BRIDGE

Embracing differences, One Game at a Time

BRIDGE GAME DESCRIPTION:

"Bridge" is a transformative web-based interactive game designed to tackle intolerance issues by promoting inclusivity and empathy. "Bridge" leverages technology to teach societal tolerance and coexistence. By immersing players in diverse experiences and storylines, "Bridge" encourages empathy and perspective-taking, helping individuals see the world through the eyes of those different from themselves. The purpose of this project is to allow individuals to immerse themselves and experience the lives of those that face day to day discrimination to inspire behavioral change and gain perspective hence fostering empathy.

"Bridge Game" made significant difference by educating students about diverse needs of everyone and how we can create an inclusive environment for them. Our collaboration with Prime Academy and NUST Digital Club allowed us to connect with students, our key audience. The live broadcast on ABN News Channel also played a big role in spreading our message of peaceful coexistence and in promoting the "Bridge Game".

"BRIDGE GAME TAUGHT ME HOW SIMPLE ACTS OF KINDNESS CAN CREATE A MORE INCLUSIVE ENVIRONMENT FOR EVERYONE."

–Student From NDC x Bridge Event (Translated from Urdu)

TEAM:

The team includes 4 members: Fatima Rizwan Siddiqi, Lal Nisa Dilawer, Sahar Ashfaq and Zujajah Arshad Khan.

UNIVERSITY:

All team members are from National University of Science & Technology (NUST)

LOCATION:

The team is based in Islamabad, Pakistan.

@ bridgegamepk

TEAM BRIDGE

SAHAR ASHFAQ

FATIMA RIZWAN SIDDIQI

LAL NISA DILAWER

ZUJAJAH ARSHAD KHAN

TARGET AUDIENCE

DEMOGRAPHICS

- **Age:** Primarily 15 to 25 years old
- **Education Level:** High school and university students
- **Geographical Focus:** Emphasis on regions like Pakistan, with potential global reach
- **Socioeconomic Background**: Diverse, including both privileged and underprivileged students

MOTIVATIONS:

Students are motivated by a desire to learn and understand the world around them. They are eager to engage with content that challenges their thinking and broadens their horizons. Many are also driven by a sense of social responsibility and a desire to contribute positively to society. "Bridge" taps into these motivations by offering an educational experience that also promotes empathy and inclusivity.

VULNERABILITIES

Students may be vulnerable to the influences of societal norms and prejudices, which can perpetuate stereotypes and biases. They may also face peer pressure and societal expectations that hinder open-mindedness and acceptance of diversity. "Bridge" seeks to counter these vulnerabilities by providing a safe and engaging platform for exploring diverse perspectives.

MEDIA INFLUENCES

In today's digital age, students are significantly influenced by media, which shapes their perceptions and opinions. This generation is highly responsive to interactive media and games, which are effective tools for engagement and learning. By leveraging these platforms, "Bridge" can effectively reach and impact students by presenting content in a format that resonates with them.

MEDIA ACCESS:

Students are generally tech-savvy and have high access to digital platforms and the internet, making them well-suited to engage with a web-based game like "Bridge." They regularly use smartphones, tablets, and computers for educational and recreational purposes, and they are accustomed to interactive media and gaming.

By focusing on students, "Bridge" aims to influence the next generation of leaders and thinkers, equipping them with the empathy and understanding necessary to foster a more inclusive and tolerant society.

ABILITY TO ACCESS MEDIA

- Technology Use: High proficiency with digital devices and platforms
- Internet Access: Generally have reliable access to the internet, particularly in urban areas
- Engagement with Media: Regular use of social media, online games, and educational websites.

