

Magic

Ten Affordances of Multi-Touch

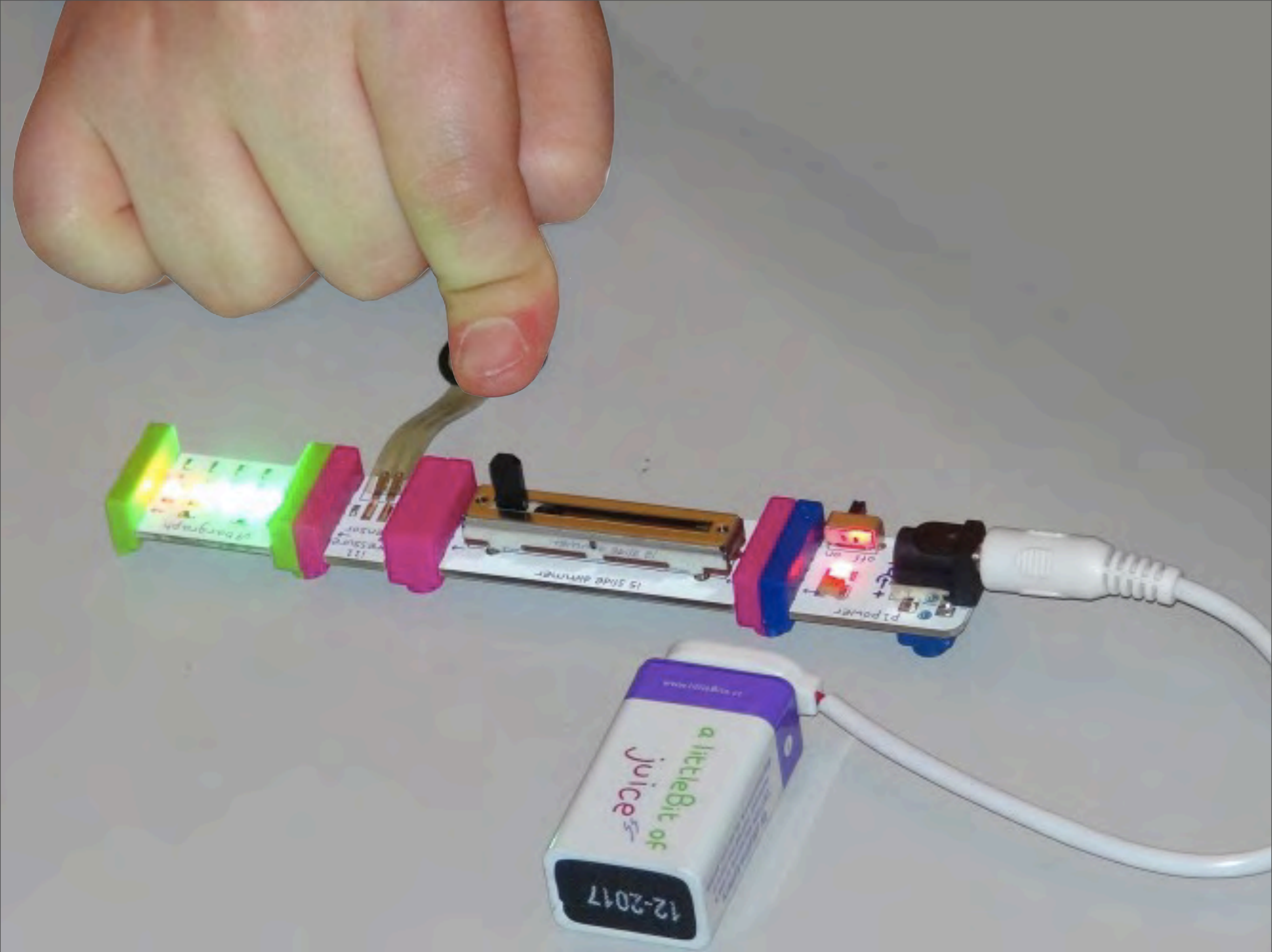
Every Early Educator Needs to Know
by Warren Buckleitner

This presentation was first given in Minot North Dakota on February 12 2012 by Warren Buckleitner. These slides are the outline; demos and commentary on each app or game are given, depending on the time. This list is not cast in stone; apps and "affordances will continually change. The word "affordance" was originally invented by the perceptual psychologist J. J. Gibson (1977, 1979), per Don Norman

