The Power of Interactive Media to change consumer behavior

Dr. Barbara Chamberlin • bchamber@nmsu.edu • @bchamber
Dr. Jeanne Gleason • jgleason@nmsu.edu

ADVANCING FOOD SAFETY THROUGH BEHAVIOR CHANGE

cfsec2017.fightbac.org
Learning Games Lab

non-profit media development studio in Extension
start with a process with clear outcomes.
What change do I want to see in the learner?
What change do I want to see in the learner?

What activities lead to that change?
What change do I want to see in the learner?

What activities lead to that change?

How can technology facilitate those activities?
What change do I want to see in the learner?

What activities lead to that change?

How can technology facilitate those activities?
Use Technology to rethink access.
Game running slowly?
Type “Q” to toggle quality.
How are people exposed to our learning tools?

2015

15 Apps
130,196 downloads

20 Web Server Resources
843,669 views

Hundreds of YouTube Videos
2,064,159 views

12 BrainPOP Games
4,439,719 plays

7.5 million uses
Hello, lab assistant. Today, we'll view the Gram stained yogurt sample with a microscope to get an idea of the kind of bacteria contaminating it. To learn more about the purpose and techniques of Gram staining, please take a look at the Gram staining virtual lab.

virtual labs.nmsu.edu

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Start by sterilizing the inoculation loop in the flame of the Bunsen burner. Hold it directly in the flame until it glows red hot.
Use the alcohol dropper to cover the sample in alcohol.
8 Apps in This Bundle

Virtual Labs: Using Education
View in iTunes

Virtual Labs: Gram... Education
View in iTunes

Virtual Labs: Bacte... Education
View in iTunes

Virtual Labs: Testi... Education
View in iTunes

Virtual Labs: Adj... Education
View in iTunes

Virtual Labs: Unde... Education
View in iTunes

Virtual Labs: Contr... Education
View in iTunes

Virtual Labs: pH S... Education
View in iTunes
Use Technology to rethink effectiveness of tools.
First, cut the onion in half.

Cut the bell pepper into slices.

peel & chop onion
Use Technology to rethink complexity.
DON'T WASH YOUR CHICKEN

Although raw chicken and turkey can carry bacteria on their surfaces, research has shown that washing raw poultry under running water in your kitchen sink is a bad idea.

If germs were visible to the naked eye, you would see that washing poultry just splashes bacteria all over you, your kitchen towels, your countertops, and any other food you have nearby, such as raw foods or salads. This can make people sick, especially young children, pregnant women, older adults and the immunocompromised.

Instead, just take raw poultry straight from the package into the cooking pan. The heat from the cooking process will kill any bacteria that are present. Then simply clean up any splashes and wash your hands with soap and hot water.

To learn more, explore the four mini dramas or the photonovellas.
Nitrogen (N) exists in the soil system in many forms and changes (transforms) very easily form one form to another. The rest of this paragraph will state the importance of Nitrogen in each of the agricultural sciences.


- nitrogen in feed
- nitrogen in fertilizer
- nitrogen in pollutants

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Technology doesn’t make it better.

Being on a mobile device doesn’t make it better.

Being better makes it better.
Learning Games Lab

Science Pirates
The Curse of Brownbeard

Math Snacks

learning.games.lab.org
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