

Gamification of Genealogy

Potential Impact on Participation in Family History

Paul Allen (@paulballen)

Dan Lawyer (@eatslikeahuman)





<http://www.flickr.com/photos/wwworks/3019961773/>



Interest in Family History



- An American Demographics magazine article from 1995 found that 113 million American, or 40% of the population, were at least somewhat interested in family history.
- A similar poll, conducted by a research company, Maritz, in 2000, found that 60% of Americans were interested.
- A 2005 poll conducted by national, research and strategic consulting firm Market Strategies, Inc., and by MyFamily.com, Inc., a family history Web site, found that 73% of Americans were interested in discovering their family histories.

Interest in Family History



80%
70%
60%
50%
40%
30%
20%
10%
0%

1995 (Ma



05 (Market Strategies)

Top Online Activities by age



Activity	Teens	Millennials	Gen X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation	All online adults
	Ages 12-17		Ages 34-45					Age 18+
Go online	93%	95%	86%	81%	76%	58%	30%	79%
For some activities, the youngest and oldest cohorts may differ, but there is less variation overall:								
Email	73	96	94	91	93	90	88	94
Use search engine	*	92	87	86	87	82	72	87
Look for health info	31~	85	84	84	85	76	59	83
Get news	62~	76	79				54	75
Buy a product	48	68	66				57	66
Make travel reservations	*	64	67				53	66
Bank online	*	62	62	58	56	44	35	58
Use classifieds	*	64	58	49	42	30	17	53
Listen to music	*	65	58	48	38	25	12	51
Look for religious info	*	31	35	34	33	26	28	32
Rate a								

In 2008 Family History was here at 25%

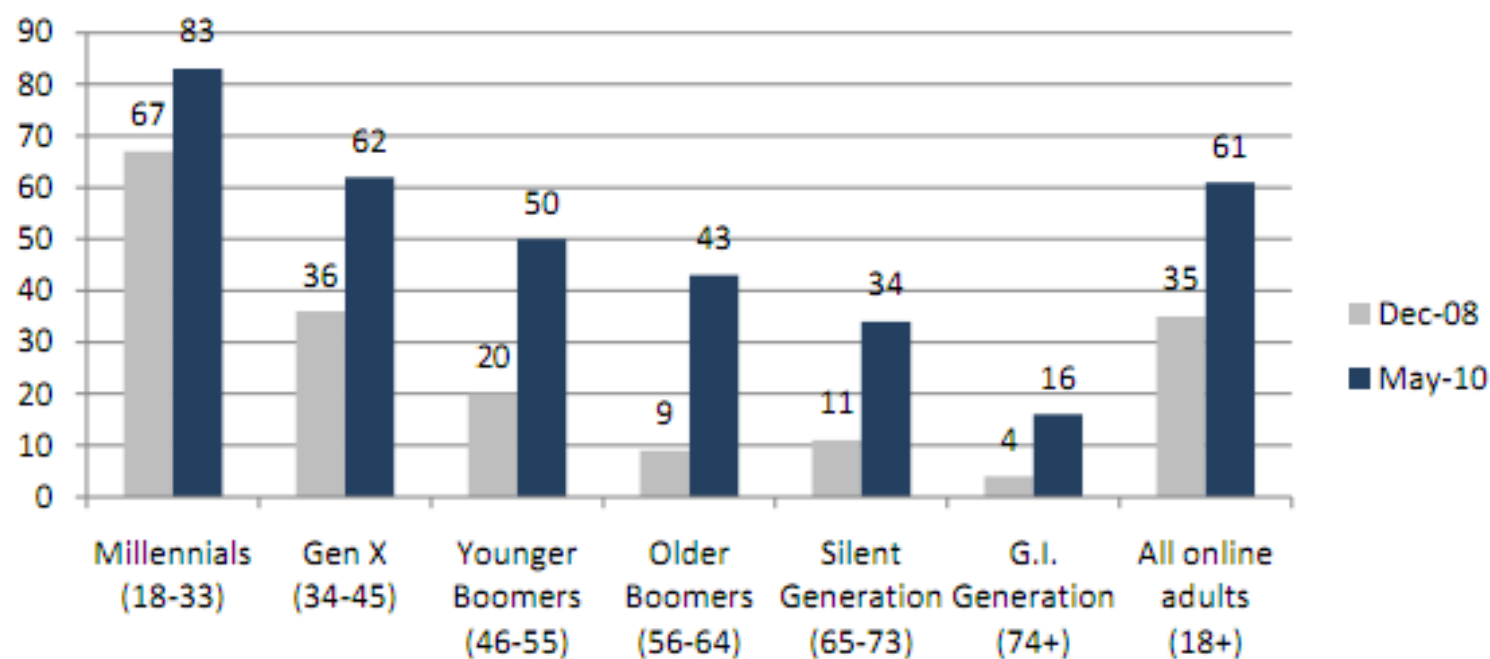


<http://www.flickr.com/photos/juryetson/231372270/>



Changes in social network site use, 2008-2010, by generation

% of internet users who use social network sites, over time



Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older.



