



UNDERSTANDING PLAYERS' BEHAVIORS VIA ELM CITY STORIES:

AN ANALYSIS ON THE USEFULNESS OF THE GAME
AS AN *EVIDENCE-BASED ASSESSMENT TOOL*

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PEOPLE

WHO AND WHAT WE CARE ABOUT?

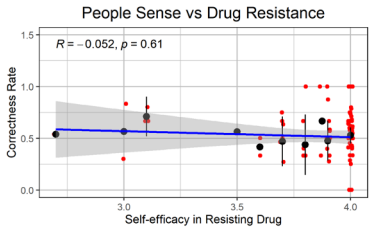
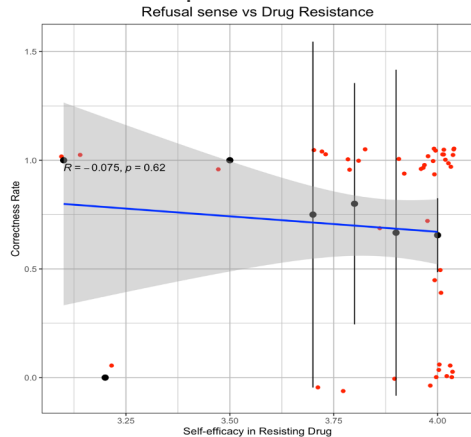
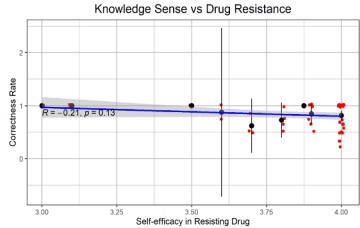
EVENTS

Players who completed Knowledge (1 event)
 “S5 self-efficacy for drug Refusal Sense (1 event)
 use resistance” survey People Sense (1 event)
 (64/166)

WHY

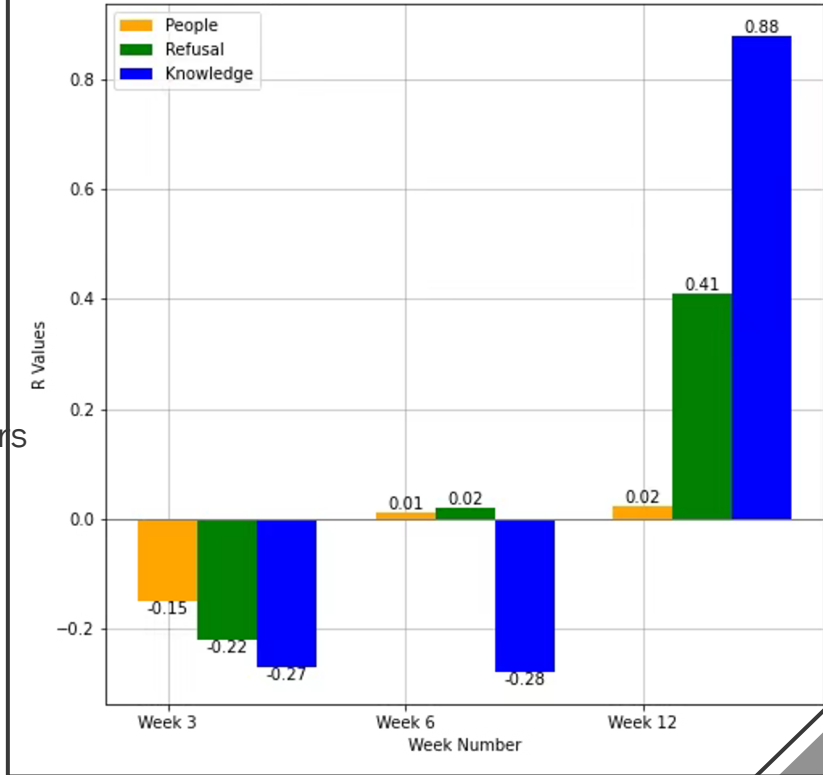
S5 survey – how likely to resist risky behaviors
 Selected events – how much is the player
 educated on the aspect

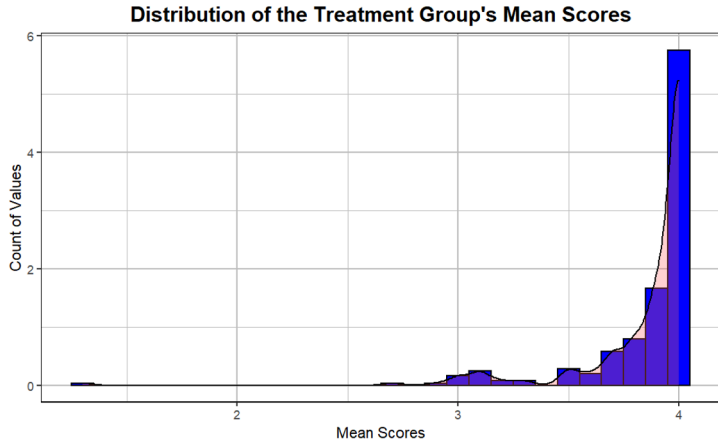
Correlation – is the game performance likely to
 predict real-life behaviors



CORRELATION REVERSED ACROSS TIME

Change of R Values with Time across Three Senses



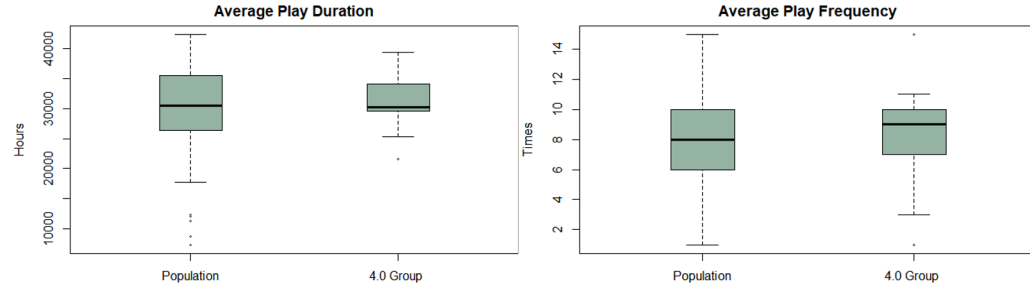


Percentage of 8th Graders' Approval in Drug Use vs S5_mean

S5_mean: average percentage of drug irrisistence efficacy of kids (% of kids that are unable to resist drugs)

S5_mean 96.25%	marijuana once 28.75%	marijuana occasionally 21.75%
	one or two drink everyday 20.10%	drinks once or twice each weekend 15.05%
alcoholic drink one or two drink 46.70%	marijunana regularly 17.00%	packs of cigarettes 12.25%

EXPLANATIONS & IMPLICATIONS



Observation: equivalent time spent in the game

- **Biased Dataset**

The Monitoring the Future Study, the University of Michigan

- **Dunning-Kruger Effect & Imposter Syndrome**

