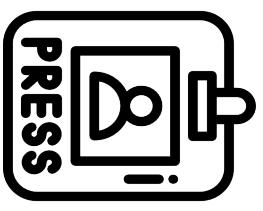


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Campaign

The vault of your shares go up and you gain 1 RealCoin

Photo: Flaticon.com



Journalist

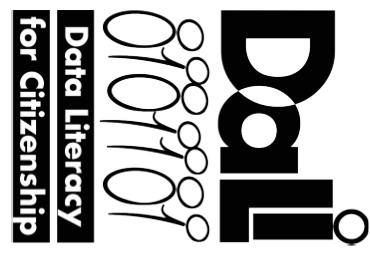
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Photo: Flaticon.com



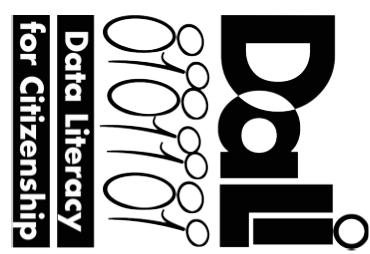
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Data Literacy
for Citizenship



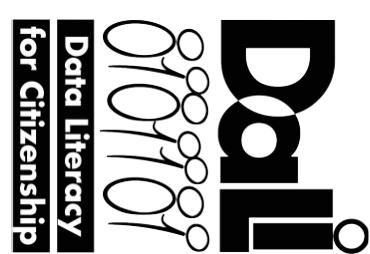
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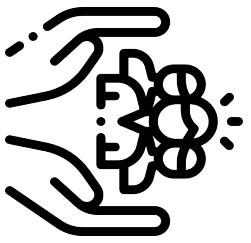
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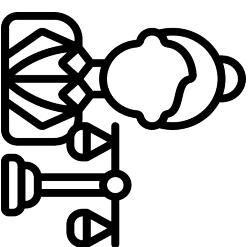


PR Consultant

Campaign

The vault of your shares
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Photo: Flaticon.com

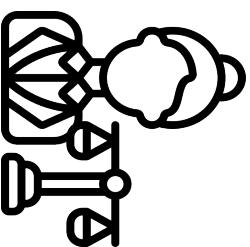


Lawyer

Litigate

Choose a player to take
1 RealCoin from

Photo: Flaticon.com

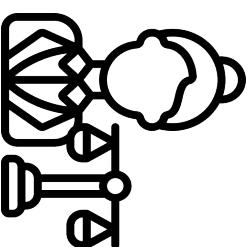


Lawyer

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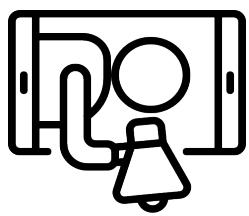


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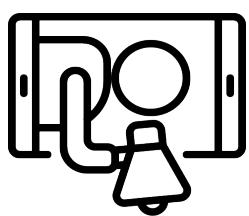


Influencer

Divert

Take 1 Data Nugget from
each player

Photo: Flaticon.com

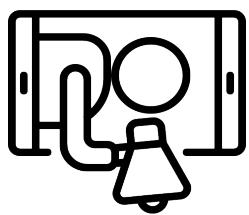


Influencer

Divert

Take 1 Data Nugget from
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Photo: Flaticon.com



Influencer

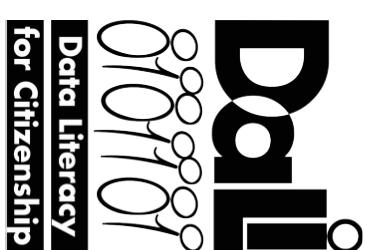
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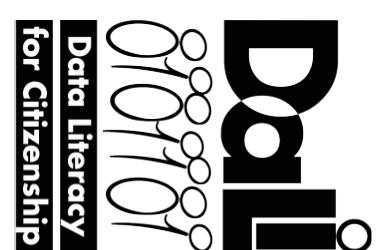
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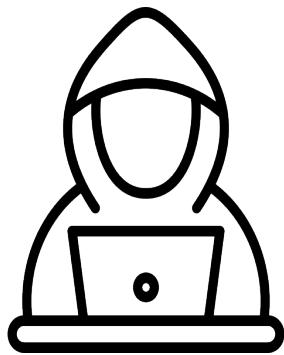
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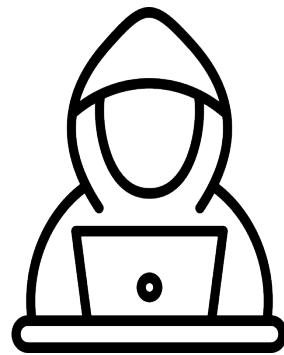
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Hacker

