GDC 2005 Experimental Gameplay Workshop
I Love Bees ~ 42 Entertainment ~ Jane McGonigal
HALT - MODULE CORE HEMORRHAGE

Control has been yielded to the SYSTEM PERIL DISTRIBUTED REFLEX.

This medium is classified, and has a STRONG INTRUSIVE INCLINATION.

In 4 days, network throttling will erode.
In 18 days this medium will metastasize.

COUNTRDOW TO WIDE AWAKE AND PHYSICAL:
31:11:00:54:544

Make your decisions accordingly.

FAQ
Q: What happened to this site?
A: No idea. Help me out here.
HALT - MODULE CORE HEMORRHAGE

Control has been yielded to the SYSTEM PERIL DISTRIBUTED REFLEX.

This medium is classified, and has a STRONG INTRUSIVE INCLINATION.

In 4 days, network throttling will erode.
In 18 days this medium will metastasize.

COUNTDOWN TO WIDE AWAKE AND PHYSICAL: 31:11:00:54:544
I LOVE BEES

JULY 16 2004 - NOVEMBER 9 2004
R.I.P.

GDC 2005 Experimental Gameplay Workshop
I Love Bees ~ 42 Entertainment ~ Jane McGonigal
I Love Bees was designed as a pervasive experience of the backstory to Bungie’s *Halo 2*. 
Real world timeline.

2004. Real people on real Earth.

2552. Real future on real Earth.

Halo 2 timeline.

2552. Alternate future in alternate reality.
Real world timeline.


_Halo 2 timeline._

2552. Alternate future in alternate reality.

How can we make _real people_ on _this_ Earth responsible for a _fictional_ future in an _alternate reality_?
Our experimental design challenge:

- Make the first ever *massively multiplayer, persistent-world* pervasive game,

or, from another POV,

- the first ever *massively pervasive* alternate reality game.
What is pervasive gaming? [http://iperg.sics.se]

What is alternate reality gaming? [www.argn.com]
central park easter egg hunt
flash mobs
the Go Game
the Beast

(www.cloudmakers.org)
Our (secret) experimental design challenge:

• make a *more immersive* pervasive game with more lasting community, and

• make a *more accessible* and *more casual* alternate reality game with *more opportunities* to actually contribute for *more players*. 
1. hard-core gamers FALL DOWN THE RABBIT HOLE

For ARG fans, a clue embedded in a jar of honey

For Halo fans: a clue embedded in a trailer

I lovebees
2. they FIND THE ONLY WEB SITE www.ilovebees.com
3. Casual players consult a BLOG www.ilovebees.blogspot.com
4. They FIND THE GPS COORDINATES: missions, not puzzles
5. They **TRANSLATE THE GPS COORDINATES**