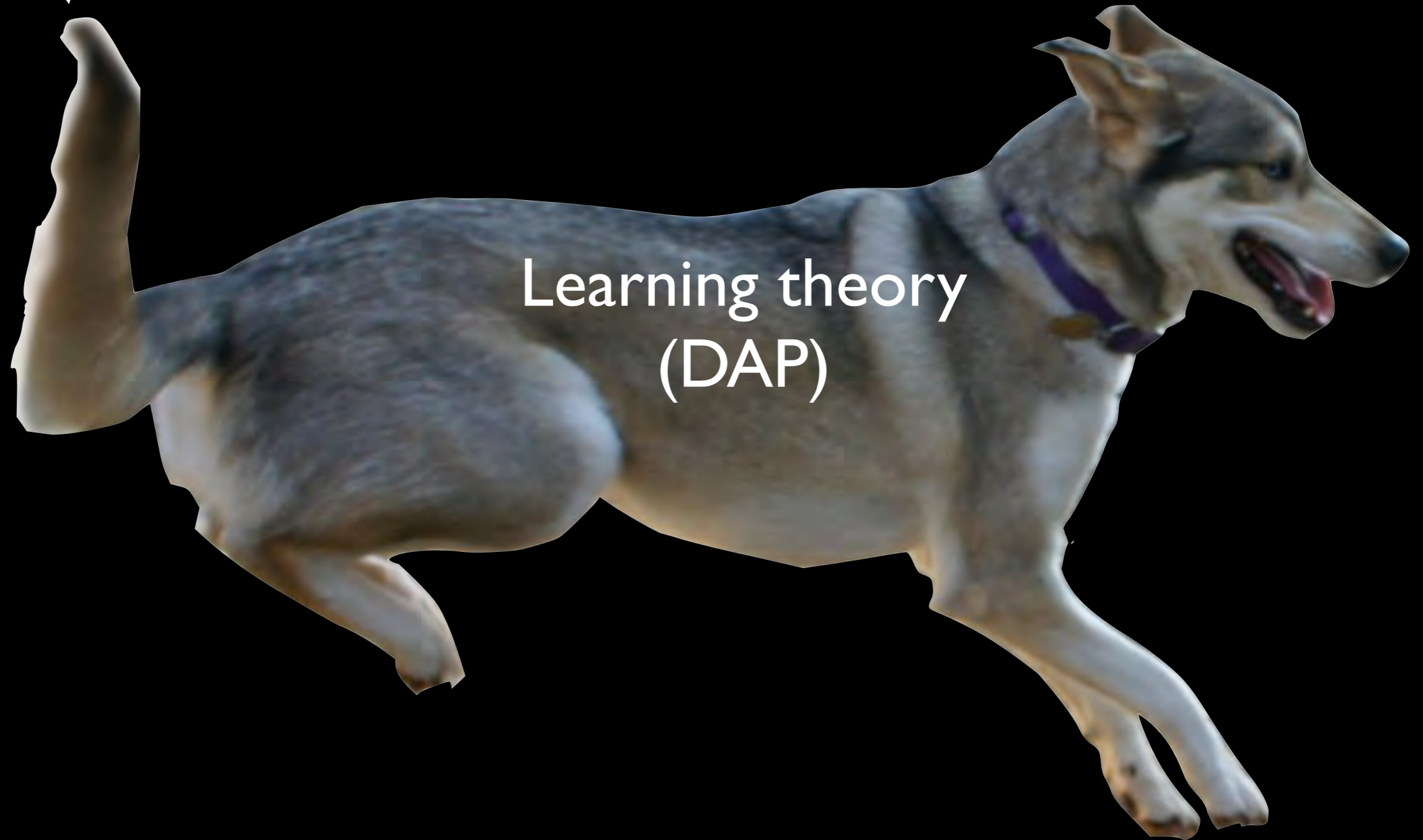
Inclusion in this
presentation is not
necessarily a
recommendation



What can I turn **this**
finger into?



Technology



Learning theory
(DAP)

iPad Effect (Revisited)

Nine “Pillars” of the iPad

1. Multi-touch (11 simultaneous touch points)
2. 10 hour batteries
3. Internet
4. ~43,000* apps for kids (and an army of programmers)
5. Clear speakers
6. Gyro, accelerometer
7. Oleophobic screen
8. Two cameras (eyes), microphone (ears)
9. Affordable: \$500

“The iPad is the computer we always wanted.”