RATIONALE
✗ ✗ ✗ ✗

PRIMARY RESEARCH:

Our primary research included evaluating whether or not gamification is an effective learning method to teach coexistence and understanding needs of our target audience.
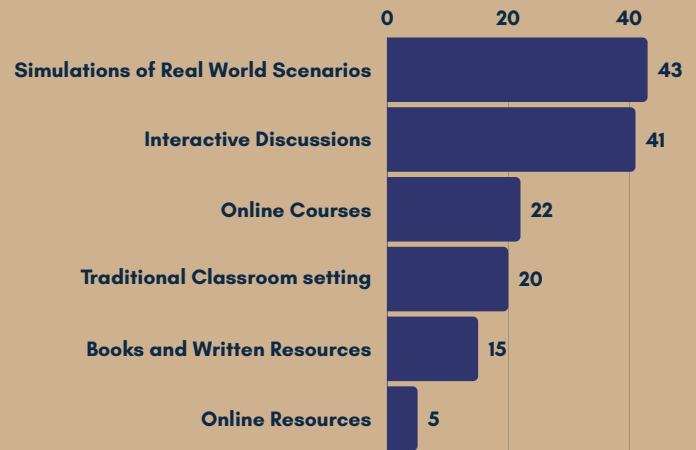
Surveyed 60 participants on effectiveness of different learning methods, with the results showing

72.9%
Preferred simulations of real-world cases over other teaching methods.

69.5%
Favored interactive discussions as their preferred learning method.

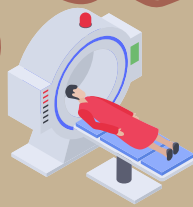| Learning Method	Value
Simulations of Real World Scenarios	43
Interactive Discussions	41
Online Courses	22
Traditional Classroom setting	20
Books and Written Resources	15
Online Resources	5

(Axis markings: 0, 20, 40)

SECONDARY RESEARCH:

Our secondary research entails understanding the empathic learning process and biological understanding of the development of morals and source of acts of intolerance from scientific journals and research papers.

Understanding   Acting

Circular Process of Empathy

Feeling Sympathy   Meaning

Identification   Imagination

Perspective Taking

An individual goes through all of these stages can properly develop empathy.

This research suggests the brain regions involved in moral judgment change from adolescence to adulthood.

With age there is an increased activity in brain regions involved in mentalizing. This suggests that children's moral judgement is still developing hence open to learning.

The paper identifies three main causes of intolerance

Prejudicial Intolerance: caused by rigid thinking, and a sense of in-group superiority

Intuitive Intolerance: arises from immediate, unreflective emotional reactions

Deliberative Intolerance: This form of intolerance is driven by a reflective reasoning process

a, S. C. (2014). From what isn't empathy to empathic learning process. Procedia - Social and Behavioral Sciences.

Harenski CL, Neural development of mentalizing in moral judgment from adolescence to adulthood. Dev Cogn Neurosci. 2012

Verkuyten, M. (2020). The Psychology of Intolerance: Unpacking Diverse Understandings of Intolerance. Current Directions in Psychological Science

UTILIZATION:

- Research showed that real-world scenario simulations and interactive discussions were highly effective learning methods, leading us to design "Bridge" as an immersive game that simulates diverse real-life situations.
- Secondary research on empathic learning stages leads us to understand that fostering empathy is a staged process and we make an attempt to make the players of our game learn about diverse experiences first hand not only having to understand and gain perspective but also act on it through the gameplay
- The evolving mentalizing abilities from adolescence to adulthood informed our game's target market and proves space for moral development can be learned.
- Additionally, we want to address the root causes of intolerance—prejudicial, intuitive, and deliberative—the game uses interactive elements to counter these biases and promote empathy. The game puts you in their shoes allowing a far more immersive experience garnering greater sympathy than just reading a story.

- **Establish a Platform for Engagement and Interaction:** Create an accessible and interactive online platform where players can engage with the themes of inclusivity and coexistence. The goal is to facilitate meaningful interactions among players, educators, and the community, fostering a deeper understanding of diversity.
- **Provide an Immersive Educational Experience:** Develop a web-based video game that offers an interactive and immersive experience, allowing players to explore real-world scenarios that promote empathy and understanding. This goal aims to make learning about tolerance and coexistence engaging and impactful.
- **Change Negative Perceptions and Encourage Positive Action:** Ignite a sense of empathy and agency among players, motivating them to take action against intolerance in their own communities. The objective is to measure the effectiveness of this goal through social media metrics, player feedback, and in-game behavior analytics.
- **Drive Community Engagement Through Educational Events:** Organize both virtual and in-person events to engage with students and the broader community, creating opportunities for direct interaction with the game and its themes. Success will be measured by event attendance, participation rates, and post-event feedback.
- **Amplify Project Reach Through Strategic Partnerships:** Establish and leverage partnerships with educational institutions like Prime Academy and media outlets to broaden the project's reach. This goal is to be assessed by the number of partnerships formed and the impact they have on project visibility and community engagement.

