

*DICE 2010*  
*Jesse Schell*

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TRANSCRIPTION

Min-U-Script® with Word Index

1       JESSE SCHELL: I'm supposed to be over here, so  
2 I'll be over here.

3       Today I'm going to talk about "Beyond  
4 Facebook," beyond Facebook.

5       And I thought this was important to talk about  
6 because everyone has just been talking Facebook,  
7 Facebook, Facebook.

8       So many of the people in this room have called  
9 me up and said: Can you help me make a Farmville  
10 knockoff?

11       It's hard for any of us to see beyond it. I  
12 figure, if we can't talk about the future here at  
13 D.I.C.E., when are we going to be able to talk  
14 about it?

15       Why have I been thinking about the future? I  
16 do a number of things -- in case you don't know  
17 me -- I run a studio, Schell Games. We have about  
18 60 people; we do a lot of unusual projects from  
19 interactive theme park rides to MMOs for kids to  
20 interactive toys, a lot of different types of  
21 things. We are always trying to think of what's  
22 next.

23       I teach at the Carnegie Mellon University at  
24 the Entertainment Technology Center, and we're  
25 trying to prepare the students for the future, so

1 we're always kind of thinking about it there.

2 I used to be a Disney Imagineer, and when I was  
3 there, I was always thinking about that, and I  
4 still do a lot of things for Disney.

5 And I wrote a book that's ostensibly supposed  
6 to help prepare people for the future.

7 Okay. So all this thinking about the future.  
8 There's one thing I've been thinking about a lot  
9 this past year, that's Facebook. And I will start  
10 with not a prediction, but an observation:

11 Facebook kind of knocked us on our collective ass  
12 this year. I don't think a lot of us saw it  
13 coming. And saw the success of Facebook games as  
14 something that we would take seriously. And it  
15 sort of threw a lot of people into a panic.

16 I know some people in this room are experts,  
17 absolutely world class, the absolute experts on  
18 Facebook games. Other people know almost nothing  
19 about it. So I want to talk a little bit about  
20 the present before we get to talking about ideas  
21 about the future.

22 If Facebook is something you don't know a lot  
23 about, I'm going to give you some Facebook math,  
24 because its understanding the Facebook math that  
25 you can understand what is going on with Facebook.

1       So here is a useful Facebook equation: FB is  
2 greater than T. What I mean by that is: There  
3 are more Farmville players than there are Twitter  
4 accounts. Okay?

5       So Facebook is very big, in case you didn't  
6 know that it was big. It's actually quite large,  
7 indeed.

8       Okay. So here is another equation: LG --  
9 standing for lead generation -- and you might say,  
10 What the heck is lead generation? And we will get  
11 to it in a minute -- is greater than DP, direct  
12 payment.

13       So what does that mean?

14       So, if you haven't played one of these Facebook  
15 games, one of the things that may surprise you is  
16 you play them for free, but if you want to get  
17 money, you can earn it slowly or you can pay cash  
18 money, that's a direct payment, in order to get  
19 more virtual money.

20       Or you can go sign up for credit cards and  
21 stuff and get all kinds of virtual money.

22       One thing a lot of people don't realize and  
23 it's sort of disputed and debated and kept secret,  
24 it's very possible that lead generation -- this  
25 "sign up for a credit card and we will give you

1 virtual money "-- actually generates more money  
2 than direct payment.

3 Direct payments are weird enough, because  
4 they're microtransactions, and that's even  
5 stranger.

6 So Facebook is strange. It's not like what we  
7 know from the retail model at all. It is upside  
8 down and backwards and different and just very,  
9 very strange that way.

10 And -- oh, now, I'm going to make a side note.  
11 I'm going to address this to someone personally,  
12 which is a little strange to do. So Brian  
13 Reynolds, I'm just going to say this. Hey, Brian.

14 Brian, if you guys do not make a Farmville slot  
15 machine where every time you win, you get cash  
16 money and every time you lose you get virtual  
17 money, then you are stupid!

