Silver plated teapot
ca. 1908-1914.
Norblin Manufactory in Warsaw
fot. Marek Wieczorek
Source: www.pictures-bank.eu
The technical aspects of the Food Planet social game were the responsibility of Across-Limits (www.acrosslimits.com), a Maltese technology company. The content was under the care of the International Center for Information Management System and Services, Poland (www.icimss.edu.pl) who also contributed significantly to the game idea and methodology. The other partners included in the initial discussion on the creation of the game were Collection Trust, UK (www.collectiontrust.org.uk), the coordinator of the project, and Keepthinking, UK (www.keeptinking.it/). All other partners have been encouraged to participate actively in the development of the game through the delivery of additional content, testing, using and promoting the game in their respective countries. The social game was designed to be accessible on different devices including mobile phones, tablets, and personal computers.

The social game Food Planet is one of the creative applications developed in the project Europeana Food and Drink (http://foodanddrink europe.eu/). The project contributes to the development of Europeana content, and promotes re-use of existing content through creative applications. Among these applications are mobile handheld applications, a virtual exhibition (with accompanying physical exhibition), picture library content, a published e-book (with paper book), an online learning platform, a semantic demonstrator, a technical R&D project, a design application, and the social game that is a subject of this paper.
Creative. Digital.
The social game designed for the Europeana Food and Drink project is a creative application for which digital content on the subject of culinary heritage is used. It can engage several audiences. The aim of the game is to promote Europe's food & drink heritage while promoting Europeana digital content and its re-use by communities. Its purpose is also to support future collaboration between partners and businesses in the cultural sector with special emphasis on the creative industry.

Before creating the Food Planet social game, many other examples were examined. Among the games that could be found as competitors were Chew or Die, Don’t Gross Out the World, Hi Guess the Food: Logo Quiz, and Best World Food.

The competitive analysis revealed that, compared to many other applications available, in the Food Planet game we managed to combine the fun and educational aspects. This is done while ensuring that the important cultural facts that are getting lost with the mix of cultures are revived and relived by the player.

The digital content delivered consists of meal or tool pictures; meal or tool description, with special attention to some curiosities making the game more interesting for the players; ingredients necessary for the meal; recipe; country of origin; links to Europeana if such materials are available in Europeana; delivery of additional contents to Europeana if these are not present there; links to Wikipedia or other sites where more information about the meal or tool would be available and could serve for further learning by the players.

This game will definitely be an interesting find for all those food-savvy individuals who want to get their hands on recipes and prepare a mouthful of dishes from around the world using the basic ingredients from that culture. The player will also have a chance to learn not only about the traditional dishes from different countries but also find out about tools, utensils, and tableware from the different countries where they were invented.
Who can play the game?
Studies show that an average game player is 31 years old; however, these statistics focus mostly on computer and video games. A study in the UK, France, Germany, and Spain based on people aged 6 to 64 shows that the percentage of people that play any type of game varies by age group in these four countries, but on average, most players (any format/device) are classified in three different age groups: 6-10, 11-14, and 15-24.

In Food Planet, the user question is rather open, and we focused on having a game that can be played by the general public, youths, kids, or simply food-savvy individuals. The motivation for playing this game really depends on the individual. Some people might just be curious. Others might just want to kill some time. While some others might play to broaden their knowledge of various cuisines and heritage from around the world.

Social, Fun, Education
The Food Planet social game has several characteristics and features that revolve around having a game with social elements. These include the fact that the game provides for multiple players challenging each other, competing for better scores, and acquiring different badges. This will make players feel rewarded as well, and thus play the game for a longer period.

The sharing features allow the player to share different parts of the game, including interesting information about specific dishes and recipes. They will learn that the poppy seed cake served on Christmas Eve in each Polish home can be dangerous for football players. Six pieces of this cake eaten in two days before a game makes tests signal the presence of illicit opium and morphine in the body. They will also learn that pasta, which we consider a typical Italian dish, according to legend was imported by Marco Polo from China.
Additionally they will learn, for example, that the kocher was invented in the mid-19th century by French-born chef Alexis Soyer, the chef de cuisine at the Reform Club in London. He promoted this invention as the “magic stove”, which allowed people to cook food wherever they were. His kocher was used by British troops during the Crimean War, helping the army to save soldiers from dying of malnutrition or food poisoning. It was appreciated so much that his remuneration was equal to that of a brigadier general. Players will also learn that a coffee grinder prototype was used simultaneously in Europe and Turkey in the 17th century, but the first real model was built in 1799 in Birmingham, England by Richard Dearmann, a blacksmith. The players will be most probably surprised to learn the method of obtaining salt in a number of spa locations in Germany, Poland, and Austria, using special constructions called graduation towers, still in use in a few Polish cities.