PROJECT GOALS

TACTICS

1 EDUCATIONAL GAMEPLAY: BRIDGE GAME FOR OUTREACH

- The game is the primary tool for outreach, engaging players through interactive and educational gameplay.
- Level 1 tests students ability to recognize and accommodate the strengths and needs of diverse team members, fostering a cohesive and inclusive environment.
- Level 2 & 3 shows how some people have natural disadvantages and are excluded from many aspects of life and how we must try to not leave anyone behind in the race.
- Animals as main characters shows everyone's different strengths and weaknesses, implying that everyone has something unique to contribute.
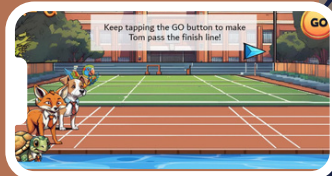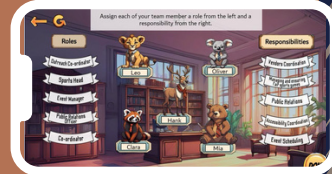
2 SOCIAL MEDIA INTEGRATION

- We utilized Instagram and TikTok, two platforms popular with our target audience, to promote the game. Ads were also run on Instagram to specifically target our desired demographic, enhancing outreach and engagement. The social media ads redirected people to the game link.
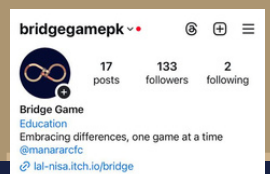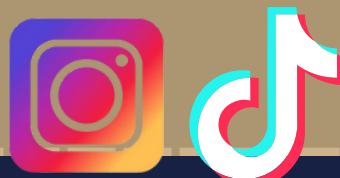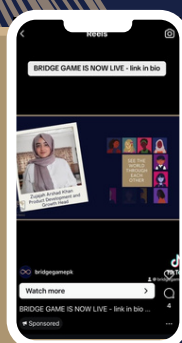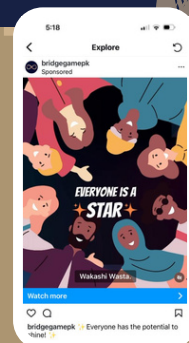
3 OUTREACH THROUGH PARTNERSHIPS

Partnering with institutions like Prime Academy and the NUST Digital Club enabled us to directly engage students and educators, amplifying the game's impact. Prime Academy's mission to educate and NDC's mission to promote digital solutions resonated with our goals.

4 ENGAGEMENT THROUGH IN-PERSON EVENT

A hands-on event at Prime Academy provided students with an immersive experience of the game. This direct interaction fostered discussions on inclusivity and co-existence, empowering students to become advocates for the game.

5 ENGAGEMENT THROUGH VIRTUAL EVENT

A virtual event with NUST Digital Club allowed us to reach a broader audience. Real-time feedback and discussions encouraged active participation, giving students a sense of ownership and involvement in the project.
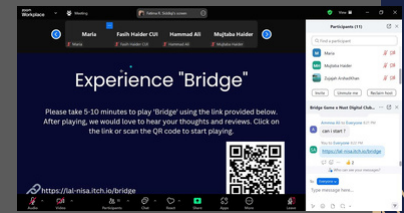
6 PR OUTREACH

The game was featured on ABN News and @yourislamabad (local news blogger), providing valuable exposure and establishing credibility. This media coverage broadened our reach, bringing the game to a wider audience and increasing public awareness.
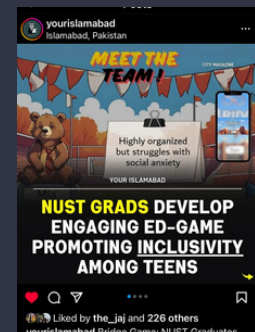
7 INFLUENCER MARKETING

We collaborated with influencers who promoted the game instagram reels and stories. This tactic leveraged their established follower bases to extend our reach, making the game more accessible and relatable to their audiences
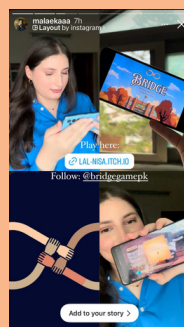
8 PEER ENGAGEMENT

