



The Earth Arcade – Games to save the world

Christopher Skinner

University of Hull, Energy and Environment Institute, Hull, United Kingdom (c.skinner@hull.ac.uk)

Games and science festivals have been shown to be effective methods of engaging people with scientific research. This can be by simply producing a positive engagement for someone with science, to more in-depth interactions attempting to achieve specific learning outcomes or attitude/behavioural changes. The Earth Arcade exploits both games and science festivals, and borrows methods and best practise from a range of fields including marketing and scenography, to engage people with environmental issues and research.

The Earth Arcade is used as a public engagement project for the Energy and Environment Institute at the University of Hull, UK. It is based around a branded space themed on retro videogame arcades. Within the space a range of games, and game-based activities, are used and tailored to each event depending on the space available, the theme, and the intended audience. The intention is that the space will be fun, with non-intrusive and non-mediated activities, whilst interactions with researchers are available and encouraged. The multi-activity space allows for a range of levels of interactions, including for those who are often too young or disinterested to participate in more traditional science festival exhibits.

The Earth Arcade has been successfully exhibited widely and is under continuous development. In time it will become a research project of its own, investigating the most effective ways of engaging people with environmental issue and research.