Again, this will contribute to further engaging many other individuals, while at the same time giving visibility to the commercial partners who contribute to the game.

Crowdsourcing of data is the way forward, and this social game will help Europeana to acquire further material for its ever-growing database, since players will be able to contribute data themselves.

The Food Planet game
The basis of this social game is a quiz - meaning that players will have to answer a number of questions in order to address the challenges posed by the game.
The social game has three main operating modes:

- **Guest mode**
- **Friend Challenge mode**
- **Upload your Dish mode**

Guest mode offers the users participation without login. They will be able to challenge other players anonymously. However, in guest mode players will not be able to create challenges, win badges, or upload photos. The reason for this change is to provide a preview of the game to new players and encourage these users to register and connect.

In the Friend Challenge mode, players answer five random questions from the mentioned categories, with a timer of approximately twelve seconds for each question. For each question, the timer starts at 100 points and the point value reduces with time. In this mode, players can challenge their friends by connecting with a social media account such as Facebook. Players can collect different badges and get further background information about the item. When available, the player also has access to the recipe of a particular dish. Every player engaging in a challenge is matched with another player ranked at a similar level of overall points. When no players are
available, the player can create a challenge to be accessed by someone else at a later stage. The winner of a challenge receives points based on the questions answered correctly. Users collect different badges based on the points gathered as they go along. Players have the option to ask for different hints, such as a list of ingredients of the meal, the name of the dish, or brief information about the item. When a player asks for hints, points are deducted; this applies both in the guest mode and the friend challenge mode.

In the Upload your Dish mode, players can upload a photo of their own dish (and drinks), together with information about the origins of the dish. The possibility of acquiring additional badges encourages players to use this mode (also known as “send your dish to cyber space”). Apart from uploading the image, players are asked to submit the name of the dish and choose ingredients from a predefined list. Finally, the player marks the country of origin for the dish being uploaded. This information is used as hints in challenges.

User-generated content is checked and approved for accuracy and appropriateness. Players can flag inaccurate content while playing. All content is reviewed before being made available in the game.
**Badge Collection**

There are three sets of badges:
- Geographical badges
- Challenge and social badges
- Upload badges

The game includes different geographical badges linked to different regions found across the world. All badges have a point value associated to them and are automatically calculated from the questions being answered by the player. Some of the badges are won when playing against players in that particular region (to ensure that badges are not too difficult to obtain, especially during the launching phase of the game, as not all geographical regions are yet covered).

Upload badges are won when players upload content to the game. There are different badges for a range of 1 to 25 uploads, to encourage players to continue contributing their material.

Finally, the challenge and social badges are achieved when a player challenges and wins against another player in the challenge. Furthermore, sharing scores, badges, and recipes from the game allows the player to acquire additional badges. This will help make the game more popular among players and keep it active on social media.
Leaderboard
A leaderboard is also included in the social game. It is anticipated that it will increase the competition element of the game, which is important if one wants to make sure that people keep playing the game for a longer time. The leaderboard is divided into two parts, “This Week” and “All Time”. Partners have been asked to organise prizes for players to win. Such prizes could vary from discount vouchers at a restaurant to free entrance to a food / drink museum in their country.

Technical Specifications
The social game was developed using state-of-art technology in order to ensure an enhanced user experience while also making sure that the social game can be accessed on any mobile device. A combination of HTML 5, CSS, and JavaScript was used for portability as well as the ability to utilize the core features of iOS, Android, etc. The technology provides the opportunity to integrate the social game on social media channels and the project’s official website. Data/content is retrieved through with the use of an internal database that pushes notifications to the developers to moderate and publish the content generated by the users. Europeana APIs will be considered to utilise content in the Europeana portal. Across Limits will host the social game on its own servers.
One can easily download the game from Google Play Store or the App Store by searching for “Food Planet”.

Visiting our dedicated Facebook page https://www.facebook.com/foodplanetgame will also give access to playing the game on a computer.

1. Europeana (www.europeana.eu) is a porta created in cooperation with cultural heritage institutions
3. www.isfe.eu/sites/isfe.eu/files/attachments/gametrack_european_digest_q3-14_0.pdf