

## Container Chaos: The Impact of a Casual Game on Learning and Behavior

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**Abstract :** This paper explores the impact that playing a casual game can have on a player's learning and subsequent behavior. A casual mobile game, Container Chaos, was created to teach undergraduate students about the carbon footprint of various disposable beverage containers. Learning was tested with a short quiz, and behavior was tested by observing which beverage containers players choose when offered a drink and a snack. The game was tested multiple times, under a variety of different circumstances. Findings of these tests indicate that, with extended play over time, players can learn new information and sometimes even change their behavior as a result. This has implications for how other casual games can be used to teach concepts and possibly modify behavior.

**Keywords :** behavior, carbon footprint, casual games, environmental impact, material sciences

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