Ann McCormick, Founder, The Learning Company

(born May, 2010, Cupertino, CA)

Father: Steve Jobs (deceased)

* CTR rough estimate





Kindle Fire HD \$200



Play MG

Polaroid Kids Tablet \$150



iPad Mini \$330



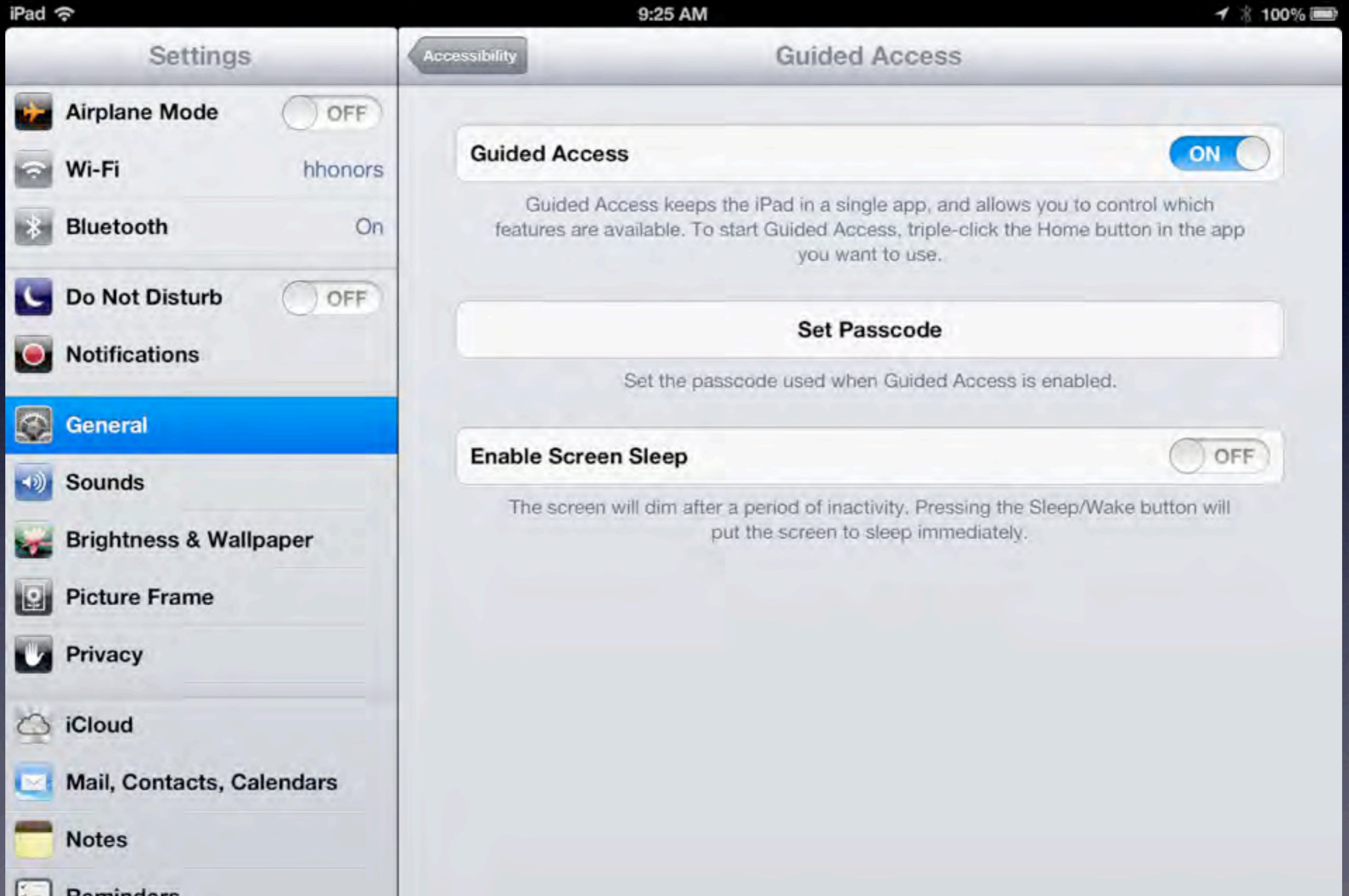
App Integration

With toys and books



ArtSee Studio
WowWee
USA, Inc. \$40.
Ages 3-up.