Cyber Attack

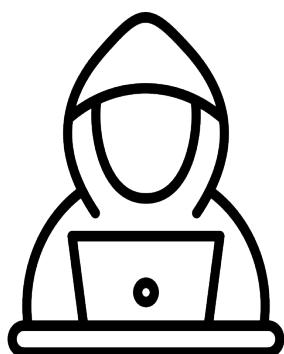
Pay 1 RealCoin to release
a cyber attack and
choose a player to lose
a powerful actor



Hacker

Cyber Attack

Pay 1 RealCoin to release
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Cyber Attack

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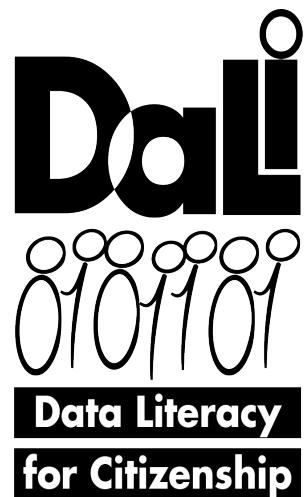
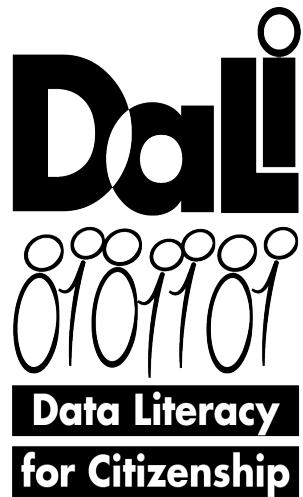
Journalist

Scoop / Expose

Select a player to reveal
one of their cards to you,
either let them keep
the card or force them
to change it

Photo: Flaticon.com

Photo: Flaticon.com





Journalist

Scoop / Expose

Select a player to reveal one of their cards to you, either let them keep the card or force them to change it

Photo: Flaticon.com

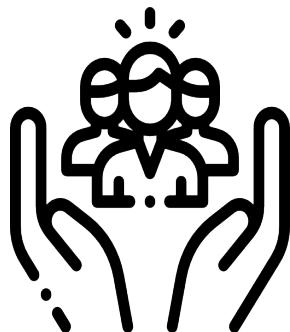


Journalist

Scoop / Expose

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Photo: Flaticon.com

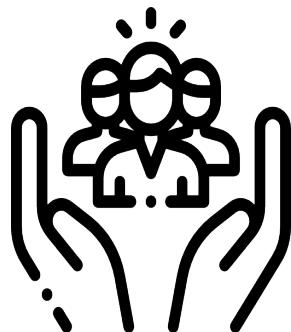


PR Consultant

Campaign

The value of your shares go up and you gain 1 RealCoin

Photo: Flaticon.com

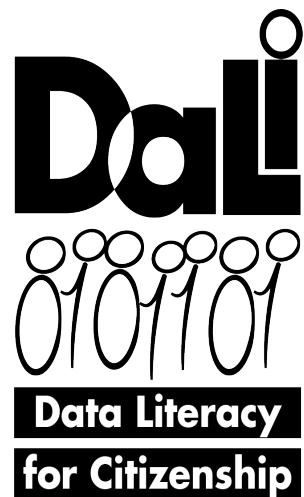
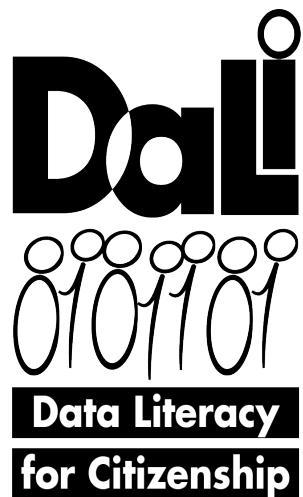
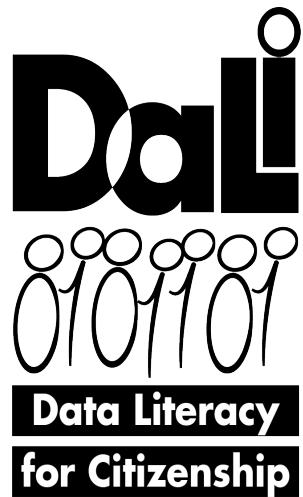


