

Agents Against Power Waste

Play you are an agent, and save the real world,

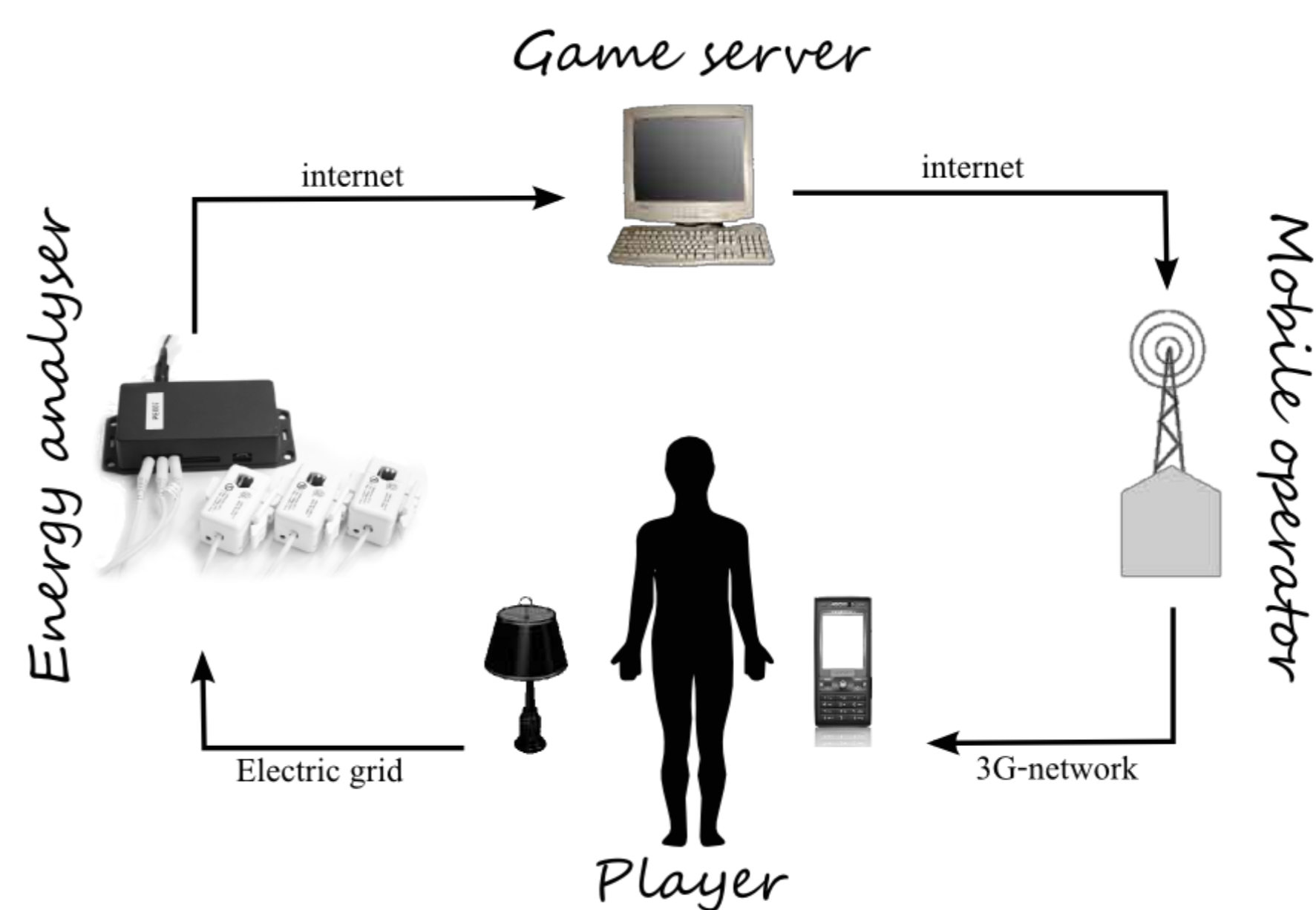
Agents Against Power Waste is a large scale field experiment using a pervasive game to teach about, change attitudes towards, and create interest for an unsexy topic. The project uses a mobile phone based persuasive pervasive game to teach players how much electricity their households really consumes and change their attitudes about it. It is played not only on the game console – the whole of the players' home turns into the game interface. A winning game play strategy can for example be to turn off the tumble dryer in reality.

