

## Introducing Interactive Digital Ethnographies: A Public Anthropology Initiative



What and how does anthropology contribute to public life? What contemporary forms of expression and communication can anthropology draw on to reach out and contribute to broader and more diverse publics?

*The Long Day of Young Peng* provides one possible answer to these questions. The *Peng Game* is a nonlinear storyline that uses original ethnographic material (fieldnotes, excerpts from interviews, pictures, videos) to chronicle one day in the life of Peng, a young Chinese migrant. In this digital ethnography, the player is put in Peng's shoes on his journey from his native village to Beijing in search of employment. The game is based on a multiple-choice mechanism. Through interacting with other characters, the player relives Peng's first day in Beijing as well as familiarising themselves with topics in the anthropological study of migration, development, and contemporary Chinese society.

The player makes choices throughout the game that will determine the places, people and ethnographic themes Peng will eventually encounter.

Throughout the game, the player collects items, money and keywords that could be used to unlock further content in the game as well as provide more detailed analysis of the ethnographic material. The game ends in diverging ways – none of which reflects what really happened to the real person named Peng, but which nonetheless reproduces some of the most likely outcomes of second-generation migratory projects in China – depending on the cumulative effects of the choices made throughout it. At the 2017 European Conference on Games Based Learning, *The Peng Game* was shortlisted as one of the finalists to the 5th International Educational Game Competition.

You can play the game by clicking [here](#)

And read about the game [here](#) and [here](#).

# How-to Guide

The screenshot shows a game scene with several text boxes and UI elements. Annotations with arrows point to these elements:

- Peng's Interlocutor's dialogue box**: Points to the text box containing the Chinese characters "Wake up Peng!! I'm not calling for you a second time. 快来吃早饭!"
- Peng's dialogue box**: Points to the text box containing the English text: "Mom's always been like that. When she's worried she can't keep her hands still - you can always find her fidgeting over the stoves. 天哪!! She makes me really anxious sometimes.."
- Peng's dialogue box**: Points to the text box containing the English text: "Well, at least it's a sunny day, I won't freeze on the journey to the city."
- Inventory Map Wallet Glossary**: Points to the bottom UI bar.
- Items you collect during the game. Items determine what type of choices you can make in the game**: Points to the "Inventory" section of the UI bar.
- Your position within the Beijing area**: Points to the "Map" section of the UI bar.
- Your disposable income**: Points to the "Wallet" section of the UI bar.
- Check it whenever you read a Chinese word on screen. Scroll down for new words (in red). Available choices are displayed here**: Points to the "Glossary" section of the UI bar.
- Dramatic Personae**: Points to the "About Credits Bibliography" section of the UI bar.

A red text box in the scene says: "Pick up your wallet and walk out".