



FERRIS STATE UNIVERSITY

Imagine More



Power UP!!

**Blast Your Way to Enrollment Success by
Understanding the Gamer Generation**



Penny Bouman

Manager of Enrollment Publications and Communications



Agenda

- **Evolution of Video Games**
- **Generations**
- **Gamers' Skills**
- **Suggestions for Higher Education**



FERRIS STATE UNIVERSITY

Imagine More



“If you are over 35, chances are you view video games as, at best, an occasional distraction...If you’re under 35, games are major entertainment and a part of life. In that sense, they are similar to what rock ‘n’ roll meant to Boomers.”

Kevin Maney, Tech Guru Dials into Social Side of Gaming. *USA Today*, November 17, 2004



Games

“A game is an intricately designed world that encourages certain sorts of actions, values, and interactions. . .”

James Paul Gee, Ph.D.





FERRIS STATE UNIVERSITY

Imagine More

Video Games



A BRIEF HISTORY OF GAME TIME

by Elizabeth Svoboda

1947: **START**

1947: **Checkers**

1950: **Checkers**

1952: **Checkers**

1955: **Checkers**

1957: **Checkers**

1959: **Checkers**

1961: **Checkers**

1963: **Checkers**

1965: **Checkers**

1967: **Checkers**

1969: **Checkers**

1971: **Checkers**

1973: **Checkers**

1975: **Checkers**

1977: **Checkers**

1979: **Checkers**

1981: **Checkers**

1983: **Checkers**

1985: **Checkers**

1987: **Checkers**

1989: **Checkers**

1991: **Checkers**

1993: **Checkers**

1995: **Checkers**

1997: **Checkers**

1999: **Checkers**

2001: **Checkers**

2003: **Checkers**

2005: **Checkers**

2007: **Checkers**

2009: **Checkers**

2011: **Checkers**

2013: **Checkers**

2014: **Checkers**

1947: **GAME OVER**



FERRIS STATE UNIVERSITY
Imagine More



Blurring the Generational Lines

- **Boomers**
- **Gen Xers**
- **Gamers**



FERRIS STATE UNIVERSITY

Imagine More



Boomers:

- 1943-1960
- 78 million





FERRIS STATE UNIVERSITY

Imagine More



[AARP Home](#) | [Contact AARP](#) | [Site Map](#) [AARP en Español](#)



[Quality & Research](#) | [AARP The Magazine](#) | [AARP Bulletin](#)

SEARCH

Topics in Fun and Games

- [Games and Puzzles](#)
- [Humor and Hobbies](#)
- [Books and Movies](#)
- [AARP Radio Programs](#)
- [Fun and Games Message Boards](#)

Email Newsletters

Exchange books, share recipes and tackle your funny bone.

Your Email Address

Fun and Games Discounts

[Gifts and Shopping](#)

[Computers and Technology](#) - Save on new PCs, Internet, broadband.

[Cell-ies](#) - Sell away.

Related Links

[AARP News for Gamers](#)

[Jigsaws](#) - Bilingual Games from AARP. Separate Juvenil.d

[Daily Discussions](#) from AARP The Magazine

Advertisement

Join AARP
Become a Member Today

Games and Puzzles



Sharpen Your Brain with Daily Games and Puzzles

[Try Your Hand at Sudoku Classic](#)
[Work Through a Crossword Puzzle Each Day](#)
[Games in Spanish are Available on AARP Sequencia Journal](#)

Jumble

Play [the world's most recognizable word game](#) on your computer. Use creative thinking to solve the bonus clue. There's a new puzzle every day.



Jigsaw Puzzle

[Enjoy the satisfaction](#) of a subtle click when puzzle pieces fit together. New puzzles daily, and you can save your progress on a particular puzzle.

Word Search

Take a break each day to [test your visual skill against this classic puzzle](#). Work against the clock or at your own leisurely pace.

Universal Trivia

Each week try [a new offering from Universal Trivia](#). Enjoy smooth jazz, an interesting work your way through five popular topics.

Play Four!

Give this [quick four-in-four puzzle](#) a try. It's perfect for a daily break, but challenging enough to keep you coming back for more.



Routenym

Put your vocabulary skills as you [race against the clock to complete the missing word](#). Routenym provides endless amounts of odd (but good) fun.

Jobs

[Recruiting](#)
[E-Recruiting](#)
[All Membership Options](#)
[Member Discounts and Services](#)

Join AARP
Become a Member Today

Advertisement

AARP Member Benefits Guide

Quick Clicks

[Message Boards](#)
[AARP in Your State](#)
[AARP Issues Blog](#)
[Contact Us/Press](#)
[Featured Members](#)
[Other Safety Programs](#)
[Red Cross Don't Enter](#)
Show Your Support
AARP fights for issues that matter to you.
[Sign up our advocacy with us.](#)

The AARP Foundation
enables seniors and



FERRIS STATE UNIVERSITY

Imagine More



Nintendo targets Boomer generation



BRAIN AGE™
Train Your Brain in Minutes a Day!