Students from Prime Academy were encouraged to test the game and recommend it to their peers. Their positive feedback and social media posts helped spread the word, creating a ripple effect of engagement.
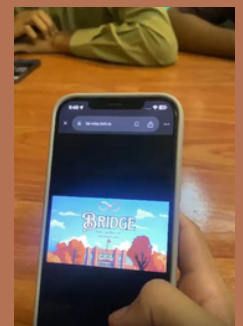
STRENGTHS

Strategic Educational Partnerships
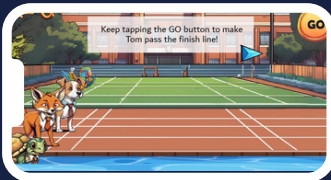***Collaboration with Prime Academy and NUST Digital Club:*** Our partnership with Prime Academy enabled us to integrate "Bridge" within an educational setting, allowing students to engage directly with the game. Collaborating with NUST Digital Club further extended our reach and influence within the academic community. Known for its commitment to promoting and educating people about digital technology, the club has been instrumental in running digital campaigns for flood victims and organizing events like Reel Fest and Photowalk. These initiatives emphasize the importance of the digital realm, making NUST Digital Club an ideal partner for promoting transformative learning experiences through "Bridge."

Robust Media Exposure
National News Feature: "Bridge" was featured on ABN News, a national television channel in Pakistan, with 73.6K YouTube subscribers. This feature provided an opportunity to engage a broader audience, demonstrating the project's potential to influence societal change on a larger scale. In addition to this, "Bridge" was actively promoted on the social media profiles of a magazine with a following of 75.4k and several influencers with a combined following of around 47k. This exposure enabled us to amplify our message and broaden our reach.

> "After playing 'Bridge,' I gained a deeper understanding of the challenges faced by others. It encouraged me to reflect on my biases and promote inclusivity in my community." ---- Student Remark

Gamification - Active Learning
Gamified Learning Methodology to teach inclusivity: The gamification element of Bridge helps students to learn more actively. Students were able to engage and interact with the animations which helped them in imagining life from diverse people's perspectives.
Additionally animal characters helped students in understanding diverse strengths and weaknesses and how they need to create a kind environment for them.

Tangible Impact and Positive Feedback:
Tangible Social Impact: With a total of 1,300+ clicks to play the game, "Bridge" has demonstrated its ability to engage students and encourage dialogue around coexistence. This tangible impact highlights the game's effectiveness as an educational resource. The positive feedback received from students and educators underscores the game's potential to foster empathy and understanding among young people.

Interactive Educational Design:
Appeal to Students: "Bridge" effectively combines interactive gaming with educational content, making it a compelling tool for students. This blend of education and play resonates well with students, and hence students are able to retain these concepts of inclusivity and coexistemce.
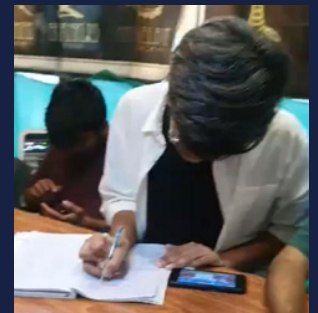
IMPROVEMENTS

1. Time Management
Balancing our final year academic responsibilities and part-time jobs was challenging, limiting our time for game development. Effective time management was a challenge, particularly in coordinating development milestones with feedback collection. We implemented a strict schedule and used project management tools to prioritize tasks effectively, teaching us the importance of time management and prioritization. To improve, we plan to implement more structured timelines and adopt an agile methodology.

2: Communication with Developer:
We initially struggled to convey our vision to the game developer, leading to misunderstandings and delays. Creating a detailed storyboard helped bridge this communication gap, allowing the developer to align with our goals. This experience underscored the importance of clear communication and visualization tools.

3: Project Explanation:
Clearly communicating the game's purpose and impact was initially challenging. We refined our messaging by creating concise explanations and engaging marketing materials, which helped convey the game's mission. This taught us the value of clear, targeted messaging in capturing audience interest.

