OBSERVATION
STEREOTYPES
A PROSOCIAL VIDEO GAME ON THE WAY OF SOCIAL INTEGRATION

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MASTER OF DESIGN FOR ALL THESIS
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As an immigrant and a designer I always wanted to be involved as problem solver in social integration. In my project my focus is on a design based approach to foster the process of cultural integration in our nowadays multicultural societies. The vacuum of a Playful approach is obvious. In last decades we have faced with growing of a new and powerful media that is interactive computer game.
PEOPLE'S MIND ARE CHANGED THROUGH OBSERVATION AND NOT THROUGH ARGUMENT.

Will Rogers
ABSTRACT
The vision of this project is to prevent prejudice which comes from wrong stereotypes.
The goal is to design a pro-social video game by which people are informed through observation, hence stereotypes will be eliminated.
Questionnaire was made and published on social media. The test game with same character was made and published in iTunes and after receiving feedbacks, technical problems were fixed.
DESIGN PROCESS
Research
- Define problem
- Scientific evidence
- Define target group
- Define current and preferred situation

Partnership
- Technical
- Financial

Brainstorm
- Finding
- Administration

Market Analyse
- Successful indie
- Playing games
- Video game analyse
- Game business

Questionnaire
- Participants
- Make questionnaire and collect answers

Evaluation of Ideas
- Brainstorm conclusion
- Questionnaire conclusion
- Primary ideas

Learning
- Technical
- Business
- Development
- Monetising

Test Game
- Design
- Launch
- Feedback
- Development

Final Game
- Design
- Launch
- Feedback
- Development

Social Media
- Specific website
- Facebook

Level Design
- Narrative
- Character and assets
- Wireframe
- User interface

Level Design
- Specific website
- Facebook
RESEARCH
Charles Stangor, Professor of Psychology at the University of Maryland, College Park believes “stereotypes represent the traits that we view as characteristic of social groups, or of individual members of those groups, and particularly those that differentiate groups from each other that is based on the general idea of stereotypes as knowledge structures that serve as mental pictures of the groups in question.”

Charles Stangor claims that stereotypes are primarily negative, though they can be positive. We generate many more negative than positive stereotypes when asked to do so, and even expressing positive stereotypes
“Stereotypes matter because they are part and parcel of our everyday life—they influence our judgments and behaviour toward individuals, often entirely out of our awareness.”

Handbook of Prejudice, Stereotyping, and Discrimination: 2nd Edition (Page 11)
INTEGRATED THREAT THEORY
PREJUDICE
STEREOTYPES

“Prejudice is a set of negative attitudes or beliefs related to the expression of negative emotions or hostility towards members of an out-group”.  

In Handbook of Prejudice, Stereotyping, and Discrimination Walter G. Stephan, HawaiiOscar Ybarra and Michigan Kimberly Rios Morrison Describe Integrated Threat Theory as threat for relations between social groups in societies and as the earliest steps of this process they mention Stereotypes. 

3 Prejudice toward American Muslims, An Integrated Threat Analysis Stephen M. Croucher, Dini Homsey, Erin Brusch, Christine Buyce, Shirley DeSilva, & Aretha Thompson University of Jyväskylä – Finland; University of Oklahoma - USA

**CHILDREN CATEGORISE**

Erin N. Winkler, associate professor and chair in the Africology Department at University of Wisconsin-Milwaukee argues that children as curious young minds start to recognise shapes and colours, and considering sharp differences among people and discerning their own identities, including racial concepts. This development doesn’t necessarily imply that kids are inherently bigoted — rather, their thinking about race come from an ordinary processes of observing and categorising.

She states “"Categorising" is a natural process of classifying things according to common characteristics, but it becomes "stereotyping" when cultural assumptions are added to a given category. Stereotyping turns into "prejudice" when one adds the belief that a categorised group's presumed characteristics are superior to another's. Prejudice can develop into "racism" when it is combined with group social power and becomes systemic.”

Scott Gordon, Wis context
Wisconsin Public Television and the University of Wisconsin
Categorising

Stereotyping

Categorising

Prejudice

Children

Adults
LET’S TALK ABOUT THEM

Erin N. Winkler describes that how this world is such a big puzzle to children at this age. “They (Children)’re trying to discover it and when they understand patterns, if they're not getting explanations for the existence of those patterns, then they will guess that these are norms or rules, that this is the way that it should be, and in fact that these things must have been caused by meaningful or inherent differences between groups. This is why, although it can seem counterintuitive, our silence about race can in fact, and does in fact, enhance prejudice.”

