down the rabbit hole

05

Jane McGonigal
www.avantgame.com
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05 questions

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05 design principles

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05 provocations

Jane McGonigal
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1. What is a rabbit hole?
1. **What** is a rabbit hole?
05 questions

1. What is a rabbit hole?

05 design principles

05 provocations
1. What is a rabbit hole?
1. **What** is a rabbit hole?
1. What is a rabbit hole?

**HALT - MODULE CORE HEMORRHAGE**

Control has been yielded to the SYSTEM PERIL DISTRIBUTED REFLEX.

This medium is classified, and has a STRONG INTRUSIVE INCLINATION.

In 4 days, network throttling will erode.

In 18 days this medium will metastasize.

COUNTDOWN TO WIDE AWAKE AND PHYSICAL:

**31:11:00:54:544**

Make your decisions accordingly.

**FAQ**

Q: What happened to this site?

A: No idea. Help me out here.
1. What is a rabbit hole?
1. What is a rabbit hole?
1. **What** is a rabbit hole?

2. **Which kinds** of games have rabbit holes?
1. What is a rabbit hole?

2. Which kinds of games have rabbit holes?

3. Why do they need rabbit holes?
1. What is a rabbit hole?

2. Which kinds of games have rabbit holes?

3. Why do they need rabbit holes?

4. How do players find a rabbit hole?
05 questions

1. **What** is a rabbit hole?

2. **Which kinds** of games have rabbit holes?

3. **Why** do they need rabbit holes?

4. **How** do players find a rabbit hole?

5. **When** can I be certain I’ve found one?
1. attention
05 design principles

1. attention

2. affordance
05 questions 05 design principles 05 provocations

1. attention

2. affordance

3. action
05 design principles

1. attention
2. affordance
3. action
4. feedback
05 questions
05 design principles
05 provocations

1. attention
2. affordance
3. action
4. feedback
5. replay
Why does it matter that there are games with rabbit holes? They:
Why does it matter that there are games with rabbit holes? They:

1. create **community**
Why does it matter that there are games with rabbit holes? They:

1. create **community**
2. build a **learning culture**
Why does it matter that there are games with rabbit holes? They:

1. create **community**
2. build a **learning culture**
3. increase **sensitivity**
Why does it matter that there are games with rabbit holes? They:

1. create **community**
2. build a **learning culture**
3. increase **sensitivity**
4. produce **vertigo**
Why does it matter that there are games with rabbit holes? They:

1. create **community**
2. build a **learning culture**
3. increase **sensitivity**
4. produce **vertigo**
5. **virtualize** everyday life
follow me down...

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050505 congratulations, Center for New Media