Judith Eckman



Judith visited your farm and is sharing a little extra pig slop with you!

Judith knows that pigs get hungry and could always use a little extra slop!



20 minutes ago via FarmVille • Like • Comment • Get some slop



David Lovell



David was helping out their neighbor when they found some extra Animal Feed!

David was visiting Sonia's farm when they found 2 extra scoops of Animal Feed. They want to share their good fortune with their friends as well!



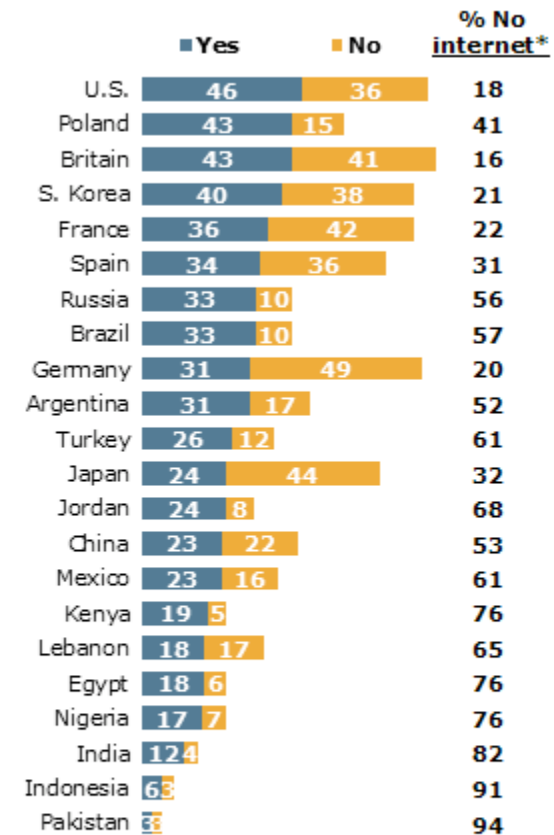
20 minutes ago via FarmVille • Like • Comment • Get 2 bags of Animal Feed

Social Networks and Social Games



- 1 billion users of social networks worldwide
- 600M active users of Facebook
- Social games used by hundreds of millions of people

