

INSEMTIVES

Incentives for Semantics

My Tiny Planets – annotation in a virtual world (WP 7)

www.insemtives.eu

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UNIVERSITY
OF TRENTO - Italy

PEPPER'S
GHOST



Universität Siegen
Wirtschaftsinformatik
Wirtschaftsinformatik und Neue Medien



seekda!



ontotext
Semantic Technology Lab



Agenda

1. Overview
2. Problem scenarios
3. Solution
4. Incentives
5. Mockup demo
6. Outlook



Overview - Tiny Planets

- Kids TV property licensed in over 100 countries worldwide
- Education content co-produced with Sesame Workshop (makers of Sesame Street)
- Diverse broadcaster base – from Al Jazeera to American Armed Forces network
- Unusual age profile – kids 4 -11
- Brand extensions into web and virtual world





Overview - Tiny Planets

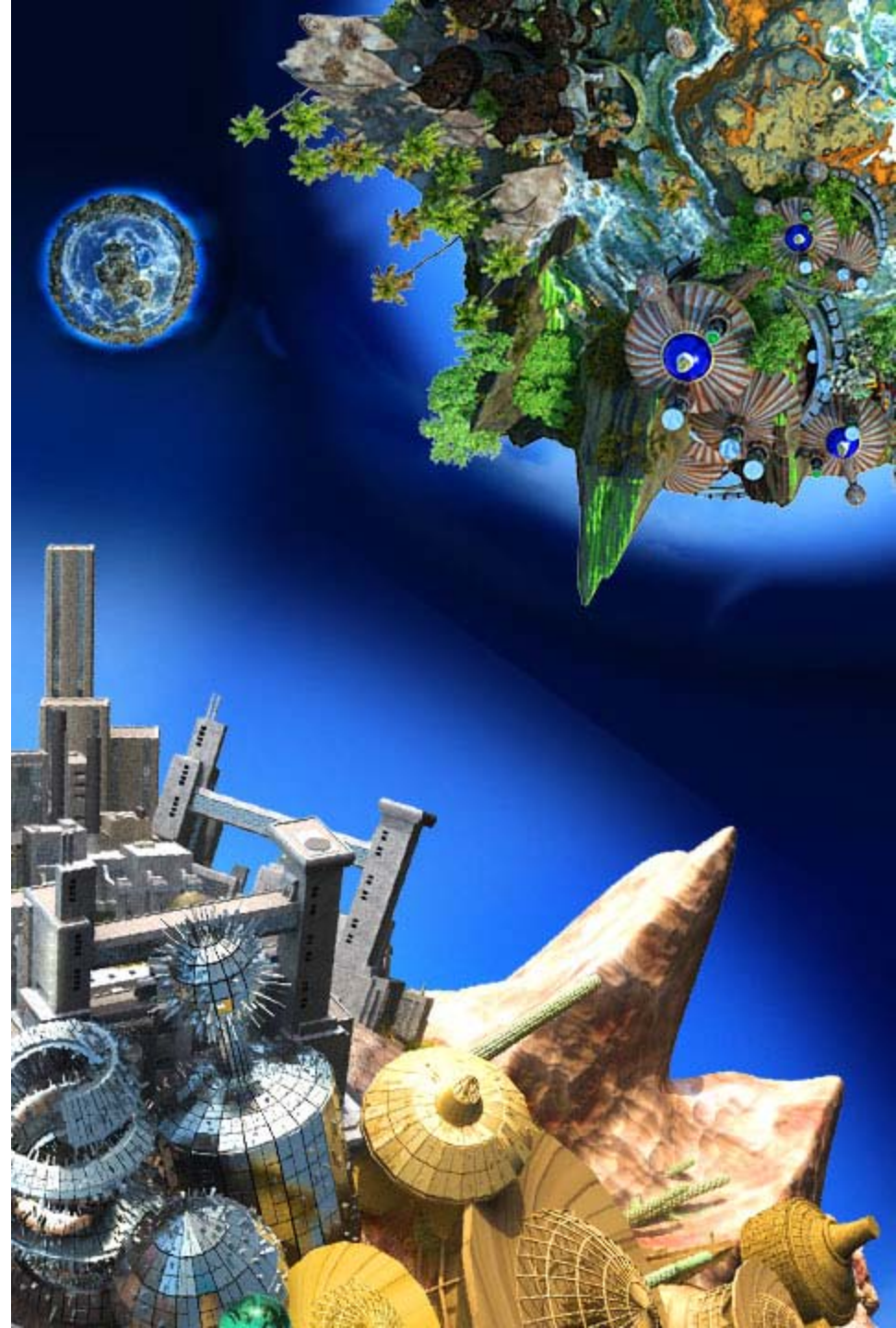
- Tiny Planets website – 40,000 unique visitors per month
- 100,000 page impressions
- Average stay 8 minutes
- MTP virtual world – active 47,000 user accounts
- Multi-site strategy as of April 2010
- Books, Fun, TV, Learning, Labs sites as well as virtual world
- Real and virtual currencies
- Cross-site account creation





Problem scenarios

- Children's on-line safety is of paramount importance
- For under 13's, enforced by CEOP (UK) and COPPA (US)
- Good commercial reasons also (parental pressure) to eliminate PII (Personally Indefinable Information)
- BUT kids want to express themselves on-line
- Therefore alternative forms of expression are required





Solution 1:

Virtual world

- Engage kids with annotation games as a means of expression
- Combination of 'rating', 'tagging', and pre-scripted comments
- Locate content within virtual world to inform friends, give clues in games, give an 'emotional' context to items by expressing opinions. Search for clues and comments left by friends
- Reward annotations with virtual currency



Bing and Bong!