Agents Against Power Waste reaches the target group by using experiential learning to give the players a chance to "live the message" and "learn by doing" by exploring new previously unknown aspects of their own home. It turns the advertising message into lived reality. The game players are 200-300 teenagers advertising weary and media-savvy.

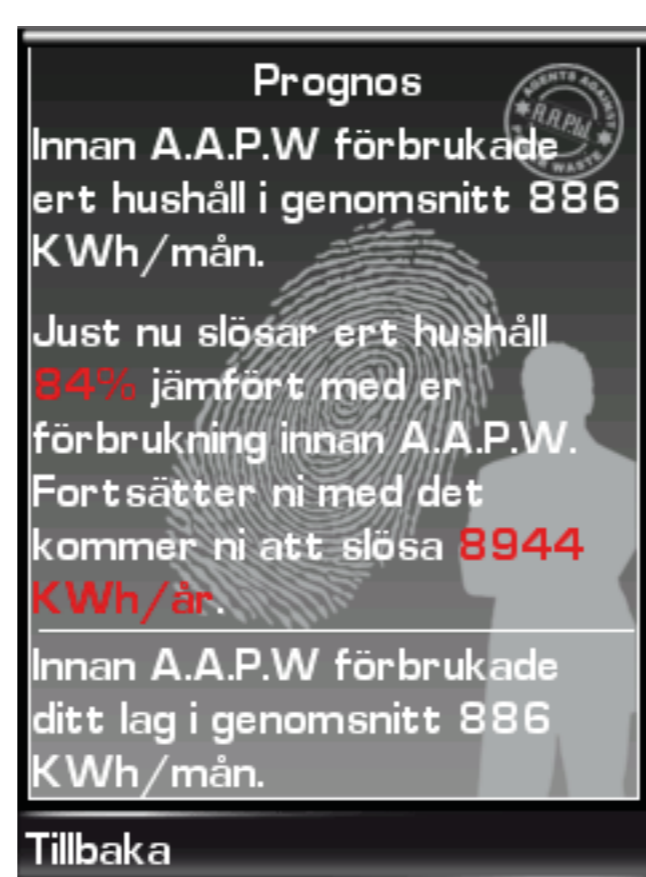
The project researches their attitude change, coupled with their real behaviour as both game moves and electricity consumption are logged in real time, and evaluated with parametric and non-parametric statistics using consumer psychology science and ludic theory.

Pervasive game qualities and persuasiveness are achieved by designing the game for social expansion with a unique system where the home electricity meters are fed into the game-system feeding back real household electricity consumption into the game system.

The series of Power Games also include Power Agent and Power Explorer. This series of games are the only games in the world to include home electricity consumption into a game.



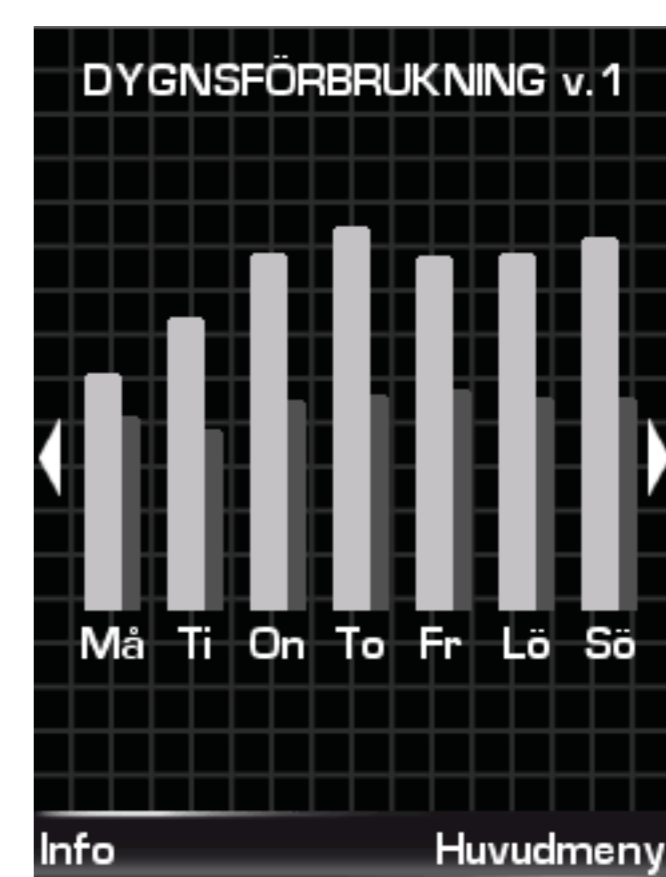
The player plays as secret agent hunting down wasteful electricity use. The winner is the one whose team has decreased their electricity use the most.