18 Because that would make you the richest person  
19 in the world!

20 Okay. Back to the Facebook math.

21 All right. So now here is another equation  
22 that is a little more complicated, you have to  
23 bear with me:

24 EA minus 1500 full-time employees plus Playfish  
25 minus \$300 million in the same day equals ...

1       What in the world is going on?

2       The world has gone crazy, apparently!

3       Apparently!

4       So Facebook is terrifying. I'm not necessarily  
5 saying EA made this move out of panic or terror, I  
6 don't know. But I know that, when I heard about  
7 it I was terrified personally, and I think a lot  
8 of other people were too.

9       Anyway, there is Facebook for you, Facebook in  
10 a nutshell. It is big! It is strange! It is  
11 terrifying!

12       Okay. But is it really so terrifying? Maybe  
13 "terrifying" is the wrong word. It's more  
14 unexpected. We didn't see it coming -- at least  
15 most of us didn't see it coming. Otherwise, we  
16 would be very rich.

17       But you know, Facebook is not the only thing  
18 that's been unexpected lately. We've had a lot of  
19 unexpected things in the gaming industry in the  
20 past few years. Sure, we've had Mafia Wars and  
21 Farmville and the other successful Facebook games.  
22 Those are unexpected.

23       But, Club Penguin? An inexpensive Flash game  
24 for kids suddenly is pulling down millions of  
25 dollars a month, and suddenly gets purchased for

1 \$350 million by the Walt Disney Company? That was  
2 unexpected.

3 The Wii. I don't think -- I don't know. Raise  
4 your hand if, when you heard about the Wii, you  
5 were thinking: That's going to be the winning  
6 console.

7 Okay. There was a few people.

8 Most of us: What?

9 And then the Wii Fit. That's kind of a cool  
10 idea. It pulled down a billion dollars all by  
11 itself!

12 A billion dollars!

13 And then Guitar Hero.

14 \$70 for a plastic guitar, and it's going to be  
15 one of the top games for the year, with many  
16 sequels and on and -- that was unexpected.

17 Webkinz.

18 What?

19 Really? Like ... really?

20 And even little things like the Achievements,  
21 the Xbox Achievements. I mean -- oh, that's cute,  
22 this Achievements thing. But then it's huge and  
23 people are insane about it!

24 I think a lot of us didn't see that coming. I  
25 suspect if Microsoft had seen it coming, they

1 would have done a little more.

2 So we had a lot of unexpected things lately.  
3 And so, when you have a lot of things at once,  
4 it's useful to look at: What do these things have  
5 in common?

6 What are the commonalties that are so  
7 unexpected, maybe we won't be tricked anymore.

8 One of the things these things have in common  
9 is they involve psychological tricks of different  
10 kinds. Let's talk about a few of those.

11 Club Penguin, for example. A lot of people may  
12 not have played Club Penguin. They may not  
13 comprehend the way it works. The very, very  
14 clever thing, the very clever psychological trick  
15 that the Club Penguin guys came up with is this.  
16 It's very simple. Free to play. Everything in  
17 the game. Go around, play everything. Play all  
18 the games. Then you'll get virtual money.

19 That's cool, and it's all free.

20 But then you go to the store.

21 Oh, well, if you want to spend your virtual  
22 money, you've got to be a paid member.

23 Oh. "Mom, can I have 6 bucks so I can be a  
24 paid member?"

25 The mom says, "No way, forget it, kid."

1       So the kid keeps playing. Six weeks later,  
2       "Mom, how about now? I'm still playing. Look at  
3       all this virtual money. Look at all the things I  
4       could buy."

5       Then mom says: "Wow, it's been six weeks, and  
6       they're sticking with it. All right. It's only  
7       \$6."

8       Of course, it's a \$6 recurring payment. Right?  
9       \$72 a year, for that.

10       So we call this the elastic velvet rope. So a  
11       velvet rope plus elasticity equals \$350 million.

12       There's some more math for you.

13       Webkinz. A little more math.

14       We all know about stuffed animals. We've seen  
15       that forever. We all know about that.

16       But did you know that every stuffed animal  
17       contains a magical imaginary stuffed animal?

18       Okay?

19       This is an understanding about the psychology  
20       of children that most people did not appreciate.  
21       As grownups, we think of a stuffed animal and  
22       there it is, just a lump of stuff. But for a kid,  
23       there's that, but then there's also this magic one  
24       that lives inside, one that like laughs and cries  
25       and sings and dances. And all the children know

1 this.

