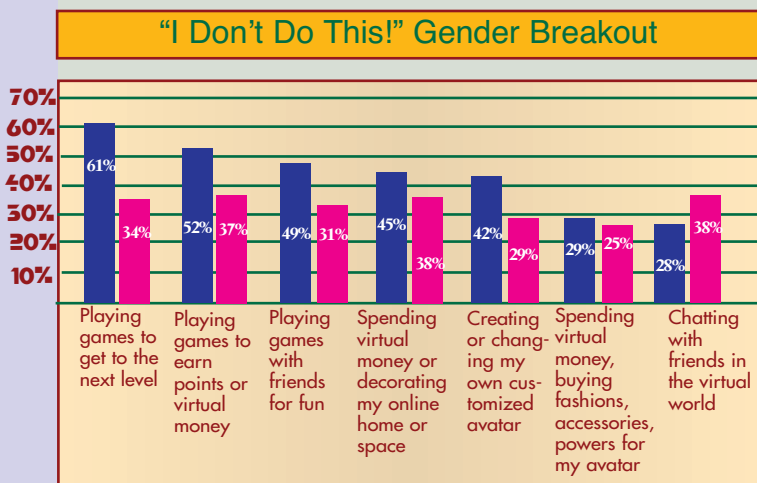
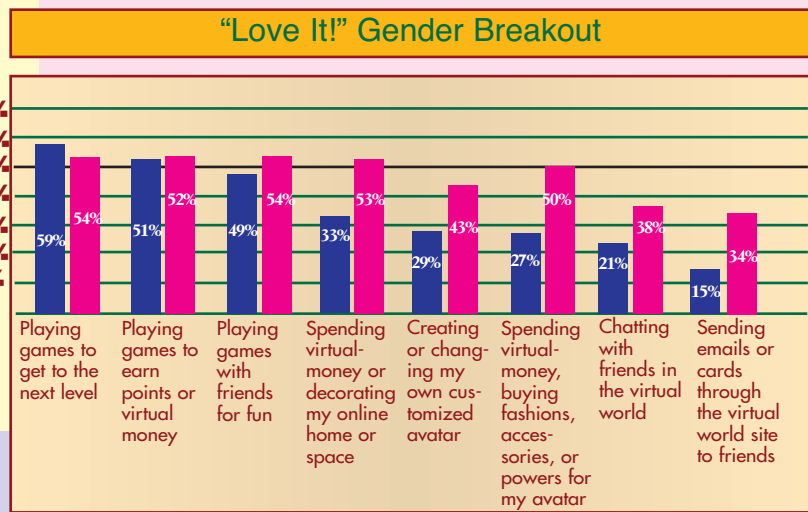
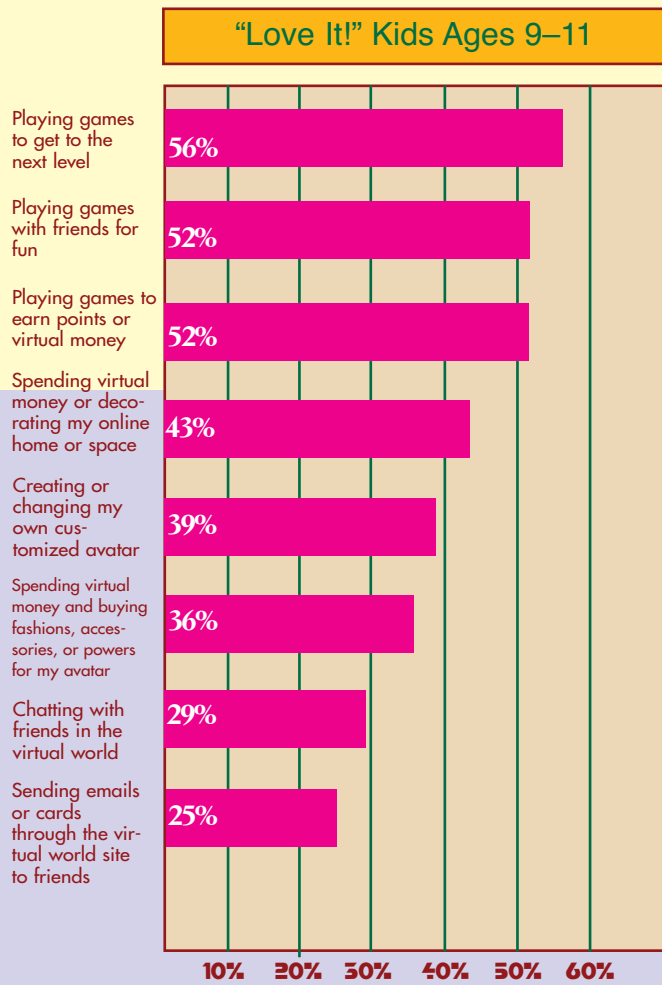


Go Figure! by Funosophy

The MYSTERIOUS Appeal of Virtual Worlds What's Got Kids Glued to Their Screens?

by Nancy Zwiers

Virtual worlds are infiltrating kids' lives faster than you can say Webkinz. In addition to designing sites that excite kids and extend the play value of toy products, what learning can we glean from these appealing worlds that can be applied to toys? A recent survey conducted by kids' marketing and product design firm Funosophy, Inc., asked kids to share their feelings on various online activities. Read on to learn more.



In Summary

The majority of kids love the majority of popular online activities, with the competitive nature of game play appealing most to boys and competition and social games tying for tops with girls.

Nancy Zwiers is CEO of kids' marketing firm Funosophy, Inc. This survey was conducted by Funosophy and its research partner, KidzEyes, among a nationally representative sample of 299 boys and girls ages 6-8.