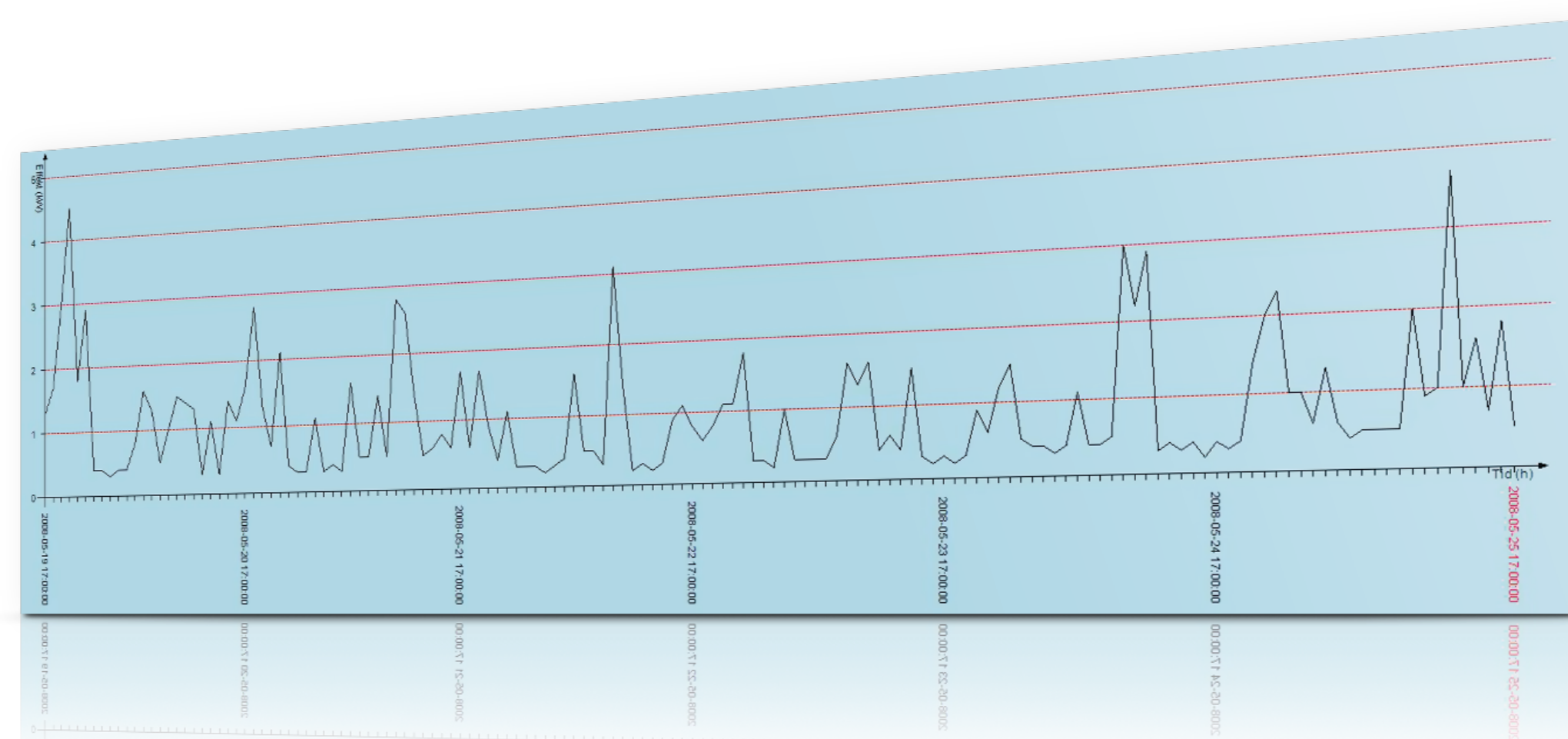
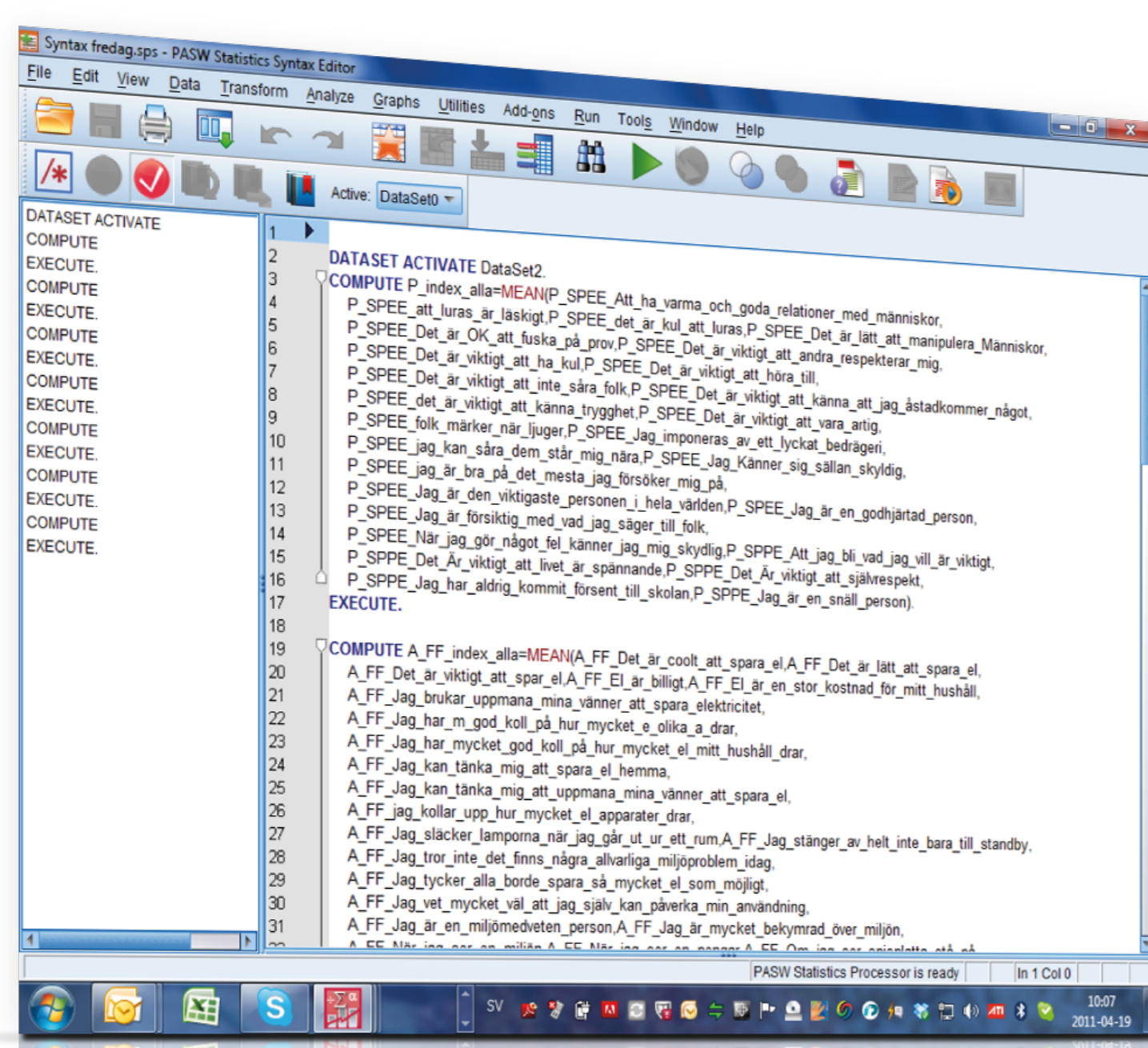
The players gets an evaluation of their personal decrease of electricity use, during the time of play and a prognosis of what that would mean for a whole year.



The players play a number of "missions" that can be from a day long up to a whole weekend. Each mission is a task to in different ways detect their family's' wasteful personal habits.



The players gets 24-hourly in-game feedback on developments in their personal electricity consumption in the real world.



A joint venture between The Stockholm School of Economics, go/ communication The Interactive Institute and The Mälardalen Energy Agency. Interactive Institute has produced the game. The Stockholm School of economics and go/ communication contributes with evaluation of game design, persuasion design and psychological evaluation of the game play experience.