Guided Access





Magic

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Survey Method

Start with CTR's "Editor's Choice" titles.
(rating > 4.2) n = 1020

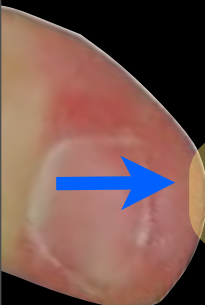
Scroll through, and ask "what does it let a child do?"



Ten Multi-Touch Affordances for Children

1. I'm curious; tell me more (nonfiction)
2. Tell me a story (fiction)
3. Let me tell the story (recording, writing, video)
4. I'm inside the screen! (augmented reality)
5. Help, please (scaffolding, text-to-speech & tutors)
6. I want to play with friends (interpersonal play)
7. Let me drive! (virtual manipulatives)
8. How am I doing? (formative feedback)
9. I'm bored! (give me a challenge!)
10. Let's make a mess!

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I'm curious

- ABC Farm
(Peapod Labs)
- IBM Think
- Bats! Furry Flyers of the Night
- The Pyramids, Gems (\$14, Touch Press)



Which *medicines* should I take?



00s + Daily HIV-drug regimen

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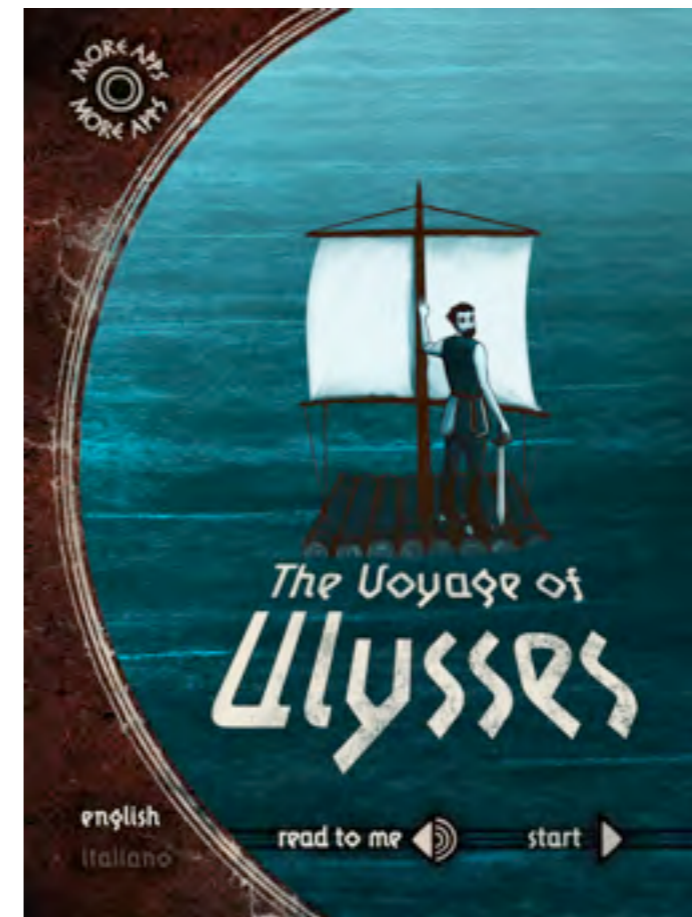
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Let me tell a story

- Four Little Corners
- Voyage of Ulysses (Elastico Srl)
- Monster's Socks
- War Horse (Touch Press)
- Rounds Franklin Frog

"We'll just have to cut your corners off!"
the Little Circles say.

"Oh, no!" says Little Square,
"that would hurt too much!"



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Bologna Ragoni Digital Award
2013

FICTION

Four little covers

Rita The lizard

Mouser's socks

Wanna Brekkin
Chris Mende

NON FICTION

Wer Horse

Endless Alphabet

Rounds: Frankling Frog

Am. Ut

Christina



Prize at a glance

- “Narrative driven interactive media.”
- 242 entries, 32 countries
- 2012-13 copyright
- Any publisher, any country, no fee
- Any platform
- Deadline for 2014, February 1
- 4 Jurors, 1 vote

Report from the Jurors



André Letria, Children's Book Illustrator (Portugal),

Chris Meade, Director of if:book (UK)

Cristina Mussinelli, Italian Publishers Association (Italy).

Warren Buckleitner, Editor of Children's Technology Review (USA)

“How **not** to make an ebook.”

At www.dustormagic.com/ebooks



Why it didn't win...

