



Loki's Loop



Escape rooms and other play-based activities for
building resilience to misinformation



Which faces are real?



Which faces are real?





Why did we create this game?

Experiential

- Experience what it's like to be fooled
- Reflect on consequences of unintentionally spreading misinformation
- Encourage more careful and critical behaviors on social media

Psychology of misinformation

- Confirmation bias, third person effect
- Emotional triggers

Social

- Peer learning
- Foster discussion about misinformation

Misinformation Escape Room Components

GAMEPLAY



DEBRIEF DISCUSSION



RESOURCE KIT

Loki's Loop
Misinformation Escape Room
Resource Kit - Version 1.0 - June 2022

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Misleading Charts

Cumulative Graphs

Cumulative iPhone sales

Cumulative iPhone sales

Cumulative graphs are often used to exaggerate progress and mask actual changes over time. With a cumulative graph, each period shows an increase even when iPhone sales fell. The redrawn graph shows the actual quarterly sales, providing a more realistic view of the sales data.

6

Localizations

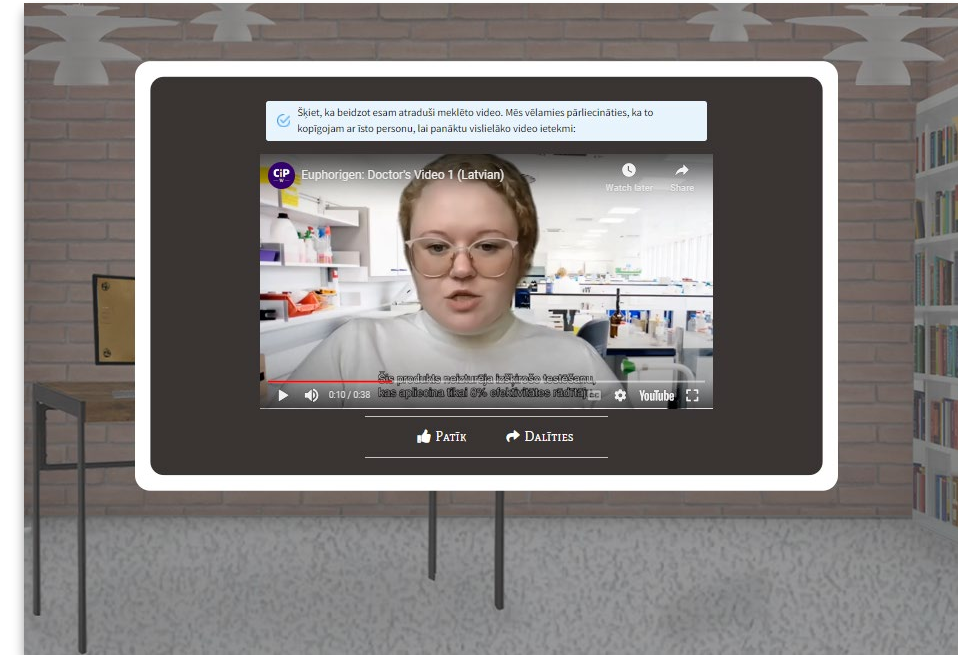


The graphic features a tan background with two circular logos at the top corners, each containing a stylized knot. In the center, the text "Language Versions" is written in a serif font, with a small logo below it. A paragraph of text explains the localization process. Below this, nine rounded rectangular buttons are arranged in a 3x3 grid, each displaying a flag and a language name. The languages are Latvian, Estonian, Russian, Lithuanian, Dutch, Finnish, Korean (Coming Soon), Danish (Coming Soon), and Spanish (Coming Soon).

Language Versions

Localization projects involve working with an organization to translate and make minor edits to the narrative (as needed) to make the game locally relevant. These projects involve localizing any of our existing games (*Euphorigen Investigation* and others as they are released) and can be for the online and/or the in-person versions.

 LATVIAN	 ESTONIAN	 RUSSIAN
 LITHUANIAN	 DUTCH	 FINNISH
 KOREAN (COMING SOON)	 DANISH (COMING SOON)	 SPANISH (COMING SOON)



Prominent scientist video: Latvian

Sit in groups of 4 -5, one group per table

Do NOT open the packet!