Social Networking Usage



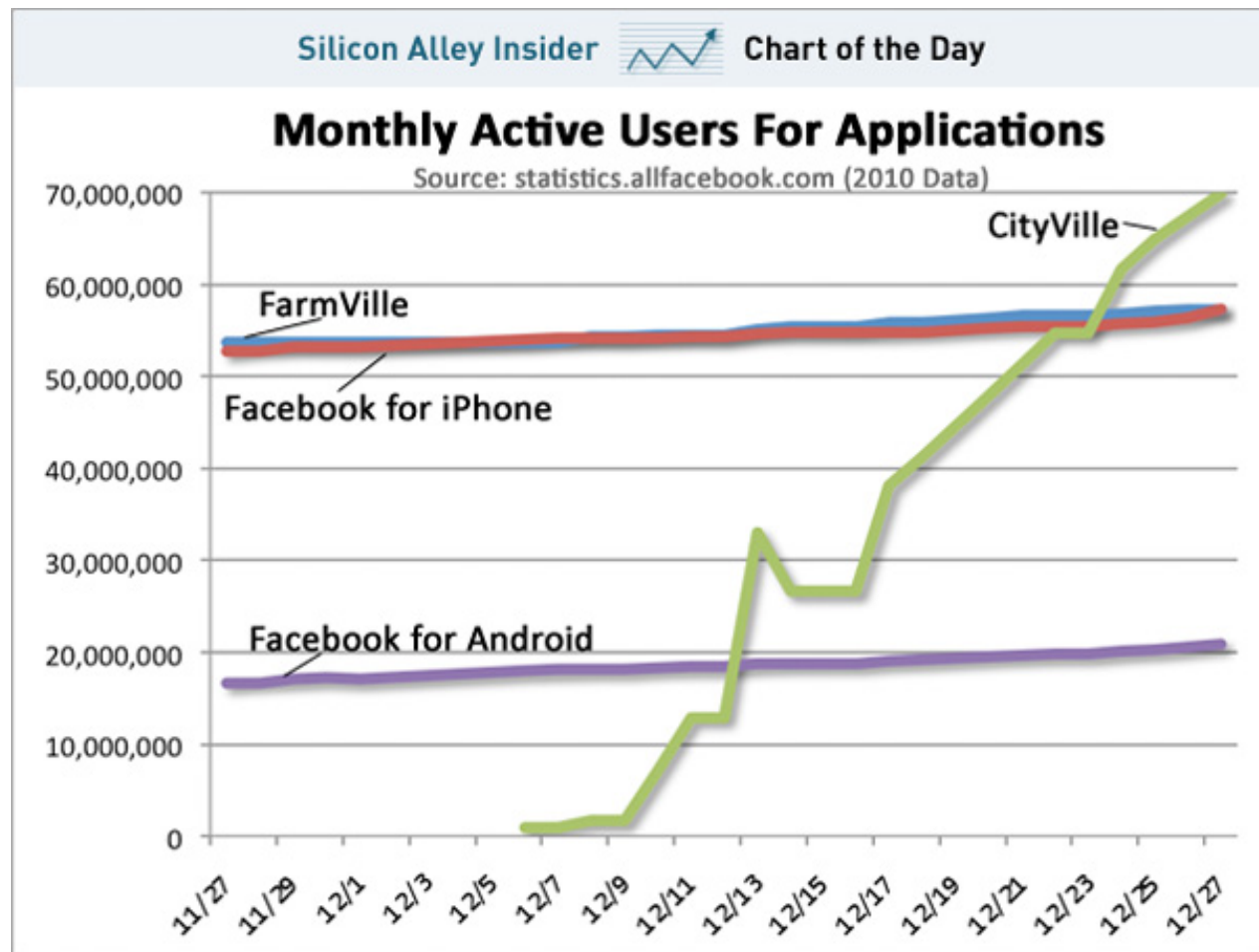
* Respondents who do not use the internet or email.

Based on total sample. "Don't know/Refused" not shown.

Samples in China, India and Pakistan are disproportionately urban. See the Methods section for more information.

PEW RESEARCH CENTER Q66.

Fastest growing social game in history: CityVille



Fastest growing social game in history: CityVille

Application Metrics

14,775,133 DAU

-2,017,867 today

+223,175 last 7 days

17,017,205 all-time high

84,222,766 MAU

+1,900,864 today

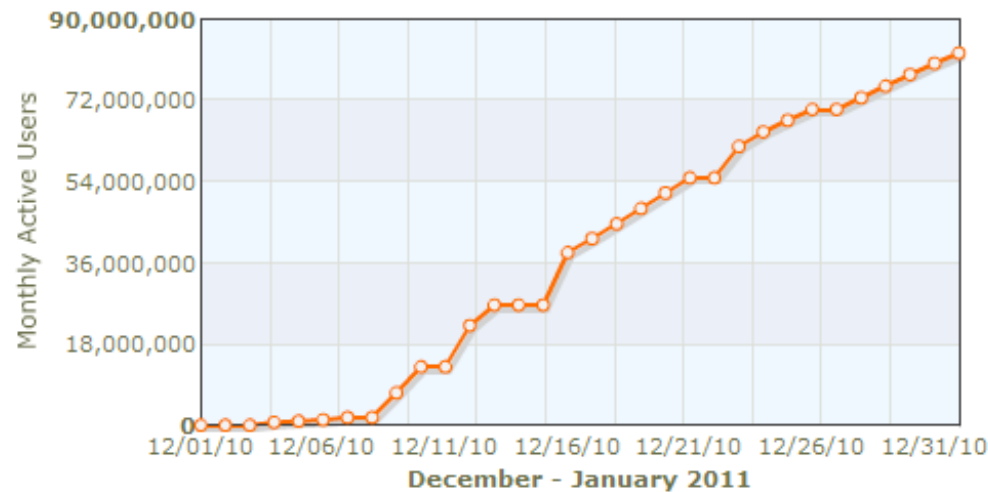
+21,944,807 last 7 days

84,222,766 all-time high

Traffic Trends

PRO [Download Full History](#)

CityVille - MAU



CityVille

BETA

by zynga

OK, now we're a third of the size of the United States. This is just getting ridiculous...