<table>
<thead>
<tr>
<th>Time</th>
<th>Latitude</th>
<th>Longitude</th>
<th>Town(ship)</th>
<th>State</th>
<th>Rand City</th>
<th>MAP</th>
<th>rand</th>
<th>acme</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 PST 40 45887</td>
<td>-74.42742</td>
<td>-74.50073</td>
<td>Milltown NJ</td>
<td>New Jersey</td>
<td>North Brunswick</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 40 2125</td>
<td>-71.50337</td>
<td>-71.50495</td>
<td>Concord NH</td>
<td>New Hampshire</td>
<td>Concord</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 40 3003</td>
<td>-74.03955</td>
<td>-74.03643</td>
<td>Hoboken NJ</td>
<td>New York</td>
<td>New York</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 40 3463</td>
<td>-74.6643</td>
<td>-74.66256</td>
<td>Princeton NJ</td>
<td>New Jersey</td>
<td>Princeton</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 40 34987</td>
<td>-74.66256</td>
<td>-74.66256</td>
<td>Princeton NJ</td>
<td>New Jersey</td>
<td>Princeton</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 39 896</td>
<td>-76.03686</td>
<td>-76.03686</td>
<td>Haddonfield NJ</td>
<td>New Jersey</td>
<td>Cherry Hill</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 39 22767</td>
<td>-84.34263</td>
<td>-84.34263</td>
<td>Dunwoody GA</td>
<td>Georgia</td>
<td>Dunwoody</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 40 7363</td>
<td>-74.02931</td>
<td>-74.02931</td>
<td>Hoboken NJ</td>
<td>New York</td>
<td>New York</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 41 82068</td>
<td>-71.49749</td>
<td>-71.49749</td>
<td>Cranston RI</td>
<td>Rhode Island</td>
<td>Providence</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 40 77468</td>
<td>-74.0386</td>
<td>-74.0386</td>
<td>Union City NJ</td>
<td>New Jersey</td>
<td>Union City</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 51 752101</td>
<td>-1.2579</td>
<td>-1.2579</td>
<td>Oxford</td>
<td>United Kingdom</td>
<td>Oxford</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 39 663651</td>
<td>-75.75451</td>
<td>-75.75451</td>
<td>Newark DE</td>
<td>Delaware</td>
<td>Newark</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 38 950344</td>
<td>-104.7593</td>
<td>-104.7593</td>
<td>Pittsburgh CO</td>
<td>Pennsylvania</td>
<td>Pittsburgh</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 38 067925</td>
<td>-94.17044</td>
<td>-94.17044</td>
<td>Fayetteville AR</td>
<td>Arkansas</td>
<td>Fayetteville</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 33 12819</td>
<td>-117.15113</td>
<td>-117.15113</td>
<td>San Marcos CA</td>
<td>California</td>
<td>San Marcos</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 27 96103</td>
<td>-82.396362</td>
<td>-82.396362</td>
<td>Mango FL</td>
<td>Florida</td>
<td>East Lake-Orient Park</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 40 40653</td>
<td>-74.4228</td>
<td>-74.4228</td>
<td>Highland Park NJ</td>
<td>New Jersey</td>
<td>North Brunswick</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 28 706022</td>
<td>-80.40362</td>
<td>-80.40362</td>
<td>West Palm Beach FL</td>
<td>Florida</td>
<td>West Palm Beach</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 37 99103</td>
<td>-121.313</td>
<td>-121.313</td>
<td>Stockton CA</td>
<td>California</td>
<td>Stockton</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 51 513001</td>
<td>-0.132661</td>
<td>-0.132661</td>
<td>London</td>
<td>United Kingdom</td>
<td>London</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 40 436001</td>
<td>-79.957633</td>
<td>-79.957633</td>
<td>Pittsburgh PA</td>
<td>Pennsylvania</td>
<td>Pittsburgh</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 38 940652</td>
<td>-122.030564</td>
<td>-122.030564</td>
<td>San Lorenzo River CA</td>
<td>California</td>
<td>Santa Cruz</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 38 00883</td>
<td>-78.643633</td>
<td>-78.643633</td>
<td>Durham NC</td>
<td>North Carolina</td>
<td>Durham</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 37 952706</td>
<td>-122.350624</td>
<td>-122.350624</td>
<td>San Francisco CA</td>
<td>California</td>
<td>San Francisco</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 39 97775</td>
<td>-105.240395</td>
<td>-105.240395</td>
<td>Marshall CO</td>
<td>Colorado</td>
<td>Boulder</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 30 870746</td>
<td>86.101536</td>
<td>86.101536</td>
<td>Mobile AL</td>
<td>Alabama</td>
<td>Mobile</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 31 21753</td>
<td>85.360687</td>
<td>85.360687</td>
<td>Dothan AL</td>
<td>Alabama</td>
<td>Dothan</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 35 776903</td>
<td>-76.638117</td>
<td>-76.638117</td>
<td>Raleigh NC</td>
<td>North Carolina</td>
<td>Raleigh</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 34 076978</td>
<td>-116.338915</td>
<td>-116.338915</td>
<td>Beverly Hills CA</td>
<td>California</td>
<td>Beverly Hills</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 37 86098</td>
<td>-122.490367</td>
<td>-122.490367</td>
<td>Sausalito CA</td>
<td>California</td>
<td>San Francisco</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 38 227326</td>
<td>-80.845983</td>
<td>-80.845983</td>
<td>Mecklenburg County NC</td>
<td>North Carolina</td>
<td>Charlotte</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 38 375354</td>
<td>-119.022591</td>
<td>-119.022591</td>
<td>Eakersfield CA</td>
<td>California</td>
<td>Eakersfield</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 39 327562</td>
<td>-74.55441</td>
<td>-74.55441</td>
<td>Moorestown NJ</td>
<td>New Jersey</td>
<td>Cherry Hill</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 33 556497</td>
<td>-112.25509</td>
<td>-112.25509</td>
<td>Peoria AZ</td>
<td>Arizona</td>
<td>Peoria</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 38 897183</td>
<td>-77.005517</td>
<td>-77.005517</td>
<td>Washington DC</td>
<td>D.C.</td>
<td>Washington</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 37 86996</td>
<td>-122.254868</td>
<td>-122.254868</td>
<td>Berkeley CA</td>
<td>California</td>
<td>Berkeley</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 35 900075</td>
<td>-75.024334</td>
<td>-75.024334</td>
<td>Chapel Hill NC</td>
<td>North Carolina</td>
<td>Chapel Hill</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 20 336159</td>
<td>-81.691948</td>
<td>-81.691948</td>
<td>Loughman FL</td>
<td>Florida</td>
<td>33 km SW of Orlando</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 34 41652</td>
<td>-118.84356</td>
<td>-118.84356</td>
<td>Goleta Point CA</td>
<td>California</td>
<td>Isla Vista</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
<tr>
<td>11:00 PST 40 95889</td>
<td>-74.036736</td>
<td>-74.036736</td>
<td>Paramus NJ</td>
<td>New Jersey</td>
<td>Paterson</td>
<td>map</td>
<td>rand</td>
<td>acme</td>
</tr>
</tbody>
</table>
6. SHOW UP, ANSWER RINGING PAYPHONES
7. UNLOCK RADIO DRAMA ONLINE