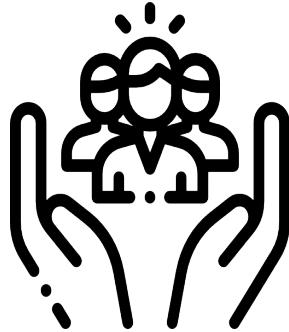
PR Consultant

Campaign

The value of your shares go up and you gain 1 RealCoin

Photo: Flaticon.com





PR Consultant

Campaign

The value of your shares
go up and you gain
1 RealCoin



Lawyer

Litigate

Choose a player to take
1 RealCoin from



Lawyer

Litigate

Choose a player to take
1 RealCoin from



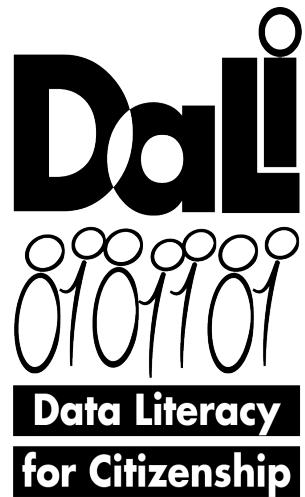
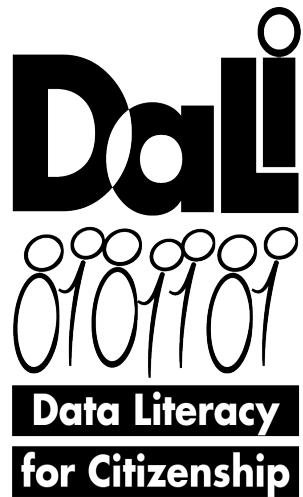
Lawyer

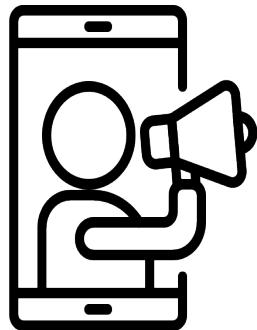
Litigate

Choose a player to take
1 RealCoin from

Photo: Flaticon.com

Photo: Flaticon.com

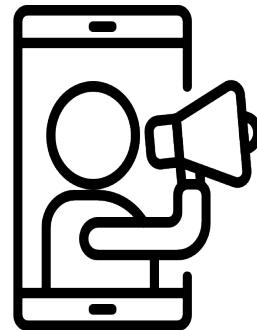




Influencer

Divert

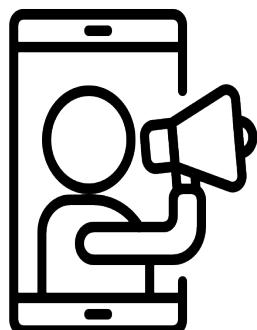
Take 1 Data Nugget from
each player



Influencer

Divert

Take 1 Data Nugget from
each player

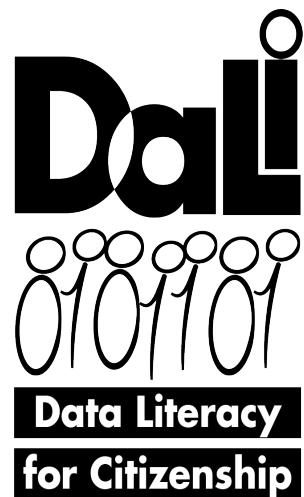
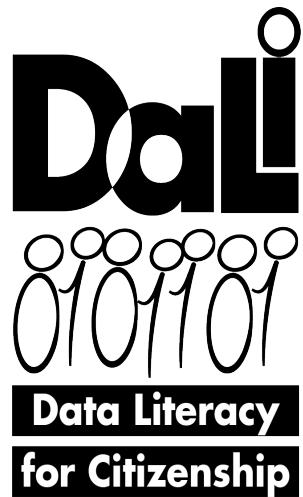