- Clumsy design: e.g., pages flip in the wrong direction.
- Not responsive.
- I've seen this before. This design was clearly influenced by Toca Tea Party with no attribution.
- Good story, amazing graphics, but it is hard to operate the catapult.
- Instructions are confusing and unnecessary.
- Loads too slow.
- Background music loops, over and over and over again.
- Crashed.
- Starts with a wordy introduction.
- Contains ethnic stereotypes.
- Evil. This is a "free" catalog designed to tease children, and trick them into an in-app sale.
- Contains links to web content in the main menu.
- Feels like a template, with sprinkled hotspots
- Not reversible.
- Asks you to rate this app before you play it.
- Pages get turned accidentally.
- Lots of beautiful looking art that just sits there.
- Yet another page-flipper.
- Clunky mechanics get in the way of the narrative.
- Horrible narration.
- Ending makes no sense.
- Who made this? The author/illustrator/publisher are not clearly identified.

2013 Bologna Ragazzi Digital Winners



- Bats! Furry Fliers of the Night, \$2.99, by Bookerella, USA
- Endless Alphabet, \$free, by Callaway Digital Arts, USA
- **Four Little Corners**, \$2.99, by DADA Company, Spain
- IdentiKat, \$0.99, by Lastrego & Testa Multimedia S.r.l., Italy
- Monster's Socks, \$2.99, by Martin Hughes, UK
- Rita the Lizard, \$2.99, by Irene Blasco Studio, Spain
- Rounds: Franklin Frog, \$4.99, by Nosy Crow, UK
- Voyage of Ulysses, The, \$3.99, by Elastico Srl, Italy
- **War Horse**, \$13.99, by Touch Press, UK
- Where Do Balloons Go?, \$5.99, by Auryn, Inc., USA

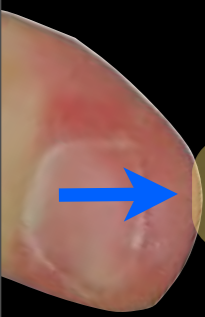
Let me tell the story

- Draw & Tell HD
- Disney Digital Books
- Sofia the First
- Oceanhouse Media's Record your own narration
- DoodleCast for Kids



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Dr. Chip Donohue, Ph.D.
Director TEC Center, Erikson
Institute



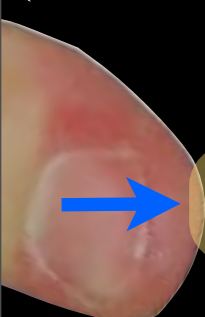
I'm in the screen

- Mask Jumble Animals (Pi'ikea Street)
- Imag-in-o-tron (Moonbot Studios)
- Toca Tailor



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Help please (teach me!)

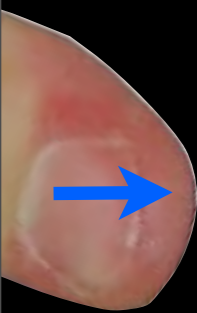
- Bugs & Numbers
- LetterSchool
- Noodle Words
- I Am Alaska
- Trains by Byron Barton



