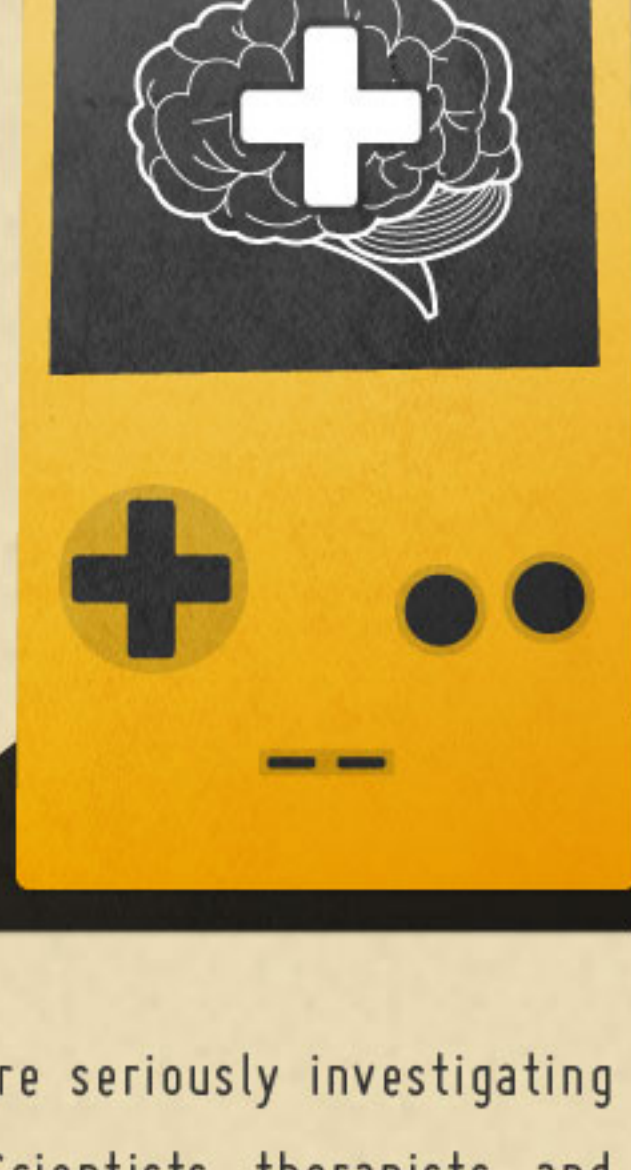


GAMING IS GOOD FOR YOU



For the very first time, researchers are seriously investigating what exactly gaming can do for you. Scientists, therapists, and sociologists alike are discovering that **GAMING CAN CHANGE YOU FOR THE BETTER.** With 1.6 gamers to every U.S. household, the case for video games deserves some serious consideration.

Here's a look at some remarkable gaming goodness:

VIDEO GAMES & THERAPY

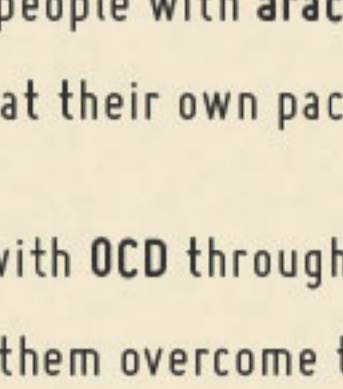
VIRTUAL REALITY HELPED TREAT THE PAIN OF A SEVERELY BURNED MARINE.



The game, **SnowWorld**, put him in a 3D snowball fight while surgeons operated on his burns.



With the game, he thought about the pain less than **25%** of the time.