43%

Commencing Commerce

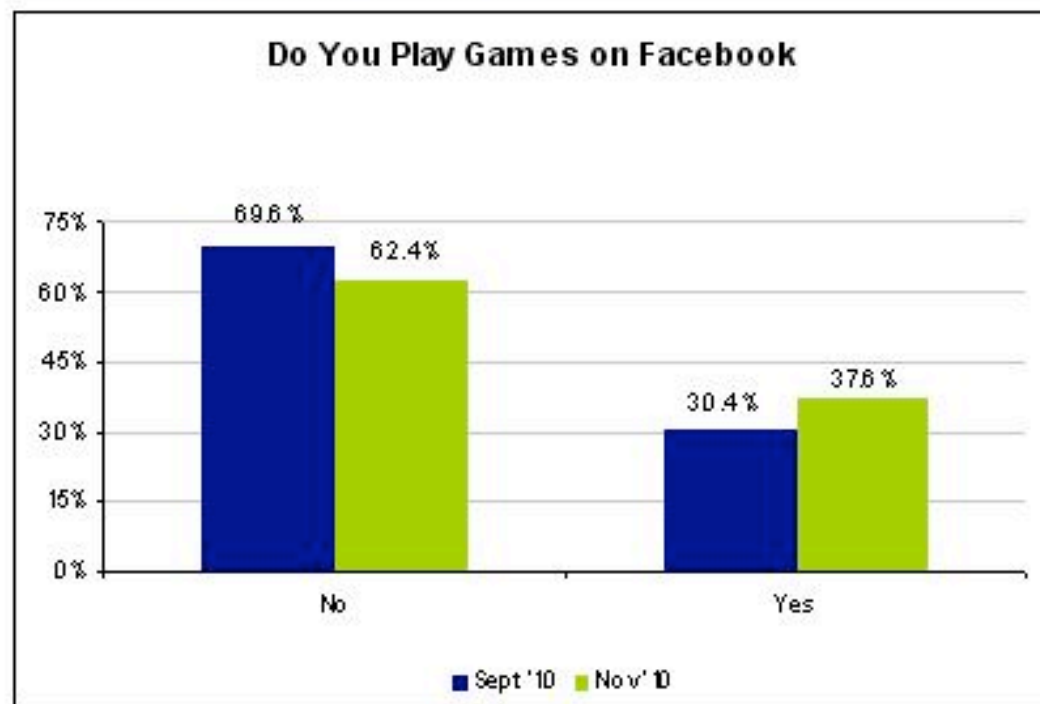
Build the City of Your Dreams!