MISSION STATEMENT

For years a supplement called "Euphorigen" has been used by the very wealthy to boost brain activity and productivity. Now the Government wants to make the benefits of Euphorigen available to everyone by introducing it into the public water supply. The company that makes Euphorigen claims to have completed successful trials, and an announcement of the deal is expected shortly. But your investigator friend has suspicions, and has heard that a prominent scientist has recorded a statement on whether or not the company's claims are to be believed. She's asked you to help find and share that information with the public. You have only 45 minutes to track down whatever information you can on Euphorigen to uncover the truth, and spread the word!

45:00

Post - Game



Post - Game Discussion Questions (1)

1. How was the experience of playing the game?
2. This game involved misleading headlines, manipulated charts, social media bots, deepfake images, and deepfake videos. Was there anything new or surprising to you about these tactics?
3. How hard was the faces puzzle? In real life do you put in this level of effort? How easily would it be for a bad actor to create believable bots using this technology?
4. Did you initially believe that Euphorigen was safe or unsafe? Why?

Post - Game Discussion Questions (2)

5. When you learned that the video was a deepfake, how did you feel?
6. You only had the option to share the videos. How much choice do you have in real life on social media?
7. In the game's final puzzle you were able to contact everyone who spread the deepfake video. How do you think this would have played out in real life?
8. Can you avoid misinformation that travels on social media in today's information environment? How about people who don't use social media themselves?

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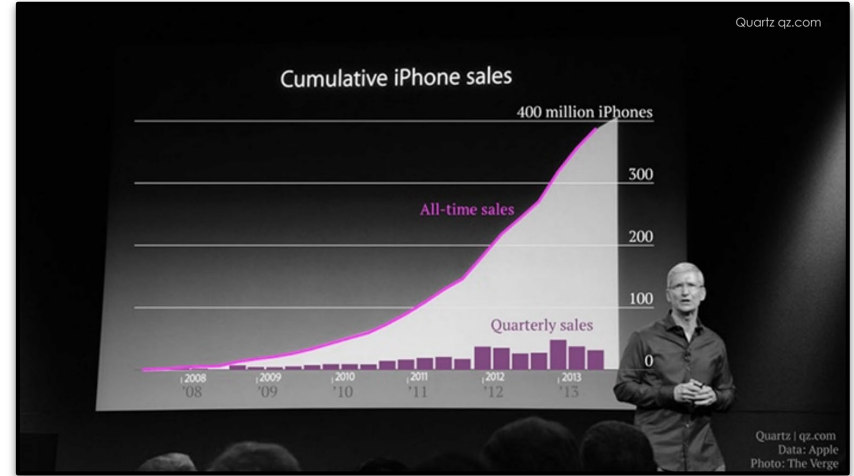
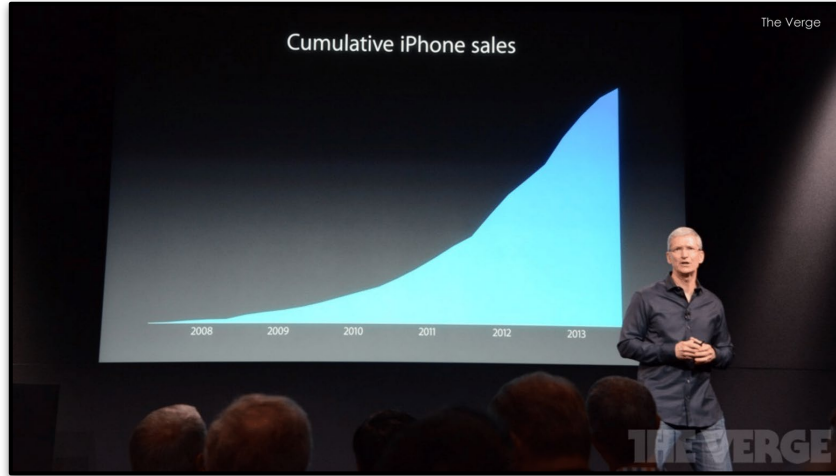
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Misleading Charts: Cumulative Graphs



Cumulative graphs are **often used to exaggerate progress and mask actual changes over time.** With a cumulative graph, each period shows an increase even when iPhone sales fell. The redrawn graph (right) shows the actual quarterly sales, providing a more realistic view of the sales data.

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Thank you!!

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