

The Facebook logo is centered in a blue rounded rectangle. The background of the slide features a dark blue space theme with white circular patterns, some resembling orbits or data paths, and numerical scales (150, 160, 170, 180, 190, 200, 240, 250, 260) along the left side.

facebook

THE SOCIAL (LEARNING?) NETWORK

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The background is a dark blue gradient with a starry or particle-like texture. On the right side, there are several technical graphics: a large circular gauge with a scale from 0 to 210, a smaller circular gauge with a scale from 0 to 100, and a circular arrow icon. On the left side, there is a partial circular arrow icon.

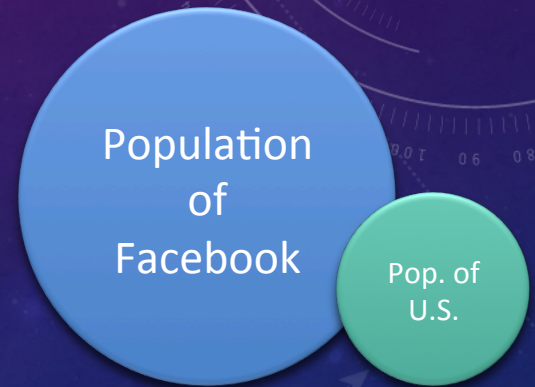
4 THINGS ABOUT FACEBOOK

(10 YEARS IN)

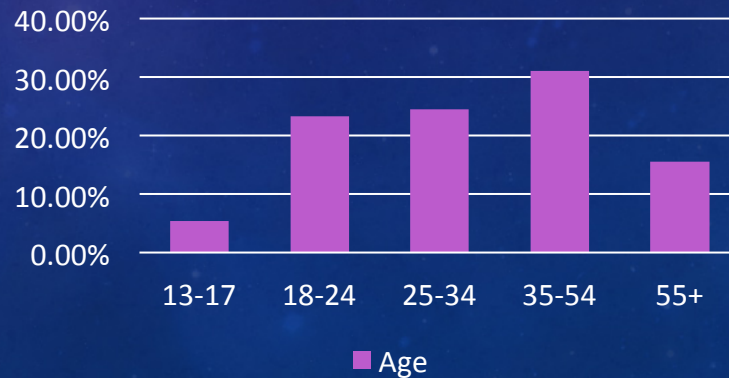
THAT MIGHT BE OF INTEREST TO
INFORMAL EDUCATION

1 IT'S AN ENORMOUS COMMUNITY

- Over 1.2 billion Facebook users... about 20% of the global population.
- 87% of American adults are online, and 71% of them are on Facebook. (Pew Research)
- Demographic shifting older, but still pretty representative:



Facebook Users, 2014

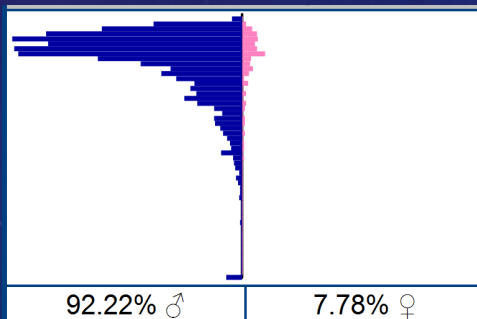


2 IT'S AN ENORMOUS GAME PLATFORM

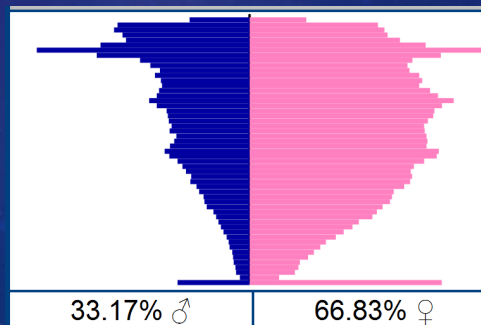
- 250 million monthly active players
- Farmville peaked at ~80 million monthly active players; Candy Crush currently at 100 million.
- 200 games with over 1 million monthly active players
- And the demographics are interesting here too.