Rise of Social Gaming



Figure 10: Facebook Gaming Continues to grow At Rapid Pace

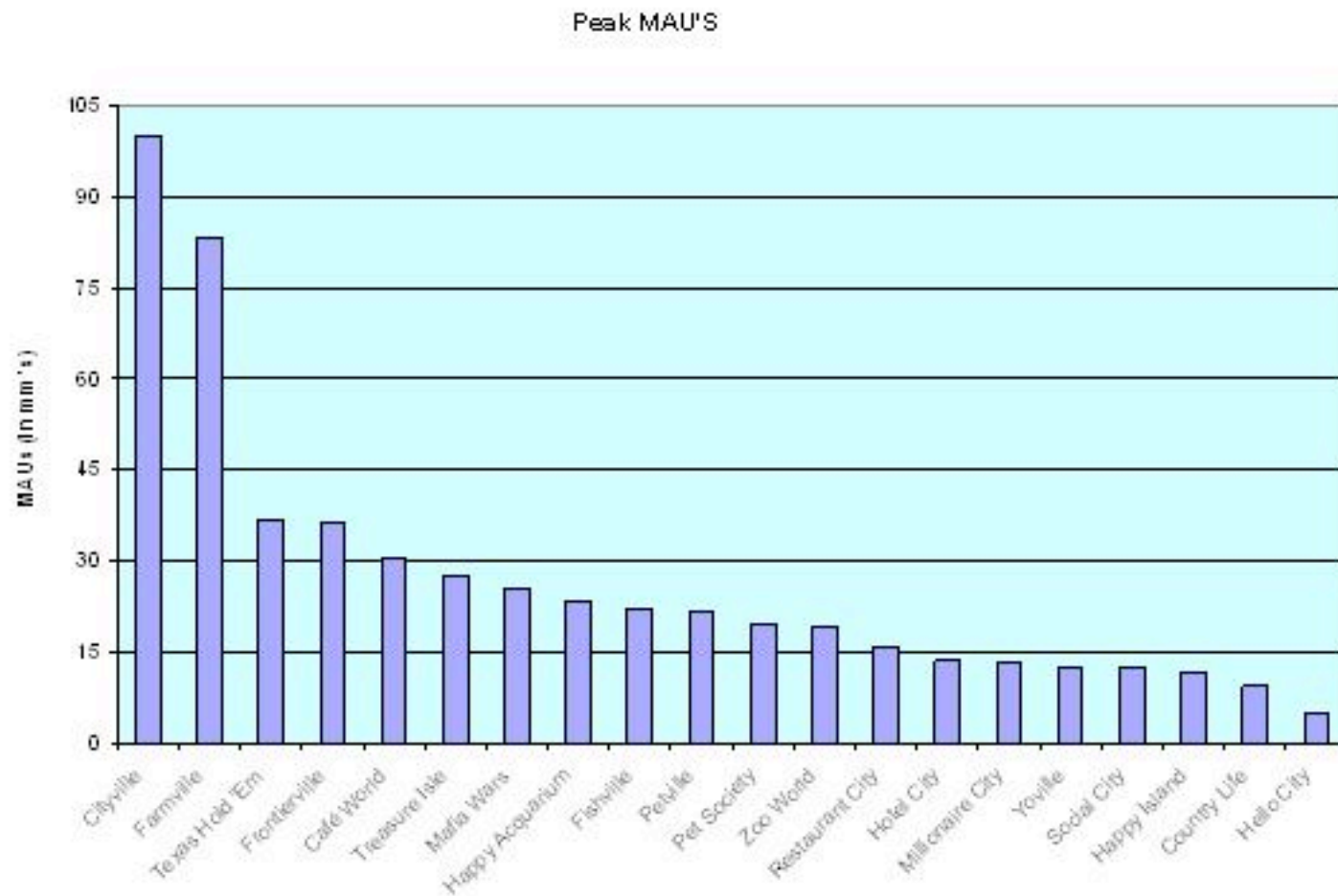


Source: Wedbush Securities, Inc.

Rise of Social Gaming



Figure 9: Top 20 all Time Facebook Games In Terms of Peak Monthly Active Users Reached



Source: Company data, Wedbush Securities, Inc.

Family Group Record

If typing, set spacing at 1 1/2. Page



Husband		Given name(s) <i>James Franklin (Berg)</i>		Last name <i>Rice</i>		<input type="checkbox"/>	
Born (day month year)	Place	<i>8 Feb 1850</i>		<i>Inglis Magoffin Co. Ky.</i>		LDS ordinance dates	Temple
Christened	Place					Baptized	
Died	Place	<i>21 Dec 1895</i>		<i>Probably Inglis</i>		Endowed	
Buried	Place					Sealed to parents	
Married	Place	<i>age 21 1871</i>		<i>" "</i>		Sealed to spouse	
Husband's father				Last name		<input type="checkbox"/> Deceased	
Given name(s) <i>Samuel K.</i>				<i>Rice</i>			
Husband's mother				Maiden name		<input type="checkbox"/> Deceased	
Given name(s) <i>Jessie (Jane)</i>				<i>Patrick</i>			
Wife		Given name(s) <i>Sarah Jane</i>		Last name <i>Hause (Haines)</i>		<input type="checkbox"/> See "Other Marriages"	
Born (day month year)	Place	<i>14 Nov 1855</i>		<i>Salyersville Magoffin Co. Ky</i>		LDS ordinance dates	Temple
Christened	Place					Baptized	
Died	Place	<i>1933</i>		<i>Denver?</i>		Endowed	
Buried	Place					Sealed to parents	
Wife's father				Last name		<input type="checkbox"/> Deceased	
Given name(s) <i>William Wiley</i>				<i>Hause</i>			
Wife's mother				Maiden name		<input type="checkbox"/> Deceased	
Given name(s) <i>Sussex</i>				<i>Witten</i>			
Children List each child (whether living or dead) in order of birth.						LDS ordinance dates	Temple
1	Sex	Given name(s) <i>Charles Newton</i>		Last name <i>Rice</i>		<input type="checkbox"/> See "Other Marriages"	
	Born (day month year)	Place	<i>10 Mar 1873</i>		<i>Inglis Ky</i>		Baptized
	Christened	Place					Endowed
	Died	Place	<i>27 Sept 1939</i>		<i>Seattle Wash</i>		Sealed to parents
	Spouse	Given name(s) <i>Minnie Lou</i>		Last name <i>May</i>			
	Married	Place	<i>13 May 1898</i>		<i>Inglis Ky.</i>		Sealed to spouse
2	Sex	Given name(s) <i>Franklin Pierce</i>		Last name <i>Rice</i>		<input type="checkbox"/> See "Other Marriages"	
	Born (day month year)	Place					Baptized