2 But we as adults don't think about it.

3 The Webkinz people said, "We're going to take  
4 that little guy and put him on the screen so you  
5 can see him!"

6 And the children were thrilled, because it's  
7 the first time they've been ever able to see that.

8 And there is a second psychological part of it  
9 for the parents, that \$12 is equal to \$20 in the  
10 minds of most parents. They can't tell the  
11 difference between these two numbers. So normally  
12 a \$12 stuffed animal that costs \$20, they say  
13 that's about the same. And they pay it, and you  
14 can fund a giant MMO with that.

15 Mafia Wars. Definitely a lot of psychology  
16 here, because if someone had said: "Hey, we're  
17 going to make a text-based mafia game that's going  
18 to make over \$100 million," you'd say, "I don't  
19 think you'll do that." Right?

20 But then they went ahead and didn't care and  
21 they did it anyway. Right?

22 So what's the psychology here?

23 Well, the psychology is it's Facebook, right?  
24 It uses your real friends. It's not just a  
25 virtual world anymore; it's your real friends.

1 And you're playing, and that's kind of cool, it's  
2 my real friends.

3 But then: Hey, hey, my real friend is better  
4 than me.

5 How can I remedy that? Well, I can play a long  
6 time, or I can just put 20 bucks in. Ah-hah!

7 And it's even better if that 20 bucks I put in  
8 validates something that I know is true, that I am  
9 greater than my college roommate Steve from back  
10 in the day, and then I can verify that.

11 And then you combine that with the  
12 psychological idea of rationalization:

13 Anything you spend time on, you start to  
14 believe this must be worthwhile. Why? Because I  
15 spent time on it.

16 And therefore, it must be worth me kicking in  
17 20 bucks because look at the time I spent on it.  
18 And now that I kicked in 20 bucks, it must be  
19 valuable, because only an idiot would kick in 20  
20 bucks if it wasn't.

21 Okay.

22 So there's a lot of psychological cleverness  
23 going on with these things.

24 It's interesting to think about, we all talk  
25 about finding the fun and we find fun ideas and we

1 thought of clever game ideas.

2 But who does brainstorming for new  
3 psychological locks and keys? Not very many  
4 people do that, and that's something worth  
5 thinking about.

6 Are there new psychological angles that you can  
7 find?

8 Because every single one of these has succeeded  
9 off a clever psychological angle.

10 But there's more than that. There's something  
11 else these have in common, not just these  
12 psychological tricks.

13 What these all have in common is they are all  
14 busting through to reality. We're used to, in the  
15 old days of gaming, it being all about fantasy.  
16 It's all about fantasy.

17 Ben Gordon used to say, "We don't care about  
18 realism in games because people come to our games  
19 to escape from reality."

20 So we have this strong belief that fantasy is  
21 the thing, but every single one of these is  
22 breaking through into reality in some interesting  
23 way.

24 And we don't feel good about reality, as game  
25 designers. We're a little uncomfortable about

1 reality.

2 We talk about "realism." We know realism can  
3 make your game better sometimes if it's the right  
4 kind of realism. Normally, it's visual realism.  
5 But there's all these other kinds of realism that  
6 can come into the game. That's what all of these  
7 had in common here. All of them are coming  
8 through into reality in some way.

9 You know, Guitar Hero, you're playing a real  
10 guitar; Webkinz with a real stuffed animal.

11 Even the Xbox Achievements, outside the reality  
12 of the game, there is a higher level scoring  
13 system.

14 But it's not just us that were kind of snuck up  
15 on by this reality thing, and it's not just  
16 happening to us. Go look at TV. The people on  
17 TV, their heads are spinning! Everything has  
18 turned into reality TV.