Call of Duty



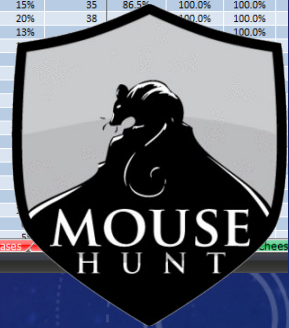
Farmville



3 SOME OF THE GAMES ARE... DIFFERENT.

- Long term games that you *can't* finish quickly.
- Play for a few minutes, then come back later. Instead of an “appointment play”, they’re designed to fill the little breaks in your day.
- Can still lead to pretty serious strategic thinking.
- There’s actually some push back on this type of game design.

Location		Cheese		Shield		Event Mice		Conduit		Charm		Mouse		Burglar		Zombie		Eggsplosiv Scientist	
Trap	Base	Trap type	Cheese offer	Power	ATR	Luck	Catch rate	Catch rate	Catch rate	Mouse Power	4,010	2,290	2,100						
Sandstorm Monstrobot	Magma	Physical	Insanely	10,624	10%	37	91.3%	100.0%	100.0%										
Chrome DeathBot	Magma	Physical	Uber Stal	3,968	20%	40	89.8%	100.0%	100.0%										
Sandstorm Monstrobot	Molten Shrapnel	Physical	Extremely	10,956	10%	35	89.8%	100.0%	100.0%										
Sandstorm Monstrobot	Spellbook	Physical	Fresh	11,390	10%	34	89.0%	100.0%	100.0%										
Sandstorm Monstrobot	Candy Cane	Physical	Fresh	9,960	5%	35	88.8%	100.0%	100.0%										
Sandstorm Monstrobot	Aqua	Physical	No Effect	9,876	5%	35	88.8%	100.0%	100.0%										
Sphinx Wrath	Magma	Tactical	Very Stale	7,552	15%	35	86.5%	100.0%	100.0%										
Chrome DeathBot	Molten Shrapnel	Physical	Ultimate!	4,092	20%	38	86.5%	100.0%	100.0%										
Sandstorm Monstrobot	Seasonal	Physical	No Effect	9,960					100.0%										
Chrome DeathBot	Candy Cane	Physical	Stale	3,720															
Chrome DeathBot	Aqua	Physical	Very Stale	3,656															
Chrome DeathBot	Spellbook	Physical	Stale	4,422															
Chrome Drillbot	Magma	Physical	Uber Stal	5,376															
Sandstorm Monstrobot	Runic	Physical	No Effect	10,824															
Sphinx Wrath	Molten Shrapnel	Tactical	Stale	7,808															
Sphinx Wrath	Candy Cane	Tactical	Extremely	7,040															
Chrome Drillbot	Molten Shrapnel	Physical	Uber Stal	5,544															
Sphinx Wrath	Aqua	Tactical	Very Fresh	6,963															
Snow Barrage	Magma	Tactical	Very Stale	2,240															
Chrome DeathBot	Seasonal	Physical	Very Stale	3,720															
			Extremely	5,040															
			Extremely	4,956															



4 THERE'S POTENTIALLY A LOT OF DATA

- By their nature these kinds of games collect a lot of data (player state has to be stored on your server)
- Facebook adds the demographic information
 - Users agree to provide data on loading the app
 - How much data you get depends on what the developers ask for, but can include age, gender, “likes”, education and more (assuming they've filled it out)



The image shows a screenshot of Mark Zuckerberg's Facebook profile page. The page is titled "Mark Zuckerberg" and includes a profile picture of him. Below the name, it lists his work history at Facebook and Harvard University, his location in Palo Alto, California, and his birth date of May 14, 1984. The page is divided into sections: "Education and Work", "Family", and "Philosophy". The "Education and Work" section lists his employers (Facebook) and colleges (Harvard University and Phillips Exeter Academy). The "Family" section lists his mother (Karen Zuckerberg), father (Edward Zuckerberg), and sisters (Randi Zuckerberg and Donna Zuckerberg). The "Philosophy" section lists his favorite quotes, including "All children are artists. The problem is how to remain an artist once he grows up."

AS FOR US...

- Creating a “Build a solar system” game, aka “Farmville for stars and planets” (sporadic play; simple, light, and friendly).
- Lots of astronomy and “origins” science, all in the context of building your own solar system.
- Feats and minigames let us target specific content.
- Instrumented to track player interactions including session time, accomplishments, external links and combine that with Facebook data.



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