Write date as: 4 Oct 1896

◀ BACK TO FRONT PAGE



MOLE BRIDGE



PLAY

HELP

<http://www.digitalkoot.fi>

◀ BACK TO FRONT PAGE

niin

IMPOSSIBLE
(TAB)



TASO 1

SCORE 0

MOLES 5

SAVED MOLES 0/1

BLOCK BUFFER

◀ BACK TO FRONT PAGE



Saved moles: **10** points
Correct answers: **1300** points
Incorrect answers: **-1300** points
Difficulty bonus (0%): **0** points

Level 1 total: **10** points

2 answers were not verified. They are not included in the score.

CHOOSE LEVEL:

CURRENT



NEXT



TASO 1

SCORE 0

MOLES 0

SAVED MOLES 1/1

BLOCK BUFFER





Request for Permission

Family Village is requesting permission to do the following:



Access my basic information

Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone.



Family Village



Post to my Wall

Family Village may post status messages, notes, photos, and videos to my Wall

By proceeding, you agree to the [Family Village Terms of Service](#) and [Privacy Policy](#) · [Report App](#)

Logged in as Dan Theman ([Not You?](#))

Allow

Don't Allow

Send Gift

Play

My Neighbors

Invite Friends

Vision

Help

Add Coins & Cash

(Report Issue)

FamilyVillage

ALPHA
testing

**If villager morale is low
assign jobs and buy items
from the in-game store!**



Progress: FG
LOADING 55%

Discover family and build family treasure

[Send Gift](#)[Play](#)[My Neighbors](#)[Invite Friends](#)[Vision](#)[Help](#)[Add Coins & Cash](#)[\(Report Issue\)](#)

5,000



1



60

1

1

y.02.07a
Family Village

Welcome to Family Village. I'm Sally Sleuth your village guide. You're going to have a great time building family treasures here! Let me show you around.

OK



Themanville



Invite

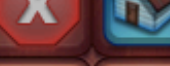
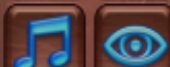
Invite

Invite

Invite

Dan

Sally



[Send Gift](#)[Play](#)[My Neighbors](#)[Invite Friends](#)[Vision](#)[Help](#)[Add Coins & Cash](#)[\(Report Issue\)](#)

5,000



1



60

1



Family Village

v.02.07



Your first step is to customize the look of your character. When you're finished, click OK.



Edit Villager



Eyes

Hair

Skin

Hats

Glasses

Facial Hair



Name: Dan Theman
Relation: Self
Time Period: 1960-2000



[Send Gift](#)[Play](#)[My Neighbors](#)[Invite Friends](#)[Vision](#)[Help](#)[Add Coins & Cash](#)[\(Report Issue\)](#)

5,000



1



61

1

1

y.02.07a
Family Village

Good job! Now buy yourself a home by clicking on the Store button. In Family Village, villagers have Status 1 to Status 5. Jobs and homes need to match each villagers' status. For now, your character is Status 1, so purchase the Status 1 home.



Box and Cart

Status 1
Max occupants: 2
2 XP

200

Buy

Haven Tower



Need Level 3 Status 2



Split Level



Need Status 3



High Country Hav...



Need Level 11 Status 4



Exotic Mansion



Need Status 5



Extras

Heritage

Apartments

Turn of Century

Early

[Send Gift](#)[Play](#)[My Neighbors](#)[Invite Friends](#)[Vision](#)[Help](#)[Add Coins & Cash](#)[\(Report Issue\)](#)

4,800



1



61

3

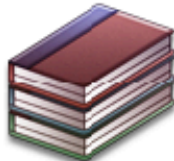
1

y.02.07a
Family Village

Fabulous! Now you need a job. Click on your villager and drag them onto the Books Is Us Library. Each villager needs to have enough Status for certain jobs, so pick a Status 1 job for now.