Scott Gordon, Wis context
Wisconsin Public Television and the University of Wisconsin
CURRENT SITUATION

While immigrants come to the host society as individuals they confront with Stereotype that generalises social groups.

PREFERRED SITUATION

To design a solution to enable cultural integration in a playful form.
BARTLE’S FOUR ARCHETYPES

Bartle is a well known author with respect to player types. He has a player typology which is based on consideration of player behaviour in Multi-User Dungeons (MUDs). Bartle’s player types shows “there are two dimensions to playing, namely action vs. interaction and player-orientation vs. world-orientation. By determining one’s position in each of the axes one could determine which of the resulting player types he or she fits in. First of the types is Achiever who prefers action and is world-oriented. An Explorer prefers interaction and is also world-oriented. Killers prefer action and are player-oriented. The last type is Socialiser who prefers interaction with other players.” Figure 1 demonstrates these four types’ relations to the player preferences and each other.

7 Juho Hamari _ Janne Tuunanen
Player Types: A Meta-synthesis 2014
DEFINING THE TARGET GROUP
SOCIALISERS WHO PREFER TO INTERACT WITH OTHER PLAYERS.

Figure 1: Bartle's player type axes
SHORT STORY
How I learned to make a video game from the very first sketches to level design and finally web development during first month of project plan.

The idea to make a video game comes from my interest in this field and I really wanted to enter into this branch through this project. I started to find a company as a partner, both for learning and also getting technical support to make the game.
In that point, what I knew of game industry and what I could do in this field was almost nothing. So I started to contact different game developers and companies, but I got just one answer from a video game company in Sundsvall, during exchange of emails to plan for a meeting, everything changed and the CEO almost put me on by canceling meetings and up to down answers.
I finally decided to give up and stopped trying to make that contact. Thus, I felt alone and then I started to search for a program without any code writing, finally I found Buildbox and started to learn, after learning the program I started to contact some developers to publish the game and monetisation, but again, no success.
This time I started to learn a very much complicated part of this process, game development. I watched and learned different game business courses and also Xcode program. I finally did it and published the game that I had made during learning.
BRAINSTORM
The brainstorm was conducted by 4 participants with different nationality, one of them Swedish with Immigrant parents, two of them Immigrants and last person Swedish with Swedish parents.

**BRAINSTORM’S QUESTIONS**

In what situation you would not make social connection to a person with different culture?
How to bring together people with different cultures?
How you present yourself to a person with different culture?
BRAINSTORM'S METHOD

Each participant had one blanc page with same question, the question was one of the brainstorm's three questions. They had two minutes time to answer the question and then passing the paper to the participant sitting next to him/her.

When a participant got stock and could not find new ideas, she or he looked at the participants’ answers and it refreshed her or his mind. As the host, I have found this method useful because it is a mixture of teamwork and individual thinking.

BRAINSTORM'S RESULT AND CONCLUSION

I have received 318 answers
As conclusion, the workshop helped me to define the necessity of communication between people from different cultures.
VIDEO GAME ANALYSE
In this stage I have analysed two successful indie games which are based on observation and not complicated technical issues.

**MACHINARIUM**

Machinarium is a puzzle point-and-click adventure game from Eastern Europe that contains the spirit of that region’s illustration. The game doesn’t have human speech and if you get stuck then there is a two-fold hint system that can help you to find the right way.

The game has two strong advantages, first is illustrations and second is music. Actually the slow rhythm of the game gives you a chance to see beautiful illustrated details of scenes, and contrary to many other games this slow rhythm doesn’t make it boring. The sound effects and music are made to make a mysterious but relaxing atmosphere.
The game’s atmosphere isn’t based on a jolly idea and doesn’t try to make a superficial and time killer game, it’s a story of a character who remembers his past, when he lived with his loved one. The game play is based on walking, touching and remembering the past, it’s a strong emotional story and has two strong sides, first is its illustrations and second its different story. The designer bravely has made it just to tell you his story, without having traditional features of video games such as earning points, collecting coins or enemies and barriers.
QUESTIONNAIRE
In this stage I asked several immigrants or second generation of an immigrant family with different ethnic and cultural backgrounds from Japan, Finland, Iran, Pakistan, Britain, Australia, USA, Turkey, Hong Kong, Spain, Brazil and Moldavia. I asked about Their individual experiences of Stereotypes from host society against people from their homeland, I used two major social media applications, Facebook and Instagram.
AN AMERICAN WOMAN IN SWEDEN

Hmmm, stereotypes... I think mostly people think Americans are loud, overfamiliar, and basically quite the opposite of Swedes.