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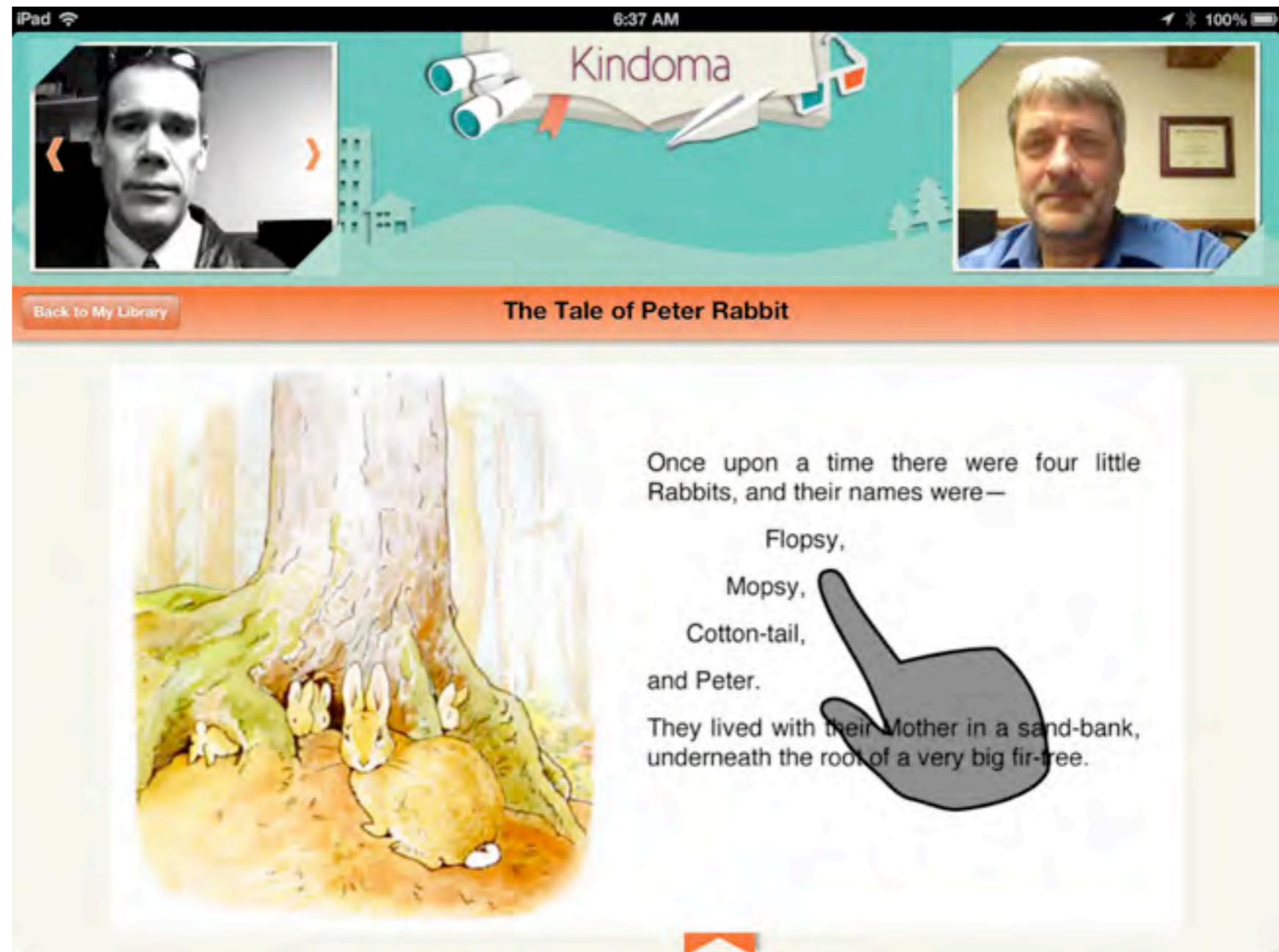
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I want to play with friends!

4:45

- Kindoma
- Endless Alphabet (Calloway Digital Arts)



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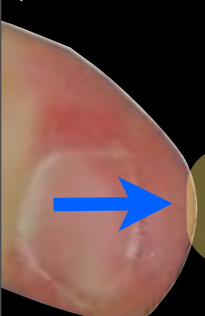
Let me drive

- Toddler Maze
- Play 123
- More trucks
- Sort & Stack



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How Am I Doing?

- Go Go Games
- LetterReflex Jr.