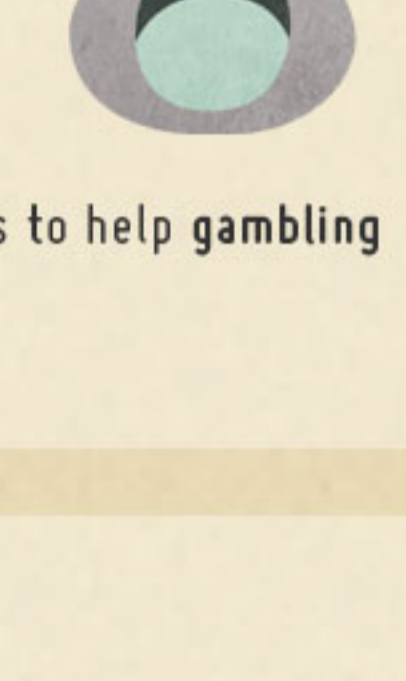


Without the game, he thought about the pain **75%** of the time.

OTHER VIRTUAL REALITY TREATMENTS:



SpiderWorld lets people with arachnophobia face a tiny spider at their own pace.



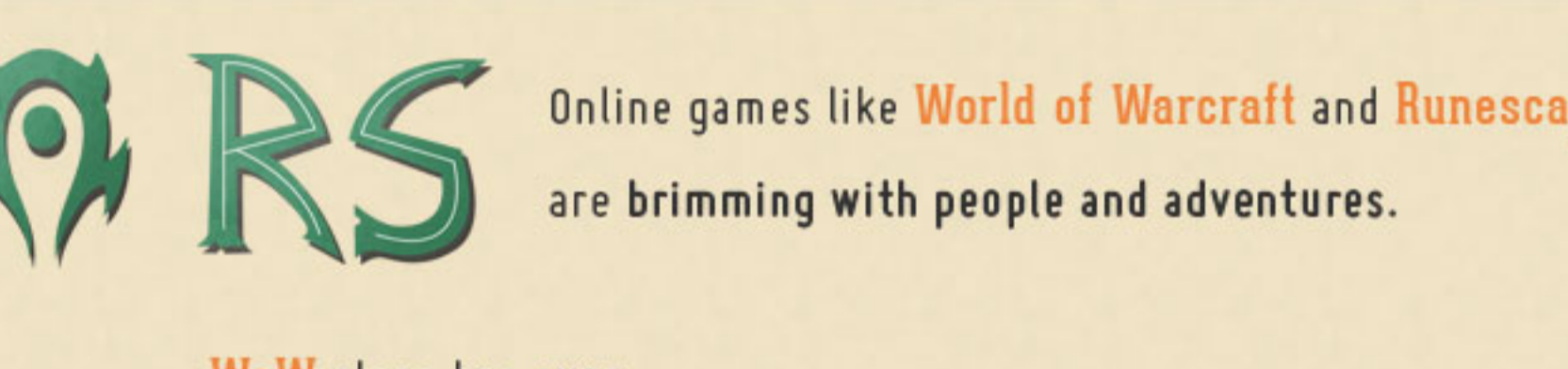
Dirty Bathroom takes people with OCD through messier and messier bathrooms, helping them overcome their anxiety.



Chez Fortune simulates a bar with casino games to help gambling addicts resist their temptations.

VIDEO GAMES & SOCIALIZING

VIDEO GAMES ARE GREAT FOR SOCIALIZING:



65% of gamers play their games with a friend present.



Online games like **World of Warcraft** and **Runescape** are brimming with people and adventures.

WoW alone has over **12 MILLION** members.



76% of married couples said playing MMORPGs like World of Warcraft together had a positive effect on their marriage.

2 out of 5 US and UK Internet users play social games for more than **15MIN/EACH WEEK.**

40% of users' Facebook activity is spent on social games like Words with Friends and FarmVille.