A JAPANESE FEMALE STUDENT IN SWEDEN

I think Swedish people think Japanese join hands together in prayer when we greet. But we actually don't do it as greeting.

AN AUSTRALIAN MAN IN SWEDEN

- Swedes love Aussies
- That we love drinking
- That we are laid back
- That we have very dangerous animals at every turn
- We aren't seen as immigrants
- That we have perfect weather
- That we don't have snow

A TURKISH MAN IN SWEDEN

Swedes believe that all women in Turkey have veil, but it is not.
A SECOND GENERATION GIRL OF A PAKISTANI FAMILY IN SWEDEN

- Being differently treated
- Many times being talked to in english
- Being asked: when did you come to Sweden
- And following: oh that's why you speak Swedish so well
- If I mention Pakistan all the troubles come up, like terrorism. A person from India would not face this, then response would be: it's such a nice country! Even though Pakistani nationals are discriminated and women situation is no better.
- People either don't ask or are afraid of asking about my roots
- Not considered fully Swedish
- When two persons are standing next to each other, me and Ana (her friend from eastern Europe), they will ask her in Swedish
- They ask the reason for my family coming
- Feel like the wave of immigrants have made me included into that group
A MOLDAVIAN/ ROMANIAN STUDENT IN SWEDEN

- When I came to Sweden I can say that there was a stereotype, since nobody really know about Moldavia.
- When I studied in Romania the biggest stereotype was that all Moldavians are Russians , and they drink vodka and speak Russian. It happened in Sweden also, a few people that knew about Moldavia, thought that we speak Russian as native language.

A BRITISH GIRL IN SWEDEN

- one is a definite James Bond kind of romanced view of an English man. Who is wearing tweed and drives a roles Royce and shoots ducks , kind of like a mix between royalty and a spy that wears expensive watches. I think it's mainly an image which some men aspire to. It's not necessarily a bad thing, just I've noticed guys really romance up that kind of English person!
- Then there's the stereotype of the 'street kid' maybe plays football and talks with an Essex accent. And Swedish people like to try and copy the accent! And use lots of personalised words.
- Then probably the classic posh person!
A BRAZILIAN WOMAN IN SWEDEN

- In general, European people looked Brazilians as a jungle people, they think that we live in Amazônia (forest) and we don't understand about technology.
- Another kind of Swedish think that in Brazil all girls are sexy and can dance. And every guys spend a whole day by the beach playing football. But... the real Brazilian is a population that don't complain to much about life, they are hard workers and usually very happy when meet people.
In general Brazilians are friendly and we do like to live close to others.

A FINNISH MAN IN SWEDEN
The typical stereotypes about Finns is that they are aggressive and hyper-masculine (both men and women) and that they are all alcoholics who love knives and sauna.

AN IRANIAN MAN IN SWEDEN
- First, Swedes think Iranian women can not drive while in Iran we have even female bus and taxi drivers.
- Second, most of europeans think Iran is an insecure country while contrary to that, it is so safe more than some of developed countries.
A SPANISH MAN IN SWEDEN

I heard quite often this expression "mañana...mañana" and means leaving things for tomorrow..never heard that expression in Spain but here is really common and a complains about how slow works out administration. In my opinion I would love to see what they will do with a 45 million people country.

AN IRAQI MAN IN SWEDEN

People think everywhere in Iraq is destroyed and is a battle field but we have calm and peaceful places. Now in Baghdad people live like other cities in the world.

CONCLUSION

People personal stories are a clear source to shape the narrative of the game, each of them has capacity to be a story.
LAUNCHING A SIMPLE GAME and getting feedbacks
During the process of learning program, I made a simple game but with same assets as the final game. The aim was to receive feedbacks to help me have a better result in next steps. The way of receiving feedbacks was from direct asking players through social media and face to face, also I’ve send the file to Buildbox support team to get feedback from experts.

EXAMPLES OF FEEDBACKS

The size of assets was so big and that was a big mistake and it was the reason behind errors and hangs.

Some players thought the game started so hard and it could be better if it gradually got harder.

Very positive feedbacks on illustrations and characters.
EVALUATION OF IDEAS
Three different characters, each of them in different world and different social experiments.

Having quotes about stereotypes between levels

Combination of both sides of integration process' stereotypes

Character shows wrong reactions during day time and see a dream at night and realise he was wrong (like Christmas Carol)

Character has an imaginary wise friend and after wrong reactions based on character's stereotypes, the wise friend teaches and explains why that was wrong.

Hidden world after every wrong reaction, reminds a little hell that the character has made by stereotypes.