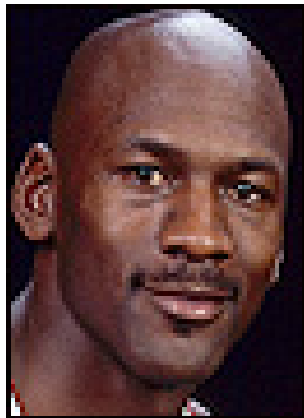
FERRIS STATE UNIVERSITY

Imagine More



Gen Xers

- 1961 - 1981
- 60 million





FERRIS STATE UNIVERSITY

Imagine More



Nolan Bushnell

Invented – Pong (1971)

Founded – Atari (1972)

Launched – Chuck E. Cheese (1977)



FERRIS STATE UNIVERSITY

Imagine More



Millennials

- 1982-2002
- 80 million





FERRIS STATE UNIVERSITY

Imagine More



Millennials → Digital Natives → Gamers



- Internet
 - Email
 - IM
- Cell Phones
- PDAs
- iPods, MP3 Players



FERRIS STATE UNIVERSITY

Imagine More

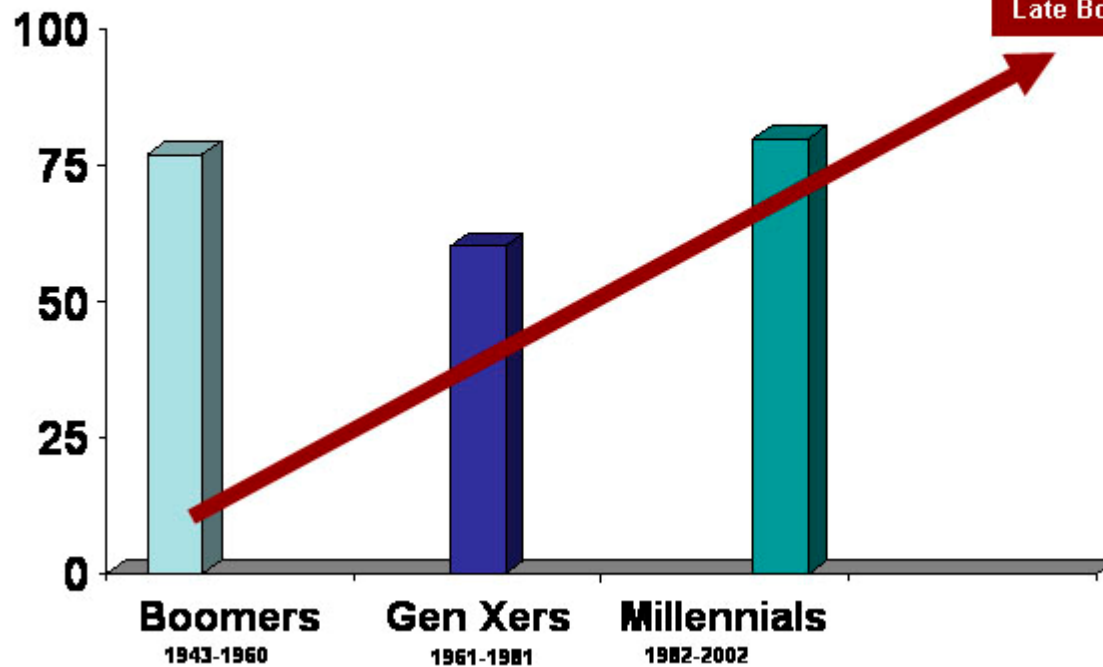


Nintendo



PlayStation

Gamers - The Transgeneration



Gamers
Late Boomers and Beyond



FERRIS STATE UNIVERSITY

Imagine More



Gamers

“Digital Natives are accustomed to the twitch-speed, multitasking, random-access, graphics first, active, connected, fun, fantasy, quick-payoff world of video games, MTV, and Internet.”