19 Go to the grocery store. It's not just  
20 groceries anymore, it's organic groceries, the  
21 more genuine, more real groceries. You go to  
22 McDonald's, you could get a Big Mac or you could  
23 get "the real burger," the angus burger, made with  
24 real this and that and whatever. Everything is  
25 suddenly about reality.

1 Now, what's going on?

2 Is this just how it's always been?

3 I found this interesting book called  
4 "Authenticity."

5 It's by the guys that wrote "The Experience  
6 Economy," for people who know that book.

7 And Gilmore and Pine put forth this interesting  
8 concept, that the most valuable thing in products  
9 today is are they real? Are they authentic?

10 Which is a bold hypothesis.

11 And then they go further and say, Why is it?

12 Why now? It didn't used to be that way.

13 Certainly, that's not what sold stuff in the '80s;  
14 it wasn't reality and authenticity.

15 Why is it now that people are demanding  
16 reality, demanding authenticity?

17 They are arguing that all this virtual stuff  
18 creeping up on us in the last 20 years has really  
19 cut us off from nature. We are cut off from  
20 nature, we are cut off from self-sufficiency. We  
21 couldn't be self-sufficient if we wanted to. We  
22 don't know how to do it. We live in a bubble of  
23 fake bullshit, and we have this hunger to get to  
24 anything that's real. Even if the best we can do  
25 is a Starbucks mocha with real Swiss chocolate.

1 We'll take it.

2 "Oh, it's real. Look how real that seems to  
3 me, relatively to what I'm used to."

4 So there's this idea that maybe there's this  
5 hunger for reality. And you might believe that;  
6 you might not.

7 But once I read this "Authenticity" book, I  
8 started seeing it everywhere. Everywhere I  
9 looked, every ad was about their product being  
10 "the real one."

11 I go to see the movie "Avatar." You might say,  
12 "Oh, 'Avatar,' that was cool special effects, and  
13 it was really a lot of fluff."

14 But it's the movie that's made the most money  
15 of all movies of all time. It's got a good shot  
16 at Best Picture. And what's this movie about?

17 This movie is about the question of, we know  
18 technology cuts us off from the real world. And  
19 the movie addresses the question of, can we then  
20 use that technology in order to penetrate back  
21 into reality and back into something genuine?

22 So it may be that this movie is not just fluff,  
23 and maybe it really is resonating with something  
24 important for people.

25 Anyway ...

1       So back to these things. Now, you might say:  
2 Well, now, wait a minute. I'm not sure I'm buying  
3 all that authenticity stuff.

4       It may very well be that technology is actually  
5 going to fix this through unification, because we  
6 all know technologies converge.

7       There's a bunch of crazy things going on.  
8 Convergence is happening. Facebook is coming to  
9 the Xbox. Pretty soon, set top boxes and game  
10 consoles are going to merge. There's going to be  
11 one happy box. Ahhhh, just like we used to have  
12 it in the old days.

13       Remember when there was one happy box that we  
14 made games for and that's how it was? And  
15 technological convergence will take us there. All  
16 this stuff right now is just a temporary blip and  
17 we will have technological convergence.

18       And I am here to tell you that the  
19 technological convergence is total bullshit.  
20 That's not how the world works. Technologies do  
21 the opposite. Technologies diverge, they do not  
22 converge.

23       They diverge like species in the Galapagos  
24 Islands.

25       They branch out and branch out and branch out.

1 Your VCR wasn't able to record radio programs, and  
2 your Tivo can't record something off the Internet.

3 I just got a Flip video thing. I'm like, "How  
4 do I take pictures?"

5 They're like, "No, no, video only."

6 Okay.

7 That's what technologies do. They diverge,  
8 they diverge, diverge. So we have all this  
9 divergence, more and more technologies diverging.

10 You might say: Wait, wait, wait a minute.

11 That's not true. I have an iPhone.

12 I have an iPhone and it's convergence all over  
13 the place. It's a phone! It's a camera! It's  
14 got a zillion little aps! It's a game thing!