**Book Stacker**

x1



Cost: 26 coins
Need status 1
Duration 30m
Earns 41 coins 2XP

Start Job!**Whisper Catcher**

x1



Cost: 43 coins
Need status 1
Duration 1h
Earns 68 coins 3XP

Start Job!**Librarian**

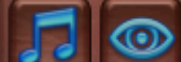
x1



Cost: 238 coins
Need status 3
Duration 4h
Earns 378 coins 18XP



Invi



[Send Gift](#)[Play](#)[My Neighbors](#)[Invite Friends](#)[Vision](#)[Help](#)[Add Coins & Cash](#)[\(Report Issue\)](#)[Add Parents](#)

Full Name

Dan Theman

Gender



Living



Birth Date

MM/DD/YYYY

Birth Place

City, State, Country

Current Residence

City, State, Country

Email Address

username@domain.com

Spouse(s)

New Spouse



Married

[Add Parents](#)[Delete](#)

Full Name

Kim Thewoman

Gender



Living



Birth Date

MM/DD/YYYY

Birth Place

City, State, Country

Current Residence

City, State, Country

Email Address

username@domain.com

Spouse(s)

Dan Theman



Full Name

Gender

Living

Birth Date

Birth Place

[Add Child](#)[Save](#)[Cancel](#)

Send Gift

Play

My Neighbors

Invite Friends

Vision

Help

Add Coins & Cash

(Report Issue)



4,607



1



61

6



1

Family Village

y.02.07a

Good Job! You're almost done! Your new villager is waiting by the pier.

OK



Population 2



Invite

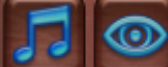
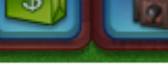
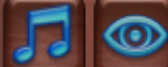
Invite

Invite

Invite

Dan

Sally



Send Gift

Play

My Neighbors

Invite Friends

Vision

Help

Add Coins & Cash

(Report Issue)



4,607



1



61



6

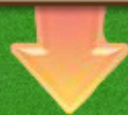


1

Family Village

y.02.07a

Looks like your villager completed the job assigned earlier. Click on the coin above their head to collect money for this job.



Click to collect



Population
Thomaville



Invite

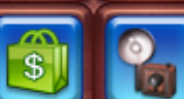
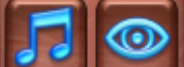
Invite

Invite

Invite

Dan

Sally



Send Gift

Play

My Neighbors

Invite Friends

Vision

Help

Add Coins & Cash

(Report Issue)



4,023



1



63

1,290

7

Family Village



Lawyerville

Avatar	Name	Score
	Dan	1
	Nate	2
	Grant	2
	David	8
	Paul	26
	Sally	83

Navigation icons: back, forward, search, settings, volume, music, eye, close, house, shop, inventory.

Send Gift

Play

My Neighbors

Invite Friends

Vision

Help

Add Coins & Cash

(Report Issue)



3,852



2



63

1,303

8

Family
Village

y.02.07a



Dan



1

Nate



2

Grant



2

David



8

Paul

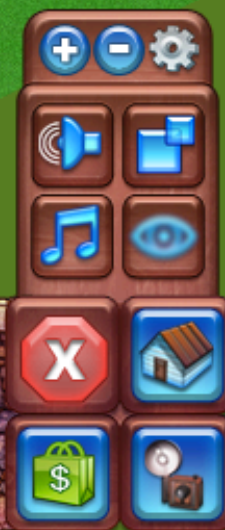


26

Sally



83



Send Gift

Play

My Neighbors

Invite Friends

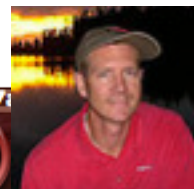
Vision

Help

Add Coins & Cash

(Report Issue)

y.02.07/



Dan Lawyer's Library



Dan Lawyer



Dan Lawyer

Kim Conley

Bruce Lawyer

Mike Lawyer

Margaret Rice

Donna Scott

1
documents

1
documents

7
documents

1
documents

0
documents

1
documents



Family
Village

[Send Gift](#)[Play](#)[My Neighbors](#)[Invite Friends](#)[Vision](#)[Help](#)[Add Coins & Cash](#)[\(Report Issue\)](#)

3,852



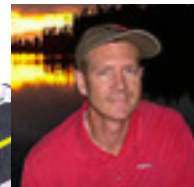
2



63

1,303

8

v.02-02
Family

Bruce Lawyer

[View Full Document](#)

Find A Grave

LAWYER Bruce Adams b. 15 Feb 1913 d. 4 Nov 2000 Utah (Find A Grave)