Source: Laura Wisely, Web Services Coordinator
Indiana University at Bloomington, Registrar's Office

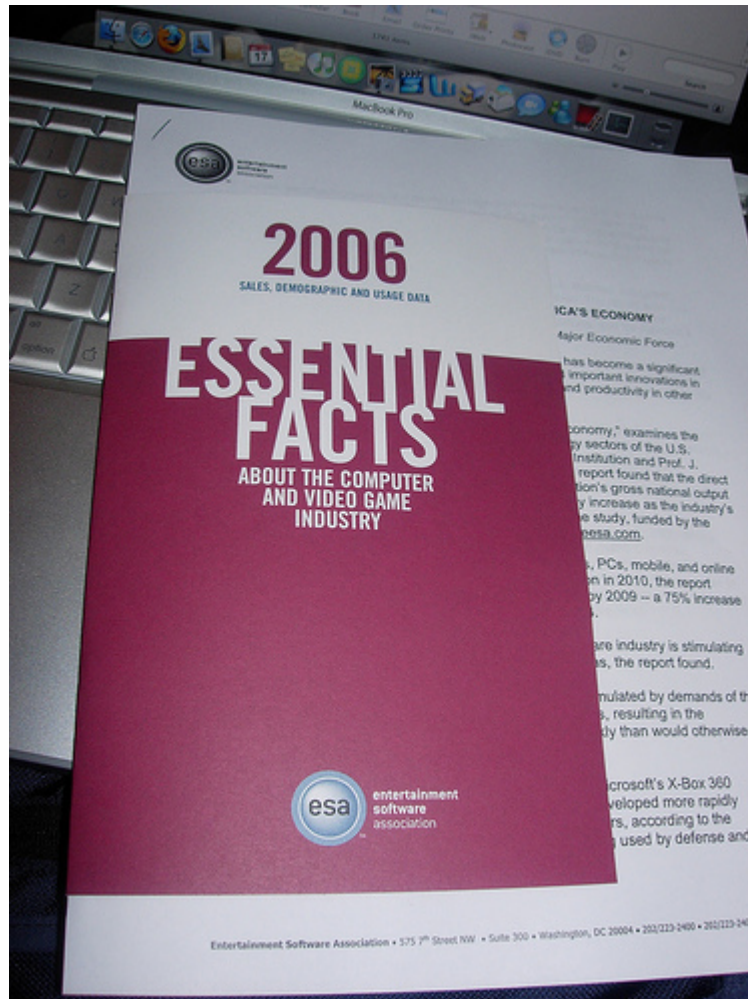


FERRIS STATE UNIVERSITY

Imagine More



Gamers





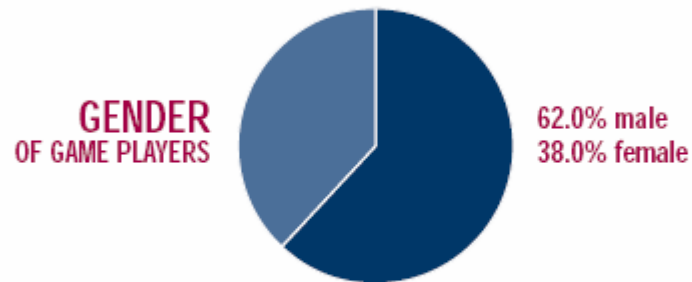
FERRIS STATE UNIVERSITY

Imagine More



Who Are Gamers?

WHO PLAYS WHAT?



WOMEN age 18 or older represent a significantly greater portion of the game-playing population (30%) than boys age 17 or younger (23%).



FERRIS STATE UNIVERSITY

Imagine More

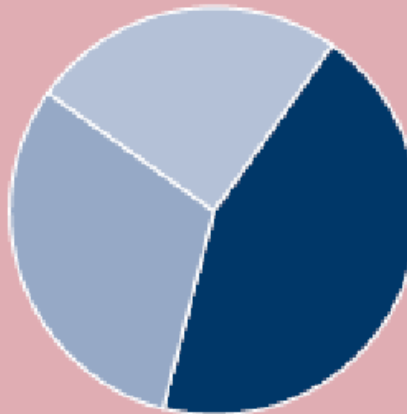


Who Are Gamers?

The average game player age is:

33

AGE
OF GAME PLAYERS



31.0% under 18 years
44.0% 18–49 years
25.0% 50+ years



FERRIS STATE UNIVERSITY

Imagine More



Gamer Parents

WHO PLAYS WHAT? PARENTS* AND GAMES

89%

of the time parents are present at the time games are purchased or rented.

61%

of parents believe games are a positive part of their children's lives.

87%

of the time children receive their parents' permission before purchasing or renting a game.

*Parents with kids under 18 who also own a game console and/or computer used to play games.



Gamer Skills

“My son, Sean, and I had started playing *The Sims* together when he was just 5 and not yet in school. One day as we walked past the school playground, he suddenly commented, ‘Mom, this playground is very expensive.’ ‘How do you know?’ I asked. ‘Well, in *The Sims* I can buy a playground for my family that costs \$1,250 and it’s just a small one,’ he replied, ‘so I think this playground cost about \$20,000. I think a lot of people went to work for a lot of days to make it.”