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Challenge me

- Sort and Stack Toys
- Cut the Rope
- Temple Run
- Where is Perry/Water
- Flow



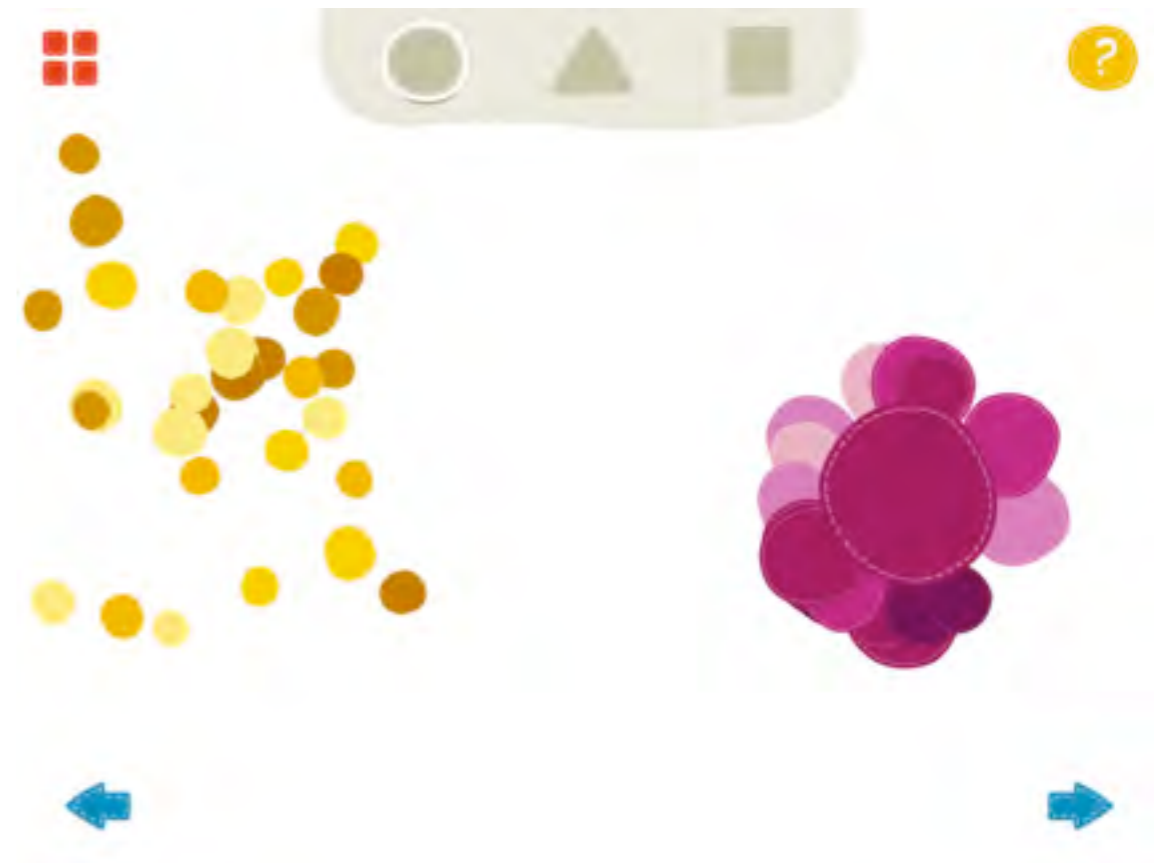
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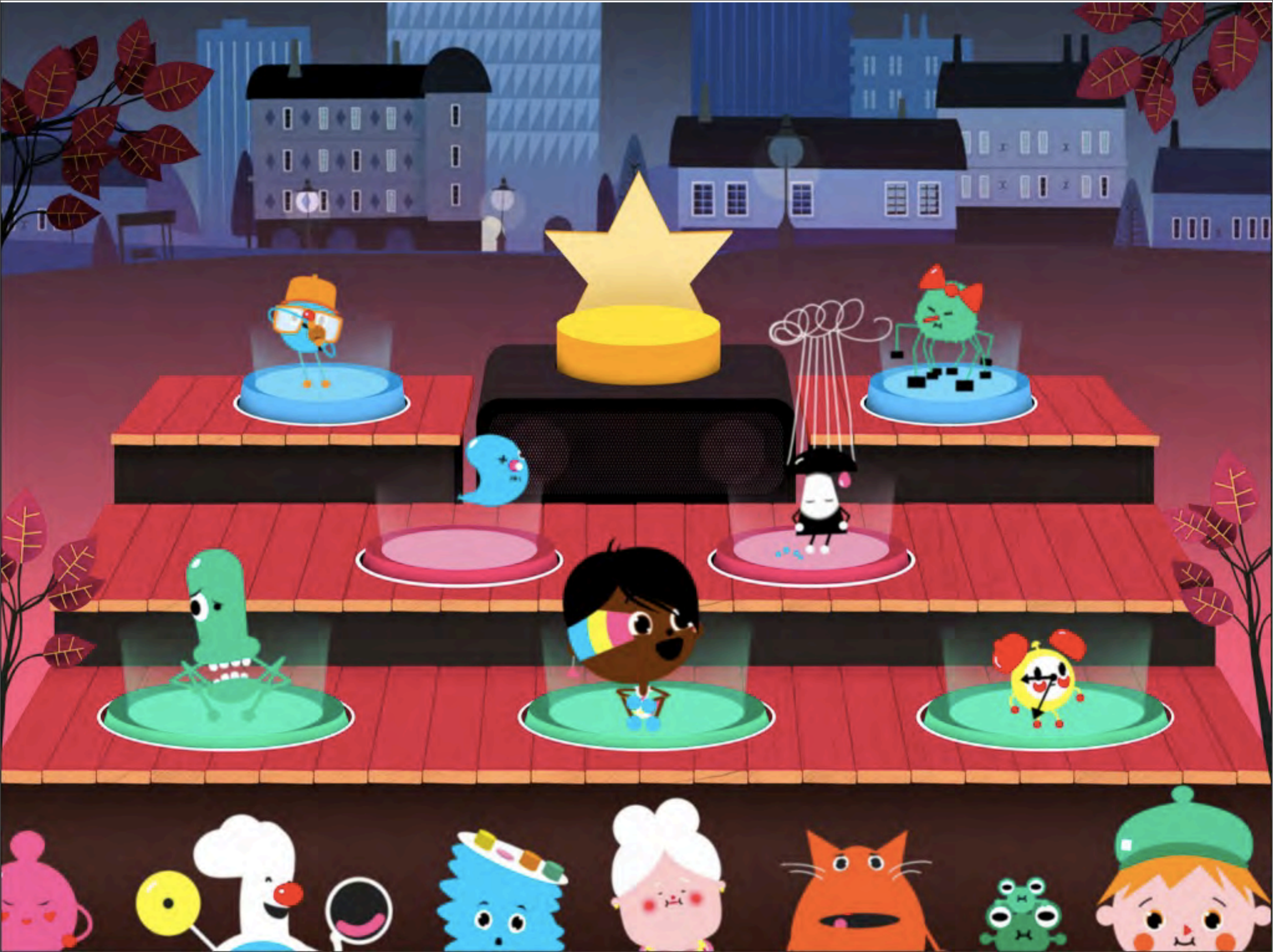
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Make a mess...