Explore and Discover with Bing & Bong

Interactive Story Book

Tiny Planets Stories to read along

Tiny Planets Dance mix

Games Scrolling list

Older kids pages

Younger kids pages

Tiny Planets Theme Tune

Printing and Colouring pages

Tiny Planets Lesson Plans

The Star Chart - Tiny Planets Classic

Tiny Planets DVDs and Books

tiny planets

Games Activities Downloads Stories Videos
Stuff Nature Self Younger kids Older kids

INTERGALACTIC EVENT!





Solution 2:

Real world

- Real-world science experiment based on Galaxy Zoo format
- Crater marking using data from NASA LRO
- Use My Tiny Planets account for sign in and performance tracking
- Reward annotations with achievements and virtual currency
- And kudos; kids get to know they're doing science for real, and its going to be used.

MY TINY PLANETS

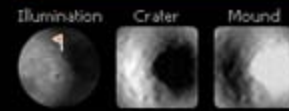


MOON EXPLORER!

IT'S ROCKET SCIENCE FOR KIDS!



Image credit: NASA/GSFC/Arizona State University



Congratulations!
You've submitted a thousand images! That's nearly the same surface area as

REWARD KIDS FOR PLAYING GAMES?



Username
Password
Remember Me?

[Forgot your password?](#)
[Create and Account](#)



ON Friends ONLINE! Party on Planet Central! Bing and Bong are h

IT'S CRAZY... BUT IT MIGHT JUST WORK!

3430 150 +

Username
Password
Remember Me?

[Forgot your password?](#)
[Create and Account](#)



OFF Friends ONLINE! Bing and Bong are hosting a party on Plane

- Hydrogen4
- Oxygen3
- Pointy
- High Mars
- Old tree valley
- Windmill valle
- Deserted 3

Secure Payments By Social Gold

Thank you for using
SOCIAL GOLD

This charge will appear on your card as

JBL*WEBSITE.KEYS	\$10.00
JBL*SOCIALGOLD.NET	\$1.00

The authorization is not a charge and will disappear within 24 hours.

Missing Keys? Contact Social Gold Support

PRICE:

★70
✗70
+70

only available today! <<



3430 ★ 50 ✗ +

Username

Password

Remember Me?

Login

[Forgot your password?](#)
[Create and Account](#)



METEOR STORM

JOIN THE PRO CIRCUIT!

level: 0

score: 0

shield:

GO PRO!

PRACTICE

EXIT

Dodge the meteors and collect the energy spheres - don't crash!

May the wings of Hermes guide your path!

PRACTICE

GO PRO!

EXIT



Incentives

- Earn Stars to spend on Virtual Goods, games or videos
- Earn awards that can be seen by other players in your passport
- Rise in Rank as you perform targeted activities
- Join the Pro circuit so that your top scores can be seen by other players
- Buy Keys, which unlock new areas and new activities in which to spend your Stars.



MOCKUP DEMOS:

FIRST THE
MOON EXPLORER
INTERFACE

THEN THE
VIRTUAL WORLD
ANNOTATION TOOL



MOON EXPLORER!

IT'S ROCKET SCIENCE FOR KIDS!