The game can have its own social media to bring players around the world together

To show different quality of lives in regions

Separated atmospheres, action and observations

I have picked personal stories of people from middle east who answered in questionnaire to shape the story of game, the reason to choose middle east is most of immigrants who came to Sweden during recent years are from this region. Then to shape the story I came back to the barnstormed and reviewed the reasonability of social connection and culture exchange from participants’ point of view. To define the story I needed to know how technically I can afford to manoeuvre, so feedbacks helped me to do it.
FINAL DESIGN
SKETCHES FOR MAIN CHARACTER

I reached to the main character during the exercises and after deciding to have two different character, I worked on second character, Uncle Samir, but during the process I understood it’s more fun and equal to have same basics but with different skin and hair colour, it can convey a good message that more than differences we do have many things in common.
WHY THIS CHARACTER?

The character has a combination of hipster fashion style which is so popular among young people and some signs of travellers. His long beard is one of hipster icons and also is common in Middle Eastern countries. He jumps to survive, it’s the action part of this game and it’s not connected to observation.
UNCLE MAGNUZ

Uncle Magnuz in the main character of current game who lives in a small village in Scandinavia and wants to know more about other cultures, he starts to travel to Middle East.

UNCLE SAMIR

Uncle Samir is the character of Second game of this series and contrary to Uncle Magnuz, he comes from Middle East to Scandinavia and will discover this part of the world that is almost unknown to many.
Players of Uncle Magnuz and Uncle Samir more than their observations have an exclusive social media to gather and exchange stories and continue learning from other cultures through this connection, more than these benefits for players the designer can receive more feedbacks and can extend the project in the future.
What is the story?

In order to find the story of the game, I reviewed answers in the questionnaire. Then as an example I chose a geographical region that is more on the focus, middle east. In the last phase we have different character but with same bases like same hat, beard and clothes and even face, but with some different details such as colour of skin, clothes, hair and moustache.

In this game that is an example of that chain of games, Uncle Magnuz who is a Scandinavian man with a hipster style with a backpack starts a journey to middle east. All the components of stages are symbolic, he travels by boat and he meets an Arab man with traditional clothes. They have a very short conversation and then he arrives to his first destination that is Dubai.
He observes Dubai a modern, rich and peaceful place and after that he goes to Iraq with airplane. He arrives in Baghdad, watches the normal life of people there. When he leaves Baghdad he ended up in part of Iraq in which war still continues. Then he decides to change the way and continue his journey to Iran. In capital city of Iran, Tehran, the modern and peaceful atmosphere is obvious. Uncle Magnuz confronts one of his stereotype about women in Iran when he sees a woman driving the bus. Since he thought women are not allowed to drive the car there. Observing differences in Middle East helps Uncle Magnuz to overcome his stereotypes which came from not having enough knowledge.
LOW-FIDELITY WIREFRAME

EXPLANATION OF STAGES IN NEXT PAGES
MAP

ABOUT

MAIN MENU

 MAIN MENU

WHO'S UNCLE MAGNUZ?

HE LIVES IN SCANDINAVIA AND WANTS TO KNOW MORE ABOUT OTHER CULTURES HE STARTS WITH MIDDLE EAST

Uncle Magnus

IN MIDDLE EAST

START SOME INFORMATION
I’ve heard so many bad news about Middle East. What do you think?

That’s what media show you should visit it. We have good things and bad things like everywhere.

Continue.
The font I used is Chinese Rocks a free licence font with two features; comic by its deformation and exaggeration and also energetic due to its sharp edges. Another reason I chose this font is its legibility which is good for teenagers.
LEVEL DESIGN

During level design the first thing I considered was observation that is the base of this series of games. Thus I looked at feedbacks from users and realised that the part of observation should be separated from actions, because when you look at the details of scenes then you can’t react to survive and continue the game.
So the first level in Sweden is more based on an imaginary wild life and animals and actions. Player should jump, survive and continue to walk. Then in next levels, in Dubai, Baghdad and Tehran, the game is something like an interactive illustration book, minimum action and lots of sound effects.
Still the main enemies are birds even in the middle of battle field. But enemies who are birds are not aggressive and are somehow lovely.

Contrary to the test game, to reducing stress of playing even in first level, I changed the way of walking and camera movement, camera has a very slow movement to the front and it’s possible to players come back a little bit in scene. Also we don’t have force movement of character and it’s on players to move, stop or come back, it can make more opportunity to observe and look at details of scenes.
return with so low velocity

concert billboard

move to up

Taxi Airport

people tuning

sky scrappers
IRAQ
IRAQ

IRAQI ARMY FIGHTS AGAINST TERRORISTS
SOCIAL MEDIA
WHY SOCIAL MEDIA?