MEASURES OF EFFECTIVENESS

PRE GAME AND POST GAME SURVEY:
Testimonials on increased understanding of empathy

"I DON'T KNOW IF PLAYING A GAME CAN REALLY TEACH ME MORE ABOUT HOW TO MAKE PEOPLE FEEL INCLUDED" - AMMNA ALI

AFTER PLAYING THE GAME DO YOU FEEL LIKE YOU UNDERSTAND THE CONCEPT OF COEXISTENCE MORE THAN BEFORE IT?

No 15.9%

Yes 84.1%

DID YOU FEEL FOR THE CHARACTERS CIRCUMSTANCES WHILE HAVING TO EXPERIENCE THEIR DAY TO DAY STRUGGLES?
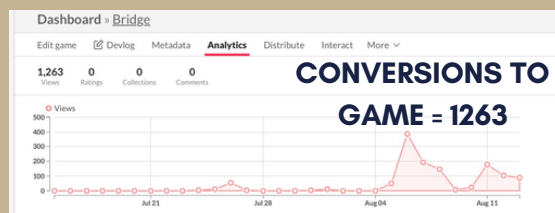
No 3.7%

Yes 96.3%

"IT WAS REALLY INTERESTING BEING PLACED IN ANOTHER PERSONS SHOES AND HAVING TO PLAY WITH THEIR DISADVANTAGES" - AMMNA ALI

IN GAME ANALYTICS: (ITCH.IO)

	Conversions	Improved Score
	HOW MANY PLAYERS OPENED AND PLAYED THE GAME LINK?	HOW MANY PLAYERS GOT A BETTER SCORE AFTER PLAYING THE GAME FOR A SECOND TIME INDICATING IMPROVED UNDERSTANDING?
KPI'S	Dashboard » Bridge — Edit game, Devlog, Metadata, Analytics, Distribute, Interact, More — 1,263 Views, 0 Ratings, 0 Collections, 0 Comments — Views — CONVERSIONS TO GAME = 1263	GAME SCORE: 60 % SHOWED IMPROVEMENTS — SCORE 1 — SCORE 10

MARKETING ANALYTICS

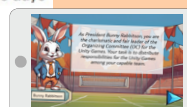|	DIGITAL MARKETING		TRADITIONAL MARKETING	KEY PERFORMANCE INDICATORS
Reach	259,991 Accounts reached — 98.5% from ads — +160% 0% Followers — +13,803% 100% Non-followers — Impressions 436,243	INFLUENCER REACH: 6.2K — ARTICLE REACH: 75.4K	NEWS BROADCAST WITH 150K VIEWERS	VIEWS AND IMPRESSIONS TOTAL REACH = 517,843
Engagement	746 Accounts engaged — +144% 11.1% Followers — +5,015% 88.9% Non-followers — ACCOUNTS ENGAGED 200	lasbot 3d — Time to let out my inner child!!! — wajihaamir 10h — Love the concept — lulusehant 2d — The idea sounds so great. I'm proud of their endeavor! — laliaAkhan13 2d — Amazing initiative — ACCOUNTS ENGAGED 400	EVENTS: ENGAGED 50 STUDENTS WHO FURTHER ENGAGED IN P2P DISCUSSION 50 MORE	COMMENTS, SHARES, SAVES, LIKES, DISCUSSION TOTAL ENGAGEMENT = 1346
Conver-sions	Incoming visits from other sites over the past 30 days — Referrer / Visits — http://instagram.com/ 266 — https://l.instagram.com/ 48		EVENTS: GOT PLAYS OF GAME FROM 40 STUDENTS	FOLLOWERS, CLICKS, PLAYS TOTAL CONVERSIONS = 1263

FINDINGS

- The positive response online, by players and educational institutions suggests Bridge has the potential for broader implementation and can be an effective tool for spreading awareness
- The game generated over 1,000 social media engagement. This level of social media engagement reflects the game's effectiveness in sparking conversations and spreading positive narratives online.
- 96.3% of the players said that they felt helpless in the disadvantaged players situation indicating a developed understanding of the struggle of marginalized communities and fostering of empathy.
- 60% players showed improvements upon playing the game for the second time showing progress in players abilities to internalize the lessons on inclusivity

SUSTAINIBILITY   SCALABILITY

Financial Sustainibility

The project has received initial funding and support from partners such as the Manara Regional Center for Coexistence.