15 I will say: "Okay. You got me. You got me,  
16 but only because of the pocket exception."

17 Pockets turn the law of divergence inside out.  
18 Not the pocket, but the law.

19 And the -- this is not the first time, right?  
20 Remember the Swiss Army knife. Right?

21 All the iPhone is is a modern, digital Swiss  
22 Army knife. And a Swiss Army knife is really  
23 useful in your pocket. Look at that stuff  
24 converged in there. But if I got you one for your  
25 kitchen, you would think that was the stupidest

1 thing ever, because it doesn't fit in your pocket.

2 This is why everyone hates the iPad.

3 It's a giant digital Swiss Army knife, which is  
4 just stupid!

5 Okay. Anyway...

6 So beyond technology, there's all these other  
7 ways that games are creeping into places we didn't  
8 think about. Fantasy football has been around  
9 forever. It used to be a nerdly game for nerdly  
10 nerds.

11 Now, everyone plays it. Your grandmother  
12 probably plays fantasy football. Like, everybody  
13 is playing it. It's just everywhere. It's a game  
14 that leeches off a game.

15 Geo-caching. Because it's cooler to go for a  
16 walk in the woods when there's a treasure chest at  
17 the end.

18 The Simpsons had their 20th anniversary and Fox  
19 said, "We're going to do a scavenger hunt. In  
20 each of the shows we have this week, we're going  
21 to hide a Simpsons reference in every show. Watch  
22 all the shows, find the references and we will  
23 give you a prize."

24 Watching television became a game.

25 DARPA wanted to figure out what are people able

1 to figure out through crowdsourcing, so they made  
2 a game. They put these red balloons all over the  
3 country and said, "Let's see who can find them  
4 first."

5 Then everybody raced to find the red balloons  
6 and did DARPA's research for them.

7 Weight Watchers. They have this whole point  
8 system, which is very much like a game.

9 And if anybody has the new Ford hybrid car --  
10 okay, I got it -- it's got a speedometer and it's  
11 got a gas gauge, and what are those leaves?

12 What the hell is that?

13 The more gas you save, the more the plant  
14 grows. They put a virtual pet in your car, and it  
15 changes the way people drive.

16 Games have crept out and they're going  
17 everywhere. Right?

18 Oh, and so -- but here is a question I'm going  
19 to put to you.

20 Who do you think is designing these games,  
21 skilled game designers?

22 No, not really. Whoever is there is doing it.  
23 Imagine if skilled game designers get ahold of  
24 these things.

25 Lee Sheldon is a great example. He's

1 teaching -- he's a game designer I'm sure some of  
2 you know. He's teaching at the University of  
3 Indiana now. One of the first things he did was,  
4 you know what? This grading system kind of sucks.

5 Because school is a game, right? You go, you  
6 get scores, you pay, you come out, there is a  
7 leader board, you know.

8 And he said: I'm going to do this better. He  
9 doesn't give out grades for each assignment; he  
10 gives out experience points.

11 And you level up through the class.

12 And so class attendance is up, class  
13 participation is up, homework is turned in often  
14 better because it's a better structure; it's a  
15 better system.

16 Imagine when the game designers get ahold of  
17 all this garbage, the gas points and the shopping  
18 points and your coffee points and your airline  
19 points. All these points and points and points.

20 Imagine when they're all designed, and then  
21 when they can be sensed and these things start to  
22 come together a little bit. Because sensors are  
23 what is happening now. That's what is changing  
24 things.

25 Natal is going to come out, and it's got

1 cameras, it's going to sense every joint of your  
2 body. The DSI is out and it's got cameras, and no  
3 one knows what they're for, but someone is going  
4 to figure it out!

5 Technology is getting cheaper and cheaper and  
6 cheaper, and there's going to be sensors  
7 everywhere detecting so many things in your life,  
8 and these things are going to be able to be used  
9 for game play.

10 So we're moving on a road towards disposable  
11 technology.

12 If anyone here ever bought a Furby, right, the  
13 Furby costs \$20, \$30. It has more technology in  
14 it than they used to put a man on the moon.  
15 People have now thrown out their Furbies because  
16 it's kind of dumb, and they throw it out.