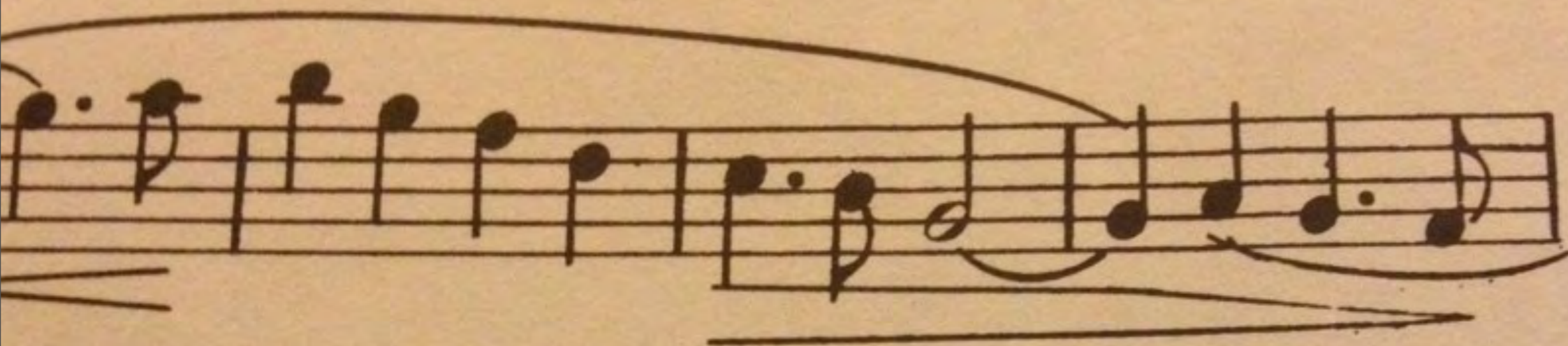
- Play 123
- Toca Band
- Toca Hair Salon/ Tea Party
- Foldify





Foldify, Pixle. www.foldifyapp.com \$2.99.





Thanks!

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8



ffff

About me (Warren Buckleitner)

- One of six kids, grew up and taught in Michigan, live in NJ
- BS Elementary Education, Central Michigan University; MA Human Development, Pacific Oaks College; Ph.D., Educational Psychology, Michigan State University; dissertation <http://bit.ly/zOGXwz>
- Former Sr. Consultant, High/Scope Foundation
- Former teacher (elementary, college and preschool (yes, I made snacks)).
- Reviewer: CTR, Scholastic Parent & Child, New York Times. See: <http://childrenstech.com/about/disclosures>
- Founding Editor of *Children's Technology Review*
- Married, two daughters.
- One of many who advised on the NAEYC position statement.



<http://childrenstech.com/files/2011/05/g3-1.pdf>

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