

Click! 2005: Developing the Ultimate Urban Adventure Game for Middle School Girls

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Abstract

This paper describes the development of the mixed-reality game Click! 2005 as a technology rich sub-culture for middle school girls (ages 11 to 14). Many have highlighted the need for new approaches to engage girls in learning about technology (AAUW 2000, Davidson & Schofield 2001, Bae et al 2000). Middle school is the period when many girls begin to opt out of technology and science related courses because their identity and self-esteem become more closely tied to interpersonal relationships than academic achievement (AAUW 2000). Our development process and educational evaluation of Click! led to new insights about gaming, technology, education, and girls. Many of these insights have broader implications for game and technology development.