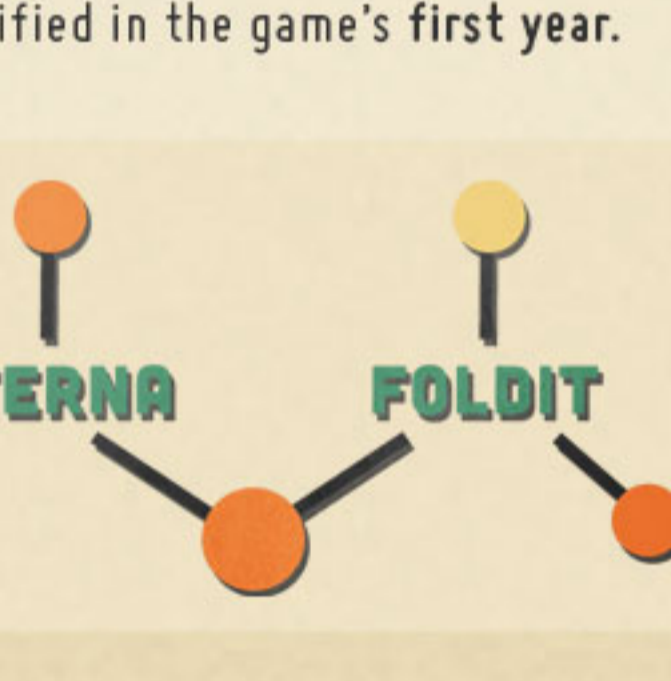


VIDEO GAMES & EDUCATION



Video games can improve early literacy in 4 and 5 year olds, especially letter recognition and story comprehension.

More than **100** Fortune 500 companies, like IBM, Cisco, and Cold Stone Creamery, use some form of gaming for training purposes.



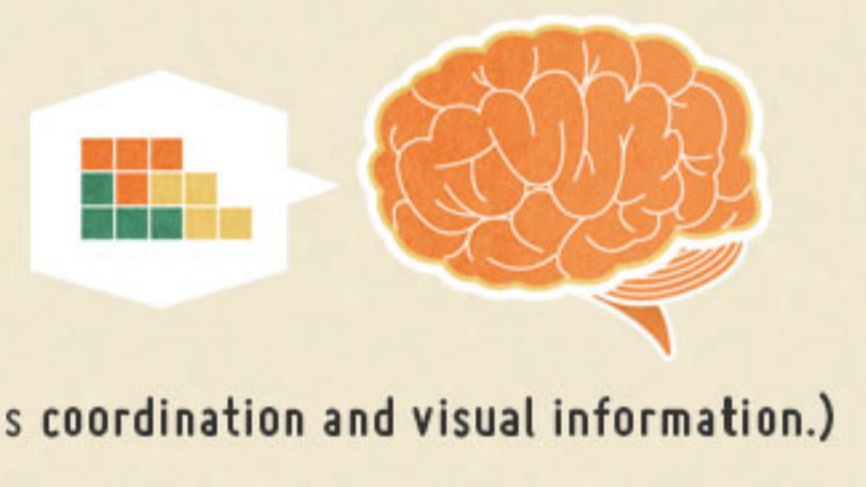
EDUCATIONAL GAMES CONTRIBUTE TO MAJOR RESEARCH EFFORTS:

In **Galaxy Zoo**, people classify objects seen by the Hubble telescope.



50 MILLION real galaxies and celestial bodies were classified in the game's first year.

In **Eterna** and **Foldit**, players solve biochemical puzzles, helping scientists better understand genetics.

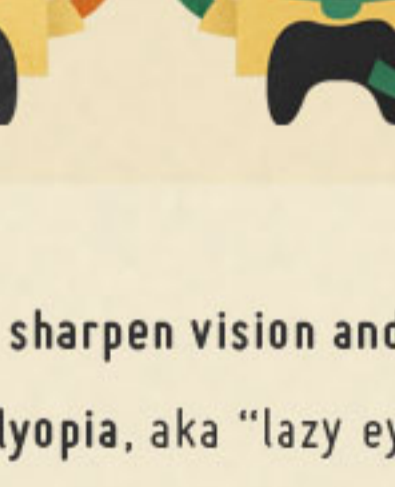


VIDEO GAMES & THE BRAIN



Call of Duty and **Halo** players performed 30 to 50% better than nonplayers at making out details in clutter and managing events.

