

Case study: My Abodo

See it in action: <http://www.myabodo.com>

Overview

As part of its campaign to change attitudes amongst 11-16 year olds about climate change, the Department for Food and Rural Affairs (DEFRA) commissioned Delib to develop an online learning game and toolkit.



Methodology

My Abodo is an interactive online tool in which players can customise a virtual house and see the potential impacts of each change on the climate. Once they are happy with their 'abodo', players can submit it to an online 'neighbourhood'. This allows people to explore the other abodos created and to see the different combinations implemented by other players.

Players are also given a mini-abodo 'widget', allowing them to embed their abodo in their blog or MySpace page to share with their friends. This both added to the self-expression experience of My Abodo and meant that the game could be disseminated through the extended social network of the original audience.

As well as engaging and educating on the issues surrounding climate change itself, the game also links out to an online 'toolkit' where visitors can look in more depth at the simple, significant changes they can make for themselves.



Results

To date, My Abodo has had some 128,000 total views of the main game from more than 97,000 unique visitors. There have been 29,930 personalised abodos made. Gradually, the abodo widgets became the principal way of experiencing the game with some 144,000 unique views of embedded abodos.

As well as simply tracking numbers, we were also able to track the responses garnered by My Abodo, both through the comments submitted by users along with their abodo and through blogs which picked up on the game. These comments will enable us to undertake significant qualitative analysis of My Abodo's impact.

Possibilities

My Abodo illustrates myriad exciting possibilities: the use of games as educational tools is increasingly well-established but My Abodo showed that these games need not be either educational or appealing. Moreover, the embedded widget demonstrates the effectiveness of a campaign strategy which leverages the value of social networks through shareable content. My Abodo also shows that a campaign can be allowed to run wild with the uncontrolled momentum of user-generated distribution but can still be tracked and analysed, gathering far more widespread and organic results than might otherwise be possible.