Additional funding opportunities through grants, sponsorships, and **partnerships** with educational institutions and NGOs. Introducing a subscription model for schools and universities to offer premium content to generate ongoing revenue and help us **overcome the financial barrier**.

Institutional Sustainibility

We have established partnerships with educational institutions like Prime Academy and NUST Business School, which have facilitated the launch and promotion of the game

We plan to strengthen and expand these partnerships by integrating the game into school curricula as a tool for teaching diversity and empathy. Collaborating with government educational bodies can further institutionalize the project and ensure its adoption across more schools and universities.

Environmental Sustainibility

The project leverages digital platforms, minimizing physical resource consumption. Moreover, as our game is digital, it can easily be **transferred** to any other geographical location.

To maintain environmental sustainability, we will continue to focus on digital distribution and updates, reducing the need for physical materials.

Cultural Sustainibility

The game promotes cultural understanding and empathy by encouraging players to experience diverse perspectives. And as Bridge uses animated cartoon characters to teach, it can be **transferred** to all regions.

We will continue to collect feedback from diverse cultural groups to ensure the game's content remains relevant and respectful. We can maintain and enhance cultural sustainability by incorporating new scenarios and narratives that reflect different cultural contexts.

Social Sustainibility

The game has been well-received in educational settings and on social media, sparking discussions about tolerance and coexistence.
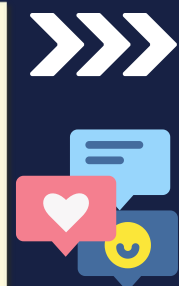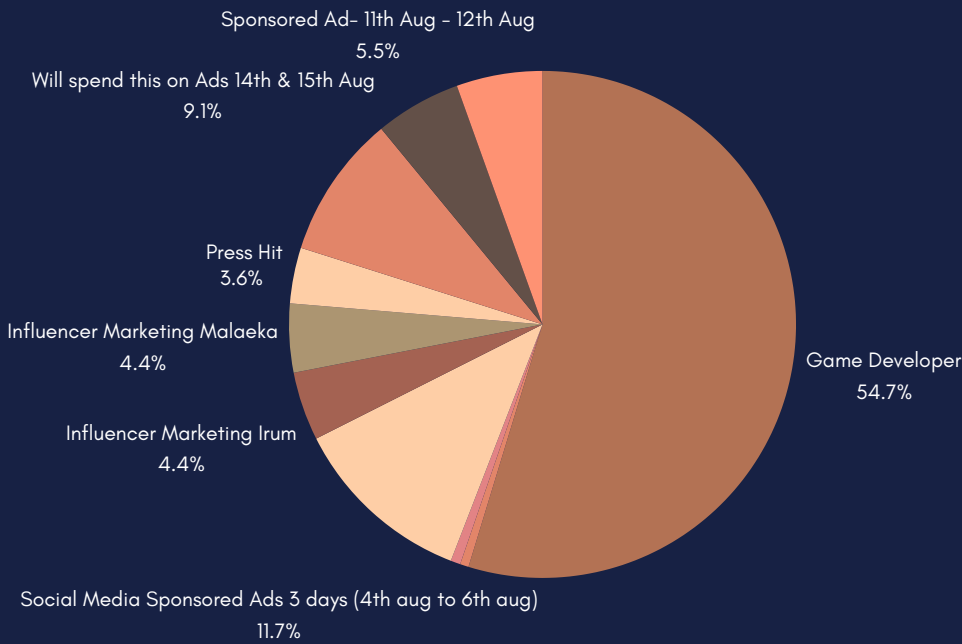
We will build a community of users through online forums and social media, encouraging dialogue and collaboration. Expanding outreach efforts to include workshops and events with community organizations can deepen the project's social impact and encourage grassroots advocacy for diversity and inclusion.