17 It's disposable technology.

18 We're, before too long, going to get to the  
19 point where every soda can, every cereal box is  
20 going to have a CPU, a screen and a camera on  
21 board it, and a wi-fi connector so that it can be  
22 connected to the Internet.

23 And what will that world be like?

24 Well, I think it will be like this.

25 You'll get up in the morning to brush your

1 teeth and the toothbrush can sense that you're  
2 brushing your teeth. So hey, good job for you, 10  
3 points for brushing your teeth.

4 And it can measure how long, and you're  
5 supposed to brush your teeth for 3 minutes. You  
6 did! Good job! You brushed your teeth for 3  
7 minutes. So you get a bonus for that.

8 And hey, you brushed your teeth every day this  
9 week, another bonus!

10 And who cares? The toothpaste company. The  
11 toothbrush company. The more you brush, the more  
12 toothpaste you use. They have a vested financial  
13 interest.

14 You go to breakfast, there's the corn flakes.  
15 The on back, there is a little web game that you  
16 can play while you eat, instead of reading the  
17 back, you play a game while you eat your corn  
18 flakes, and you get that and you get ten points  
19 just for eating the corn flakes.

20 Then it turns out you can see your list of  
21 friends who also have corn flakes and the scores  
22 they got because you're wi-fi and Facebook  
23 connected and everything. And so you get 5 bonus  
24 points because you just beat out one of your  
25 friends at the corn flakes game.

1       Then you go and get on the bus. The bus? Why  
2 am I taking the bus?

3       You're taking the bus because the government  
4 has started giving out all kinds of bonus points  
5 to people who use public transportation, and you  
6 can use these points for tax incentives.

7       While you're sitting on the bus riding to work  
8 and you're playing your Tetris and getting a few  
9 points here and there, you suddenly remember, I  
10 had this dream last night. I had a dream that my  
11 mother was dancing with this giant Pepsi can.

12       Then you realize: Oh, yeah, the  
13 REM-tertainment system, which is this thing that  
14 you put in your ear and it can sense when you  
15 enter REM sleep, and then it starts putting little  
16 advertisements out there to try and influence your  
17 dreams.

18       And then you can fill out a little form -- it's  
19 a test to see if those things came through into  
20 your dreams. And if they did, then big points for  
21 you! Right?

22       You can use these points at the grocery store,  
23 or whatever.

24       And you get to work on time. Good job!  
25 Excellent! You get to work on time.

1       And you get a special bonus -- I don't know,  
2 for something else, maybe because you've been  
3 there on time all week.

4       Then there's your officemate. He's, like:  
5 Check out, I got the new digital tattoo. It's a  
6 tattoo that you can change the image. It's got,  
7 like, E-ink in it, in your arm. So you can change  
8 the image all the time to whatever you want. A  
9 lot of people are using "Tattoogle" ad sense.  
10 Right? So he's got the ads up, and you're  
11 thinking, "You're really dumb because Tattoogle ad  
12 sense has light sensors in it. So that when your  
13 arm is covered, you're not going to get any money  
14 from people seeing the ads."

15       And you show him how yours is lower on the arm  
16 so it's more exposed so you get more points for  
17 it. And just then you realize that the two of you  
18 have your ads suddenly synchronized just by  
19 chance. So you say, "Link sync!" So you get 30  
20 points for noticing a link sync, that the two of  
21 us have that. And he says, "Pop Tarts!" because  
22 they are both Pop Tart ads. And the system is  
23 listening, and it can tell that we said "Pop  
24 Tarts," and then we do high five because the body  
25 electricity sensors can tell when you do a high

1 five, and that's the rule. That's how the game  
2 works. That when the ads line up -- because it  
3 makes you pay more attention to the ads, because  
4 that's how the games will work. The games will be  
5 tricking you to pay more attention to ads.

6 Then you go to lunch and you had Dr. Peppers  
7 all week. So you know if you've got to have  
8 another Dr. Pepper because you have 10 points, 10  
9 points, 10 points.

10 And then you have another one and then another  
11 one, but you know there is a special with  
12 Dr. Pepper this week if you have five Dr. Peppers  
13 in a week, 500 bonus points. So you definitely  
14 have to take advantage of that.

