(12 pts 30-60 minutes) You have been hired by Facebook to create an application that uses a game to help people adopt new habits (eating better, saving energy, studying more, and the like). Because Facebook is global, they are concerned about how the game will appeal to various cultures. You should (1) Give one example of a motivational or gameplay element that would probably be more appropriate and motivating for American than Chinese users, and explain why. (2) Then give and briefly explain one element that would be more appropriate for Chinese than American users. (3) Finally, give and briefly explain an element that would be especially suited to supporting self-expression. Referring to Hao-Chuan and Walker's lectures would be a good idea. For Hao-Chuan's, you might think about how social orientation and cognition differ across cultures, and what those differences imply for what motivates people from different cultures.

1) According to Hao-Chuan's Culture Matters lecture, Americans tend to be motivated by individualism and personal goals. They also use analytical cognition, paying attention to more focal points of information rather than the whole picture. Using these criteria, a gameplay element that would be more appropriate for Americans is the ability to level up or enhance a single object. For example, if the objective is to eat better, the person's avatar in the game could get more or less attractive and fit depending on the person's eating habits.

2) Conversely, Chinese users are more motivated by ensuring collectivism and group harmony and tend to employ holistic cognition, focusing on the whole picture rather than its discrete parts. The same game would allow users to become part of an "eating community" where each individual's eating habits benefit or disrupt the entire group's level of healthiness. These groups could then compete against each other and individuals would feel motivated to support their groups.

3) In keeping with the theme of eating better, an element that would support self-expression is the customization of avatars or groups, an idea that comes from Walker's lecture. There are many ways to eat better, from simply cutting out saturated fats to going completely vegetarian. Individuals could then customize their avatars based on which method they have decided to use in eating better. For example, a vegetarian avatar or group may have items or backgrounds featuring plants instead of animals. These customizations would help individuals or groups express their life decisions to other application users.