Annabella Cemetery

Utah, United States of America



LAWYER, BRUC

CAMP POINT V

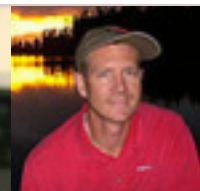
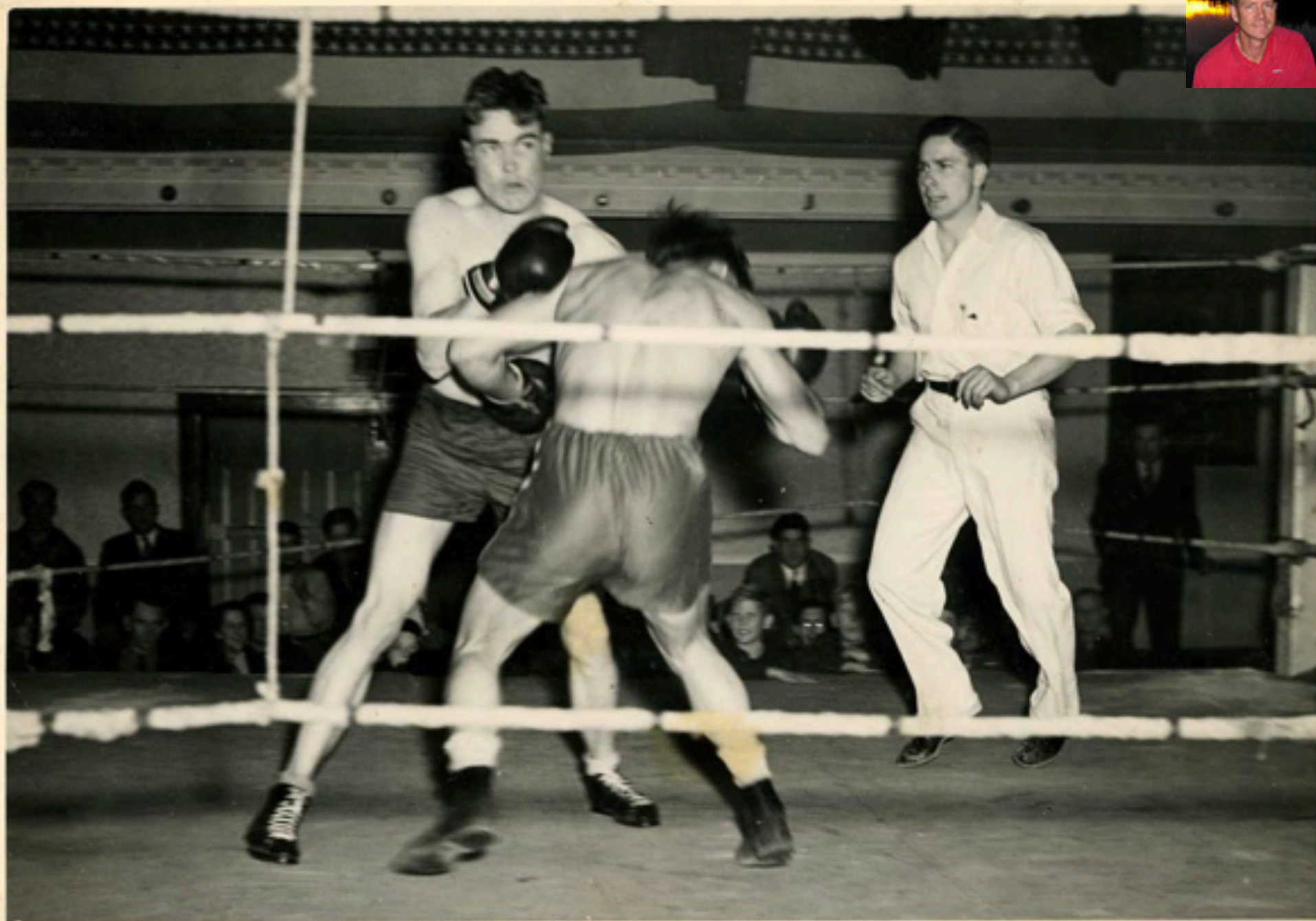
LAWYER Bruce

LAWYER Bruce

LAWYER Bruce

LAWYER Bruce

Janesville Daily



Survey of Alpha Testers



36% have found family documents in the game so far

Survey of Alpha Testers



48% have an increased interest in family history because of the game, including 40% who have **ALREADY started doing research on their family history **OUTSIDE** of the game**

Survey of Alpha Testers



36% have already had conversations with relatives about their family history because of the game, including 20% who have had multiple conversations with relatives

Survey of Alpha Testers



80% of the players have at least 2 villagers in the game so far, and 28% have more than 20 villagers in their game



http://www.flickr.com/photos/loop_oh/5293597191/