



# Alternate Reality Games For Behavioral and Social Science Research

*Ruthanna Gordon*

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## **Alternate Reality Games For Behavioral and Social Science Research** Ruthanna Gordon

By weaving fictional narratives and problem solving into everyday life, alternate reality games (Args) may be able to fill gaps left by traditional studies in the behavioral and social sciences. Researchers are exploring new ways to address concerns such as ecological validity, inconsistent replication, and recruitment of large and diverse sample populations. Arg-based research design, using familiar tools and multimedia venues to engage players in meaningful interaction within complex near

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