

# Applying Surveying in the Gaming Industry: Just a fad or a potential tool?

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## SUMMARY

Smartphones have changed the way we conduct our lives. Even in the gaming industry, most game producers shifted their attention from gaming consoles to handheld gadgets. Moreover, in recent years, location-based games became a worldwide phenomenon, thanks to Niantic's Ingress and Pokémon Go that led to the actual integration of real-world mapping techniques, such as the use of GPS, dynamic maps and open-source maps (open street map), coding, and cartography into the world of imagined terrains.

As of late, Minecraft even overtook SimCity as the premier game on world creation and terraforming with hundreds of thousands of active players from all ages.

This exposition will tackle the potentiality of gamification as a key tool in exploring the surveying and mapping profession: from geek-speak to collaborative and community mapping and as a vital instrument in communicating important global issues such as climate change and climate action, and addressing generational gaps. This will also include how location-based games paved the way to discovering uncharted issues on privacy and geospatial data safety and how they became an unexpected catalyst on policy creation in smarter cities.

In 2021, the United Nations Development Programme partnered with Playmob in creating "Mission 1.5" mobile game for their "People's Climate Vote" to survey and assess global perception on the current climate-related issues. Such approach, simple albeit effective, allowed UNDP to acquire important data and knowledge to be used on their next sets of projects and programmes through the responses received during gameplay.

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