15 And then you've got a meeting at another  
16 building that's a half a mile away. And you could  
17 take the shuttle over, but you thought, "I'm going  
18 to walk" because the health insurance plan that  
19 you're on gives you bonus points if you walk,  
20 like, more than a mile each day, and we can sense  
21 that easily, you know, through your digital shoes.

22 And if you get your heart rate up over a  
23 certain amount, then you get more bonus points  
24 from your health insurance company.

25 So then you're going shopping on the way home,

1 and -- man, this is like a place you can get a lot  
2 of points and it's really complicated. So you  
3 don't figure it out. You let, like, your app  
4 figure it out. It looks at all the point systems  
5 you have; it looks at what you want and then it  
6 tells you which ones to buy in order to get --  
7 ooh, wow, a lot of points, just because I made  
8 good choices shopping.

9 Then you get home and your daughter is, like,  
10 "Oh, I got my report card!"

11 You're like, "Good job! You're getting 2,000  
12 points from the State for getting such good  
13 grades."

14 And you're getting 5,000 as a parent from the  
15 Obama bonus for the good parenting bonus, which  
16 you're excited because you can use that as tax  
17 relief.

18 Then you say, "Hey, wait a minute. Wait a  
19 minute. Did you practice your piano?"

20 She's like, "Yeah, I practiced my piano."

21 "Well, what score did you get?"

22 "Oh, well, I got 150,000."

23 "150,000! That's the best you've ever had on  
24 that particular sonata. That's 9,000 points given  
25 by the Arts Council for your scholarship fund, so,

1 you now, go you." Right?

2 And then you go and watch television, and I  
3 don't even want to talk about this. Bonus points  
4 points points points points. Because there is the  
5 eye sensors that can tell when you're watching the  
6 ads, certain ads, especially, because you're going  
7 to get points for them.

8 And your remote has a little screen on it and a  
9 little camera so you can be on live chat with  
10 other people you know are watching this show and  
11 play these games and get all these points while  
12 you watch television. That will be a very natural  
13 thing to do.

14 Then, finally ... oh, the day is over. You're  
15 going to bed. You sit down with your new Kindle  
16 3.0, which, of course, has the eye-tracking sensor  
17 in it that can tell what you've read and how much  
18 you've read of the book.

19 And it's important to read the whole book  
20 because, then, if you leave a review on Amazon,  
21 you'll get super bonus points if it knows you read  
22 the whole book through.

23 As you finish the book, you're very  
24 surprised -- oh, did I mention that Microsoft  
25 acquired Amazon a couple years back? Because they

1 did.

2 And you get an achievement unlocked. This  
3 thing has been tracking you for 20 Years. You  
4 finished 500 novels, this is like a big  
5 achievement. You are thinking, I'm really  
6 embarrassed that my 500th novel was this dumb Star  
7 Trek novel that I'm reading, because, like, I'm  
8 going to remember that forever.

9 And then you start thinking about all these  
10 achievements and points and things and realizing  
11 that, you know, you have no idea what books your  
12 grandparents read or where they went on their  
13 daily basis. But these sensors that we're going  
14 to have on us and all around us and everywhere are  
15 going to be tracking, watching what we're doing  
16 forever.

17 Our grandchildren will know every book that we  
18 read. That legacy will be there, will be  
19 remembered.

20 And you get to thinking about how, wow, is it  
21 possible maybe that -- since all this stuff is  
22 being watched and measured and judged, that maybe  
23 I should change my behavior a little bit and be a  
24 little better than I would have been?

25 So it could be that these systems are all crass

1 commercialization and it's terrible. But it's  
2 possible that they will inspire us to be better  
3 people, if the game systems are designed right.

4       Anyway, I'm not sure about all that, but I do  
5 know this stuff is coming. Man, it's got to come!

6       What's going to stop it?

7       And the only question I care about right now is  
8 who, in this room, is going to lead us to get  
9 there?

10       Thank you.

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		<b>almost (1)</b> 2:18	<b>15: 1;21:15,17;26:25</b>	<b>15: 9</b>
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