Chapter One
Jan: "The Walk-away Girl"
Kamal: "The Arrangement"
Jersey: "Boy Meets Girl"
Herzog: "I Had a Receipt"

Chapter Two
Jan: "Witness"
Kamal: "The Red Button"
Jersey: "If Someone Was Listening"
Herzog: "Old Spies"

Chapter Three
Jan: "Thin Rinkle"
Kamal: "Chicken Dinner"
Jersey: "Taxes Suck"
Herzog: "The Apocalypse"

Chapter Four
Jan: "Big Dog"
Kamal: "Totally Legitimate Business"
Jersey: "The Audit"
Rani: "The Recruitment"
Herzog: "Enigma"

Chapter Five
Jan: "Bang"
Kamal: "Casino"
Jersey: "A Soldier's Duty"
Rani: "The Wedding"
Herzog: "Feeding the Ducks"

Chapter Six
Jan: "Ice Cream"
Kamal: "The Affair"
Jersey: "Stormy Weather"
Rani: "Jumper"
Herzog: "My Conscience"
HALT - MODULE CORE HEMORRHAGE

Control has been yielded to the SYSTEM PERIL DISTRIBUTED REFLEX.

This medium is classified, and has a STRONG INTRUSIVE INCLINATION.

In 4 days, network throttling will erode.
In 18 days this medium will metastasize.

COUNTDOWN TO WIDE AWAKE AND PHYSICAL:
31:11:00:54:544
Thank you.

For more information:

www.4orty2wo.com

www.avantgame.com/ilovebees.htm