



The Video Game Generation – Challenges and Opportunities

“How do we reach a generation of kids who have never known a day without Xbox, Game Boy and a hundred channels?”

One of the great challenges of informal education in modern society is finding ways to engage an audience constantly bombarded with numerous on-demand entertainment options. We compete with hundreds of television channels, handheld and console video games, and the universally accessible content rich world of the internet. The following quote accurately frames the problem:

“Recent research studies are proving what many of us have quietly suspected all along – our children are actually learning new ways to learn when they spend hour after hour with their Game Boy, PlayStation, Xbox, or other video game console. Just imagine what it must be like for this generation to go from complexity, immersion, and hands-on interactivity of The Sims to a classroom lecture.”

- Clark Aldrich, Simulations and the Future of Learning



Consider the following recently published data:

- 99% of boys, and 94% of girls across the socioeconomic spectrum play video games (up from 92% of kids ages 2-17 in the 2005 Kaiser study).
- 50% played games the previous day.
- 76% play video games with others at least some of the time.
- Only 13% of parents believe video games have a negative effect on their child.
- 31% of parents report playing video games with their children.
- “Gaming experiences are diverse and include significant social interaction and civic engagement.”

Pew Internet & American Public Life Project, September, 2008



Eureka Exhibits uses the dominant medium of modern childhood, the video game, for a higher purpose - as an avenue for real educational content.

Our exhibits directly challenge the prevailing media clutter, and deliver an informal educational experience that is simultaneously fun, immersive, and intensely educational.

Our new exhibit seamlessly integrates traditional exhibit elements with a dynamic and extensive simulation of an extinct ecosystem, creating a cycle of progressive learning that lets visitors

Be the Dinosaur!



Eureka's new exhibit utilizes proprietary simulation software to allow visitors to "become" dinosaurs in an accurately rendered and fully interactive Cretaceous world. Simulation pods are networked together, creating a social free play experience that offers hands-on exploration of the ways in which dinosaurs may have related to one another and to their environment. The simulated ecosystem is based on fossil evidence of flora and fauna that are believed to have coexisted in Late Cretaceous North America.

Physical elements of the exhibit contain valuable clues about dinosaur species and behavior, the basics of nutrition and food sources, ecology and climate reflecting the most current available data.

An expert advisory panel from the fields of paleontology, paleobotany, and related disciplines ensures high value educational content. The blend of traditional and innovative design creates a dynamic that has visitors organically absorbing educational goals, immediately applying them in the *Be the Dinosaur* simulation, and repeating the process in a cycle of progressive learning. In this way, visitors are encouraged to individually and collaboratively search for key educational goals in order to maximize their simulation experience.

Be the Dinosaur – the most realistic restoration of an extinct ecosystem ever created, **ONLY** available at YOUR museum!



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