Kids who played **Tetris** for 30 minutes a day for three months had a thicker cortex than those who didn't play



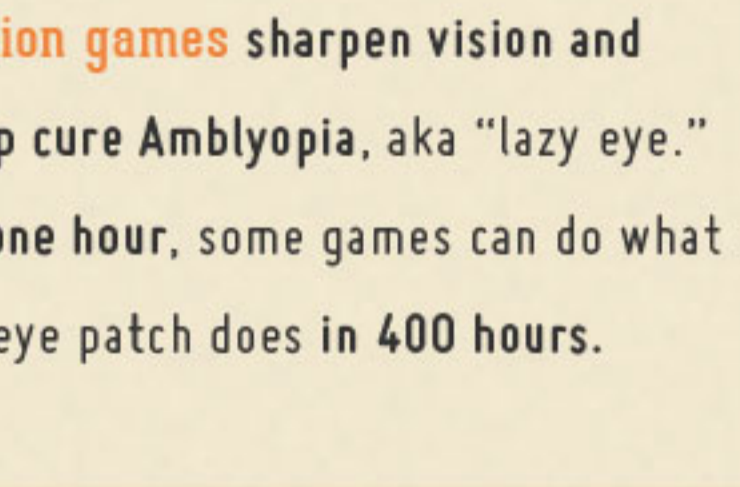
(The cortex is believed to process coordination and visual information.)

VIDEO GAMES & THE BODY



Workouts in games like Wii Fit and Kinect Fitness can boost stamina and heart rate levels.

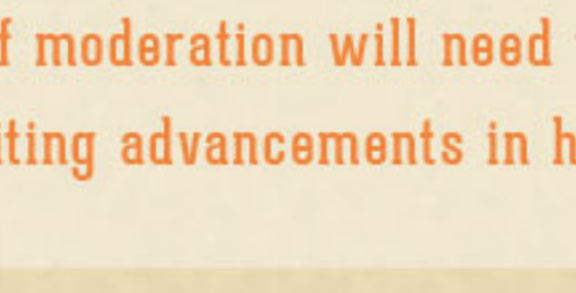
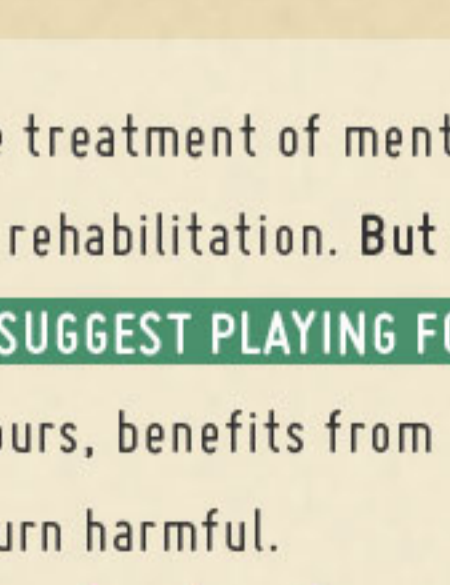
Researchers use games to monitor the health of senior citizens. Their efforts can predict an illness or even a patient's risk of falling.



1 HOUR | **400 HOURS**

Action games sharpen vision and help cure Amblyopia, aka "lazy eye." In one hour, some games can do what an eye patch does in 400 hours.

Surgeons that gamed were 27% faster at procedures and made 37% fewer errors compared to those that didn't.

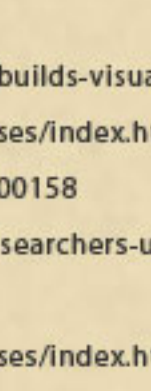


Games are now seriously integrated into the treatment of mental and physical health, early development, and rehabilitation. But as with anything, moderation is key. **EXPERTS SUGGEST PLAYING FOR LESS THAN 21 HOURS A WEEK.** Past 21 hours, benefits from gaming decrease and the effects turn harmful.

Americans sense of moderation will need to develop alongside these new and exciting advancements in highly virtual games.



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