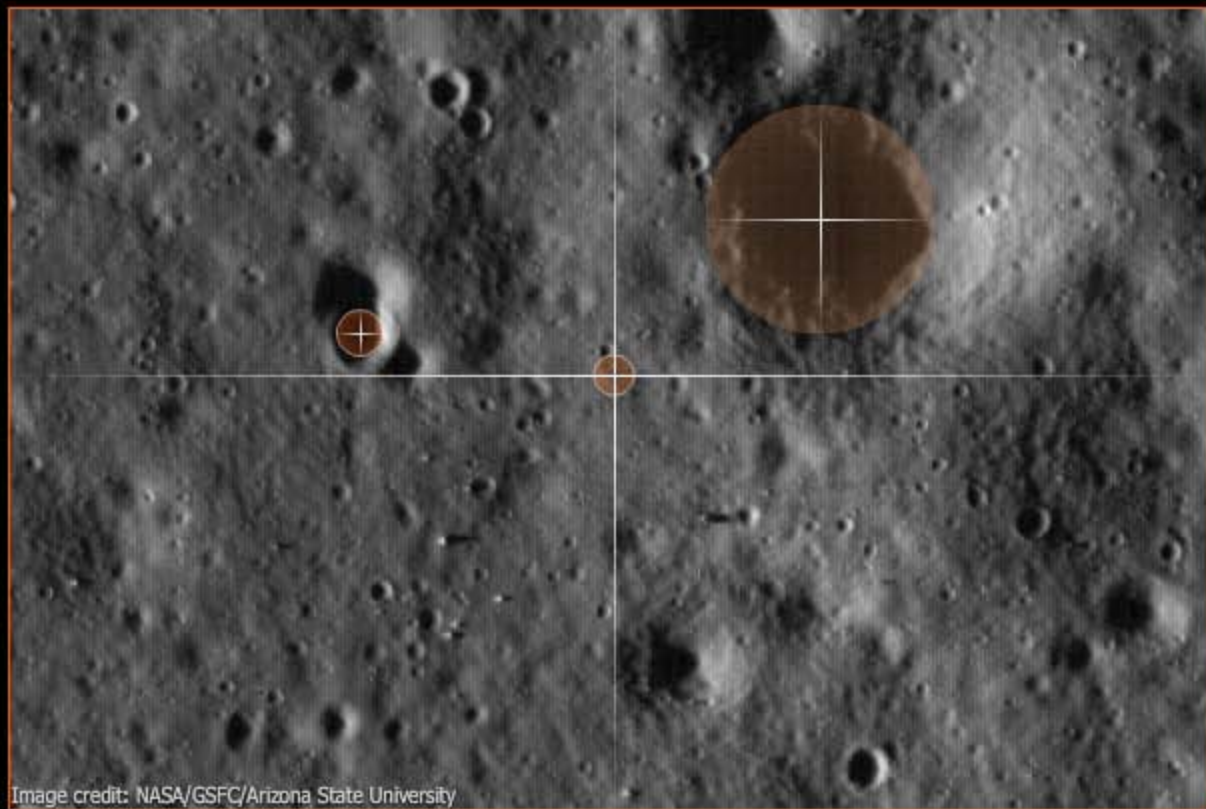
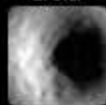


Image credit: NASA/GSFC/Arizona State University

Illumination



Crater



Mound



THERE'S A
TINY PLANET
CALLING.

GO TO
MY TINY
PLANETS.COM



ON

BING AND BONG ARE ON A MISSION RIGHT NOW.

PATHWAYS

QUICKLINKS

RATINGS

STRATEGIES

TERRAINS

UNDERGROU

VIEWS

WARNINGS

V-RAYS

SNOWY

WOODED

STEEP

DAMP

MARSHY

BRIGHT

COLD

HOT



ON

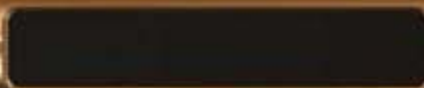
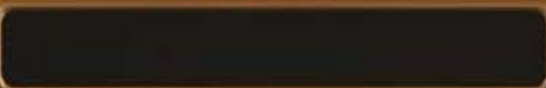
BING AND BONG ARE ON A MISSION RIGHT NOW.



LOADS OF FUN



LOADS OF FUN

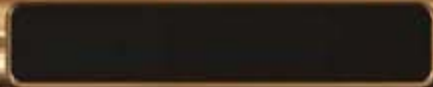
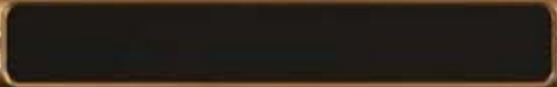


ON

BING AND BONG ARE ON A MISSION RIGHT NOW.

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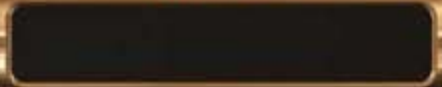
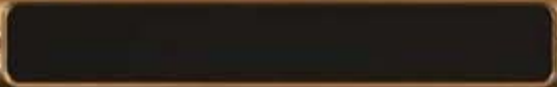
ON

BING AND BONG ARE ON A MISSION RIGHT NOW.

LOADS OF FUN

- Stick figure icon
- Globe icon
- Lightbulb icon
- Compass icon
- Eye icon

- Empty button
- Smiley face icon
- Empty button



ON

A MISSION RIGHT NOW.

A MESSAGE FROM
BING & BONG
ABOUT SOMETHING
REALLY IMPORTANT.



- Stick figure icon
- Globe icon
- Lightbulb icon
- Compass icon
- Eye icon

- Smiley face icon
- Speech bubble icon





Outlook

- Next steps:

Initial versions of Moon Explorer and VW annotation interface (M18) Final specification (M20) route for RDF interchange with semantic repository following final specification

- Testing:

MTP re-launch Q2 2010 with enhanced analytics, user testing of new games and sites already underway

- Roadmap:

Initial deployment of multi-site structure ready now, tracking of users between sites and through virtual world begins shortly

- Questions!

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