Influencer

Divert

Take 1 Data Nugget from
each player

Photo: Flaticon.com



POWERFUL ACTORS	ACTIONS	EFFECTS	COUNTERACTIONS
● ● ●	Data extraction	Mine 1 DataNugget	○ X
● ● ●	New tracking technology	Mine 2 DataNuggets	○ X
● ● ●	Monetisation	Automatic conversion of 3 DataNuggets into 1 RealCoin at the end of turn	○ X
● ● ●	Hostile acquisition	Pay 3 RealCoins to target a player that must discard a powerful actor card	○ X
Lawyer	Litigate	Choose player to take 1 RealCoin from	Blocks new tracking technology
Hacker	Cyber Attack (data leak)	Pay 1 RealCoin to release a cyber attack and choose one player to lose a powerful actor	○ X
Journalist	Scoop / Expose	Select one person to show you one of their cards, choose to either let them keep the card or force them to change it	Blocks cyber attacks
Influencer	Divert	Take 1 Data Nugget from each player	Blocks the diversion of users
PR Consultant	Campaign	The value of your shares go up and you gain 1 RealCoin	Blocks a campaign

POWERFUL ACTORS



3-5 players



15 - 20 minutes

As the CEO of a global technology corporation, your goal is to generate as much profit (RealCoins) as possible for your shareholders.

Your business model relies on extracting personal data (DataNuggets) from the users of the online platforms you own in order to earn wealth (RealCoins) from other companies contracting your target advertisement services.



3 cards for each powerful actor 15 in total

GAME RULES

At the beginning of the game, each player gets 2 DataNuggets and 1 RealCoin.

A player wins when all the opponents have lost their powerful actors and wealth.

Every turn a player can either benefit from data extraction, which cannot be blocked, or launch a new tracking technology, this can be blocked.

Each turn a player can mobilise their Powerful Actors' actions or the neutral actions to gain data and financial wealth, and eliminate other players through hostile acquisitions or other methods.

Monetisation automatically happens as players accumulates enough DataNuggets (3DN = 1RC) at the end of their turn.

Monetisation: Players with 5 or more RealCoins need to launch a hostile acquisition.

Players can bluff their way through the game, but have to choose their moments wisely. Other players may grow suspicious and can challenge to see if their lying.



Monetisation:
3 DataNuggets = 1 RealCoin

50 RealCoins
50 DataNuggets

Your success will be determined by both assesses that can work in your advantage and also liabilities that will reduce your power and, ultimately, your wealth.

In order to win you will need to accrue wealth to take your competitors out of business.

POWERFUL ACTORS	ACTIONS	EFFECTS	COUNTERACTIONS
● ● ●	Data extraction	Mine 1 DataNugget	○ X
● ● ●	New tracking technology	Mine 2 DataNuggets	○ X
● ● ●	Monetisation	Automatic conversion of 3 DataNuggets into 1 RealCoin at the end of turn	○ X
● ● ●	Hostile acquisition	Pay 3 RealCoins to target a player that must discard a powerful actor card	○ X
Lawyer	Litigate	Choose player to take 1 RealCoin from	Blocks new tracking technology
Hacker	Cyber Attack (data leak)	Pay 1 RealCoin to release a cyber attack and choose one player to lose a powerful actor	○ X
Journalist	Scoop / Expose	Select one person to show you one of their cards, choose to either let them keep the card or force them to change it	Blocks cyber attacks
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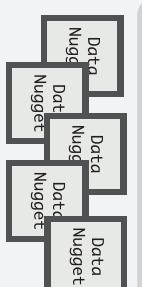
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TOKENS



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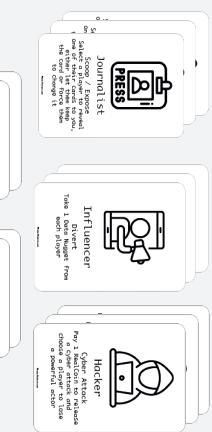
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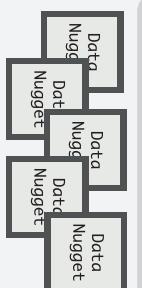
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