Marc Prensky, *Don't Bother Me Mom—I'm Learning*





Gamer Background Info

- Online access to everything
- Socialization is key





Gamer Background Info

- MMORPGS
 - Clans
 - Themes
- LAN Parties
- Interaction → NO boundaries
- Modding





FERRIS STATE UNIVERSITY

Imagine More



Video Games as Educational Tools

Pokemon →

Data structures

Tycoon games →

Economics and complex systems

Flight simulators →

Aeronautics and estimation

Caesar II and/or Age of Empires →

Marketing and history

Sim City →

Community formation/ social identity/architecture



FERRIS STATE UNIVERSITY

Imagine More



Gamers' Skills

- **Value Heroism, Skills**
 - **Embrace Teamwork**
 - **Multitask Well**
 - **Decisive**
 - **Flexible**
 - **Commit to professional excellence**
 - **Think Globally**
 - **Care about the organization (tribe)**
- Measured risk takers**



FERRIS STATE UNIVERSITY

Imagine More



Gamers' Skills

- **Love Data**
- **Have a Strong Sense of Competence**
- **See the World Through the Lens of Competition**
- **Don't Count on Fixed Organizational Structures**
- **Expect Themselves to Actually Deliver**



FERRIS STATE UNIVERSITY

Imagine More



The Experience Economy

Picture Source: Grand Canyon Resort West -
<http://www.destinationgrandcanyon.com/activities.html>



The Experience Economy

“What can be done to improve the esthetics of the experience?”

“The esthetics are what make your guests want to come in, sit down, and hang out.”

Think about what you can do to make the environment more inviting, interesting, or comfortable.

You want to create an atmosphere in which your guests feel free ‘to be.’”





FERRIS STATE UNIVERSITY

Imagine More



Suggestions for Higher Education

“Another way to cross the generation gap for leaders—and we say this in all seriousness—is to give *Games Boys* to *your* board. . .If they’re ever going to understand the customers, staff, and executives rising inexorably through the ranks, they need to feel for themselves the addictive power of certain games, the independence and satisfaction of taking a five-minute *Tetris* break, and the practical problem-solving challenges that lurk just beneath the edgy surface of many games.”

Beck and Wade

Got Game: How the Gamer Generation is Reshaping Business Forever



Suggestions for Higher Education



- Search your Web site
 - “Gamer”
 - “Lan Party”
 - “Video Games”
- Hold a LAN party for your students
- Use robust CRM solutions
- Humor



Suggestions for Higher Ed → Interactive Storylines



- [Big Ad](#)
 - Humor
 - Film References
 - Classical music
- [William Woods University](#)
- [Franklin and Marshall](#)
- CalPoly – San Luis Obispo
- Ferris State University



FERRIS STATE UNIVERSITY

Imagine More



Suggestions for Higher Education → Podcasts



- Duke University
- Drexel University
- Stanford

Disney.com



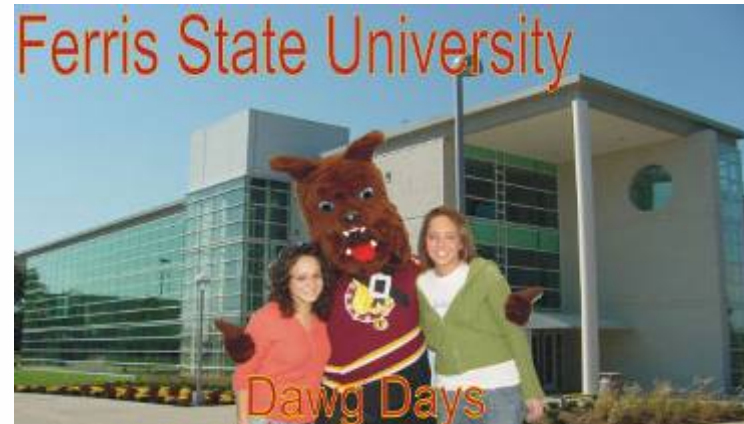
FERRIS STATE UNIVERSITY

Imagine More



Suggestions for Higher Education → Practices

- Campus visit programs
- Class registration
- Integrated calendar systems
- Orientation
- Business Services





FERRIS STATE UNIVERSITY
Imagine More



Time for Questions





FERRIS STATE UNIVERSITY

Imagine More



Penny Bouman
Manager, Enrollment Publications and Communications
Ferris State University
1201 South State Street, CSS 201G
Big Rapids, MI 49307
boumanp@ferris.edu
231 591-3629