Press Release

Blues and Reds: Research meets gaming in the first ever mobile experiment on iOS and Android.

August 23, 2017. Miami, Florida, USA. Two professors of economics at the University of Miami have released Blues and Reds. It is the first ever mobile experiment; that is, a game on mobile devices that has two objectives: entertainment for players and data for scientists. The game is available on iOS and Android devices.

Blues and Reds: game. Blues and Reds is a puzzle game. Players have 58 levels to solve, divided into 10 chapters. Each chapter consists of two parts (two different types of puzzles). Each level is a turn-based game against the computer.

The objective is simple: RoboToken must end on a blue node for the player to win. If RoboToken lands on a red node, then the player loses. While the objective is simple, solving puzzles is not.

Except for levels in the Immortal Chapter, each level has only one life. There is no time limit to complete the challenges. Players need to think hard and sometimes very hard to beat the computer.

Blues and Reds: mobile experiment. Blues and Reds is a mobile experiment; entertainment for players and data for scientists. The data collected will be used for the project focusing on interactive problems.

Every day, people, firms, institutions, and governments interact with each other. If what a person receives (in terms of money or happiness) depends not only on his/her actions, but also on what others do, then we say that this person faces an interactive problem.

Every day each of us solves interactive problems: from the US government designing trade policy to Wal-Mart setting prices to Roger Federer choosing his strategy in a match against Novak Djokovic. Game theory is a field of economics and mathematics that focuses on such interactive problems.

Blues and Reds was created to understand which interactive problems people are able to solve and, consequently, to discover what makes one interactive problem more complex than another. The main objective is twofold: First, to identify the percentages of users who are able to win levels in Blues and Reds; Second, to understand what determines these percentages. Addressing these questions is important because it will allow the scientists to develop better theories of interactive behavior.

When you play Blues and Reds, you not only spend time in a fun way while learning about your own strategic abilities, but also you are a crucial part of this fascinating and innovative research.

Blues and Reds is for free. There are no ads. There are no in-app purchases. Pure fun and science.

Why mobile experiments: story behind Blues and Reds. Mobile devices (smartphones, tablets) are indispensable in our lives. People rely on mobile devices in our jobs, classrooms, and every day personal matters. People use mobile devices more and more. The Era of Mobiles is already here – this is an undisputable fact.

Social scientists (economists, psychologists, sociologists, political scientists, etc.), we need to adapt to this new era. Modern technology not only provides enormous opportunities to conduct research in social sciences, but also changes how scientists conduct research.

Technology is already in the hands of people, which means that with the right tool scientists have access to millions of people. This tool is a mobile experiment. Blues and Reds is just the beginning of this new and fascinating chapter in social sciences. It is time for Mobile Social Sciences and Mobile Experiments.

Why mobile experiments: scientific advantages. There are several scientific advantages of mobile experiments over traditional laboratory experiments.

- Better experiments. Instead of a couple of dozen of college students, with mobile experiments, we can potentially reach millions of people with diversified backgrounds (age, nationality, education, etc.). This is very important in order to have a representative sample, to avoid sample selection bias, and to test differences across population types.
- Novel scientific questions. When people are just one click away from an experiment, we can conduct studies that are very difficult in the traditional laboratory setting. For example, long-term or repeated experiments; experiments which require mobility of participants; or experiments with novel data generated by wearable accessories.
- Revise and modify on the go. Mobile experiments can be modified while they are still being conducted. This is important if, for example, the initial results of the experiment indicate that a re-design is necessary in order to answer additional questions.
- Experiments evolve with technology. Technological innovations focused on mobile devices – VR, AR, and everything else we cannot imagine today – open many doors for important and interesting research projects. Mobile experiments allow us to use that technology in the pursuit of scientific progress.

Acknowledgment. We acknowledge the support of the University of Miami School of Business Administration.

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Summary

Game: Blues and Reds

Category: puzzle

Google Play: https://play.google.com/store/apps/details?id=com.MSS.BluesAndRedsAndroid

App Store:
https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=1241418625&mt=8

Created by: Konrad Grabiszewski and Alex Horenstein; faculty members at the University of Miami School of Business Administration; more about us: http://www.bluesandreds.com/mobile-social-sciences.html

Price: Free. There are no ads. There are no in-app purchases. Pure fun and science.

Website: http://www.bluesandreds.com/

Press kit: http://www.bluesandreds.com/press-kit.html

Game tutorial: http://www.bluesandreds.com/tutorial.html

More about mobile social sciences and mobile experiments: http://www.bluesandreds.com/mobile-social-sciences.html