The reason for the idea of having a specific social media for this series of games is to make a connection between players of Uncle Magnuz and Uncle Samir. People from different cultures and regions can share and talk about same social experiment they had during playing games. It can save and expand the memory of games.

On the other hand, this atmosphere and social connection can help people to know more and more, actually the game can be just a start point in this way.
PUBLISHING MONETISING
According game business courses of founder of Buildbox, the biggest and best platform to monetise is iTunes and after that is Google Play. Other reason I started to learn about publishing in this platform is more understandable development application. The application I used is Xcode which is free but when you want to publish your game, then you should pay for yearly developer account.

In March 13 2017 I have published the first version of test game by same character as the final game and some common assets.
Uncle Magnuz

By Hanif Bahari

Open iTunes to buy and download apps.

Description

Uncle Magnuz is one of the best jumpers in Scandinavia. He is bored so he packs his backpack and starts discovering new places.

Uncle Magnuz Support

Screenshot
PUBLISHING FINAL GAME

In April 25 2017 I have published the first version of final game in iTunes and then started to learn how to publish in other platforms.

MONETISING

The application serves advertisements from AdMob which is a subsidiary advertisement company of Google. This way of monetising is so common among indie game developers.
Uncle Magnus in Middle East
By Hanif Bahari
Open iTunes to buy and download apps.

Description
Uncle Magnus lives in Scandinavia, Sweden, in a small village, he wants to know more about other culture to understand how much his stereotypes are near to the reality. He starts with Middle East.

Uncle Magnus in Middle East Support

Screenshots

Free
Category: Games
Updated: Apr 25, 2017
Version: 1
Size: 154 MB
Language: English
Seller: Hanif Bahari
© hanifbahari@2017
Rated 4+

Compatibility: Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch.

Customer Ratings
We have not received enough ratings to display an average for the current version of this application.
Uncle Magnuz in Middle East

By Hanif Bahari

Open iTunes to buy and download apps.

Description

Uncle Magnuz lives in Scandinavia, Sweden, in a small village, he wants to know more about other culture to understand how much his stereotypes are near to the reality. He starts with Middle East.

Uncle Magnuz in Middle East Support »

What's New in Version 1.3

- Bug fixes
- User Interface Improvements

Screenshots

- iPhone
- iPad

Free

Category: Games

Updated: Apr 30, 2017

Version: 1.3

Size: 154 MB

Language: English

Seller: Hanif Bahari

© hanifbahari@2017

Rated 4+

Compatibility: Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch.

Customer Ratings

We have not received enough ratings to display an average for the current version of this application.
This project has potential to expand and the character has no limitation to be in other stories and observe other regions.
The aim behind this project can be strengthen by more focus on details to follow the idea of observation but it needs higher level of technical support.
To achieve the goal of this project, it needs to be presented to people and to be supported by governments.
TECHNICAL ADVICES

Game design                          Build box tutorial videos
Development in iTunes               Ty Audronis

APPLICATIONS USED IN THE PROJECT

Adobe Photoshop
Adobe Illustrator
Buildbox
Xcode
Sketch
Flinto
Final cut pro
GarageBand
1. The Study of Stereotyping, Prejudice, and Discrimination Within Social Psychology
   A Quick History of Theory and Research_Charles Stangor
   Handbook of Prejudice, Stereotyping, and Discrimination- Todd.D.Nelson

2. (Bargh, Chen, & Burrows, 1996; Dijksterhuis, Aarts, Bargh, & van Knippenberg, 2000; Wheeler & Petty, 2001)

3. The Study of Stereotyping, Prejudice, and Discrimination Within Social Psychology
   A Quick History of Theory and Research_Charles Stangor
   Handbook of Prejudice, Stereotyping, and Discrimination- Todd.D.Nelson

4. The Study of Stereotyping, Prejudice, and Discrimination Within Social Psychology
   A Quick History of Theory and Research_Charles Stangor
   Handbook of Prejudice, Stereotyping, and Discrimination- Todd.D.Nelson (Page 44)

5. Scott Gordon, Wis context
   Wisconsin Public Television and the University of Wisconsin

6. Erin N. Winkler
   Africology Department at University of Wisconsin-Milwaukee

7. Juho Hamari _ Janne Tuunanen
   Player Types: A Meta-synthesis 2014

8. Figure 1: Bartle's player type axes

9. SCB:SE FRÅN MASSUTVANDRING TILL REKORDINVANDRING
Thanks to my most influential teachers until now,  
My father, my mother and Michael B.Hardt

And thank you Sanna for your supports.