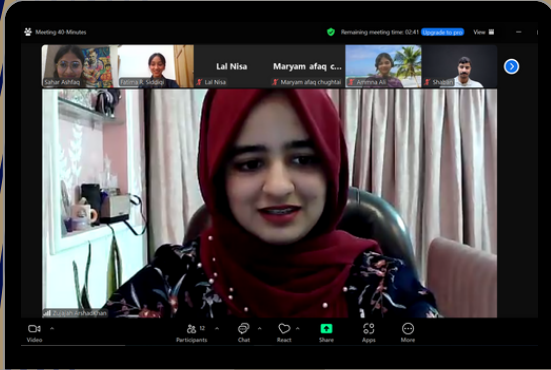# BUDGET AMPLIFICATION OF PROJECT STRATEGY

Amount Received   **$985**

Pie chart

- Game Developer — 54.7%
- Sponsored Ad- 11th Aug - 12th Aug — 5.5%
- Will spend this on Ads 14th & 15th Aug — 9.1%
- Press Hit — 3.6%
- Influencer Marketing Malaeka — 4.4%
- Influencer Marketing Irum — 4.4%
- Social Media Sponsored Ads 3 days (4th aug to 6th aug) — 11.7%

	$
Game Developer	537.63
Event Promotion - Standee	5.38
Event Promotion - Refreshments	6.13
Social Media Sponsored Ads 3 days (4th aug to 6th aug)	114.69
Influencer Marketing Irum	43.05
Influencer Marketing Malaika	43.05
Press Hit - yourislamabad	35.00
Sponsored Ad 11th & 12th August	53.89
Sponsored Ad 13th & 14th Aug	53.89
We will spend this on sponsored ads from 14th to 16th August	92

Initiatives	Audience Reached
Social Media Marketing	260K +
Online Game / Website	1200 +

Total   **$985**

MEDIA

EVENTS

VIRTUAL EVENT

PHYSICAL EVENT

BRIDGE

Embracing differences, One Game at a Time

SCAN &

PLAY

CLICK ON RUN GAME

#Fromtheregiontotheregion

STANDEE

SOCIAL MEDIA
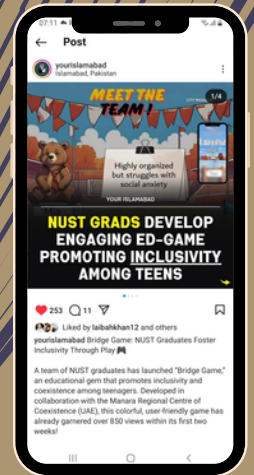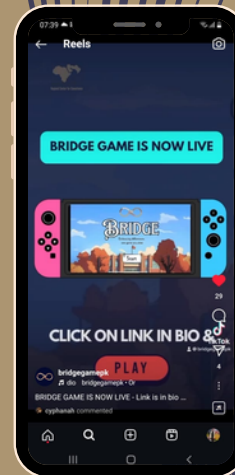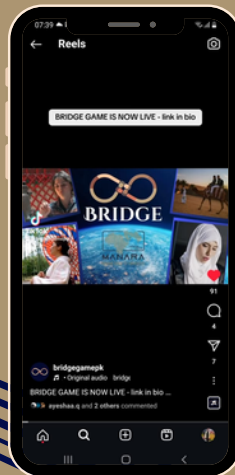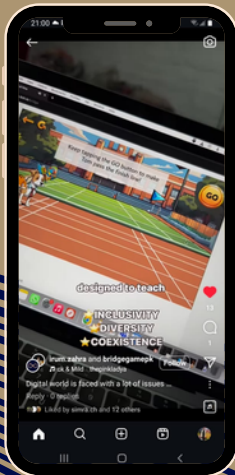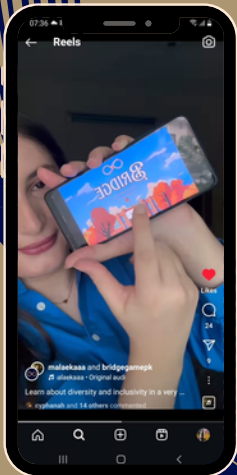
INFLUENCER MARKETING

REELS AND POSTS

E-MAGAZINE FEATURE

@BRIDGEGAMEPK
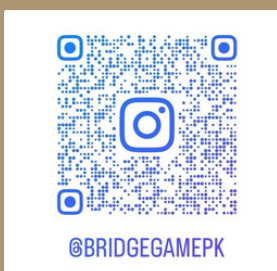
INSTAGRAM PAGE

BRIDGE

ABN NEWS TV BROADCAST

#FROMTHE REGION TOTHEREGION