

DUCK
DUCK:
quack!

KIDS IN SPACE

WHAT IS [📶]KIDS IN SPACE?

It's an evolving programme of research exploring the digital lives and needs of Young Australians (Gen Z + Gen Alpha).

Every three months Duck Duck Goose uses qualitative and / or quantitative approaches to explore a cultural topic or phenomenon that matters to young people...

...today, it's Roblox: how it affects our kids, and what it might mean for their steps into a Metaverse.





REBLOXX

FIRST, WHAT'S ROBLOX?

For a start it's the most popular game in the world.

Roblox is a global platform where millions of people - mostly kids - gather to imagine, create, and share experiences with each other in immersive, user-generated 3D worlds.

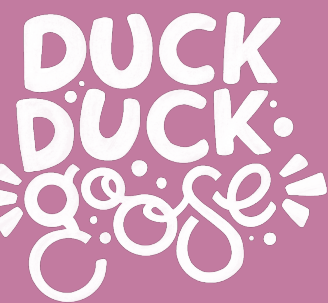
There are millions of games available to play on Roblox, the majority of which are created by the users themselves. These games use the Roblox creation tools to enable players to create their own maps, tailor-make their own rules and customise their unique playing experience.

With so many games to choose from it offers kids an unlimited, never-ending world to play in.



Enter

<https://youtube.com/clip/UgkxgO7agaHpb49KHMM4JdEmWhhjf7oROwbo>



SECOND, WHY DOES IT MATTER?

It matters for THREE reasons ...

1.

Because lots of young people are spending lots of time on it. Roblox daily active users spend an average of 156 minutes (2.6 hours) per day on the platform.

In Q1 2022, there were on average 54 million daily active users. 67% of these users are 15 and under.

2.

In essence, Roblox is its own metaverse containing many metaverses inside it.

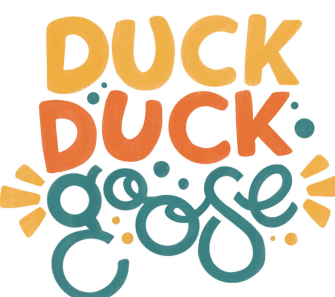
So if we pay particularly close attention, we can use Roblox as a bellwether for what might be to come with the Metaverse...

3.

And because the experiences that kids are having in Roblox are spilling into their offline world.

It's materially affecting their expectations of fame, fortune, education, brands

**IT'S THIS THIRD SET
OF EXPERIENCES THAT
WE'LL DELVE INTO TODAY**



“It’s like a break from the real world, and having a fantasy world where you can have everything you want!”

Amalie, Aged 11



THE ROBLOX EXPERIENCES WE'LL TALK ABOUT TODAY

AVATARS:

Roblox and
self-expression

POSSESSIONS:

Roblox + a culture
of consumerism

ROLE PLAY:

Roblox and
life development

AVATARS: ROBLOX AND SELF-EXPRESSION



In adolescence, young people are coming to terms with identity, while at the same time they're coming into a stage of heightened self-consciousness. As a result, they really care about how they look and what they wear



With this in mind their Avatars *really* matter:

It allows for safe self-expression:
with no risk of standing out or
facing ridicule

It gives them the permission to still
be a kid (unicorn horns, squirrel
tails, fairy wings)

It allows for experimentation
with identities without having
to commit

WHAT CAN WE LEARN FROM THIS? APPLYING IT IN THE REAL WORLD

They'll happily spend money on their Avatars - it's the embodiment of their digital identity

Giving kids an Avatar is a shortcut to engaging them in a digital world and is an expected element of any digital platform

Avatars can be useful in helping children make sense of changes in their own identity in a safe way

This has significance for how kids might engage with the Metaverse and NFTs: if they're willing to spend money on Avatars and invest in their digital identity, it's not that much of a stretch of the imagination to think that they'll be willing to spend on digital assets...

And remember:
The money spent on Robux, isn't being spent in your store.



POSSESSIONS: ROBLOX AND THE CULTURE OF CONSUMERISM

In the current economic climate, Australian parents may be wondering how to manage the grocery bill or put petrol in their cars but their children are driving their hummers to luxury yacht moorings in the metaverse

In Roblox, money buys luxury

Currently in Roblox; money can only be spent, not invested, donated or saved

Money is as easy come as it is easy go: kids can earn \$25 of in-game currency in a minute by making a pizza

Luxury brands are particularly salient in Roblox; Gucci + Ralph Lauren are the Big W and Kmart





“In Brookhaven you can drive a limousine,
live in a mansion, build a pool, play on a
yacht with your friend... it’s so cool!”

Mia, Aged 9

WHAT CAN WE LEARN FROM THIS? APPLYING IT IN THE REAL WORLD

There's potential for parents to use games as a learning opportunity. Kids might have to do jobs to earn Robux so they need to think about their purchases more

Let's balance out the unbridled capitalism. With more and more brands entering the Metaverse maybe it's time for charity brands or financial services to get involved to balance out the spending and teach kids valuable money skills

ROLE-PLAY: ROBLOX AND LIFE DEVELOPMENT

Role-playing games have always allowed kids to play at doing the things adults do that they can't.

In hyper-real Roblox, this is taken one step further

Kids are getting a chance to play at working in restaurants with simulated shifts. Money earned is then spent back in the game

Kids run virtual businesses, paying workers, and facing leadership challenges - something they could never do in real life

Kids are make adult decisions about their houses - planning extensions, choosing soft-furnishings or deciding on the right street to buy on



“I like making my restaurant looking fancy and futuristic... this is my best floor yet, it has a marble counter, fancy chairs, a wishing well, a chandelier.”

Miles, aged 11



“In this game called Bloxburg you can do a job as a pizza delivery. But it takes ten seconds to deliver one pizza & then you’re done! You get like \$100 or \$400 to deliver a pizza”

Jake, aged 9



WHAT CAN WE LEARN FROM THIS? APPLYING IT IN THE REAL WORLD

We can't underestimate kids when it comes to their potential to make decisions and project manage so it's important not to talk down to them

Learnt entrepreneurial skills could be applied across many facets of kids' lives from maths education to opening their own bank accounts to running a charity stall

HOW DO PARENTS FEEL ABOUT ROBLOX?

As with all digital discussions - they're conflicted. Many simply don't get it, have no frame of reference for it and have no inclination to look under the bonnet.

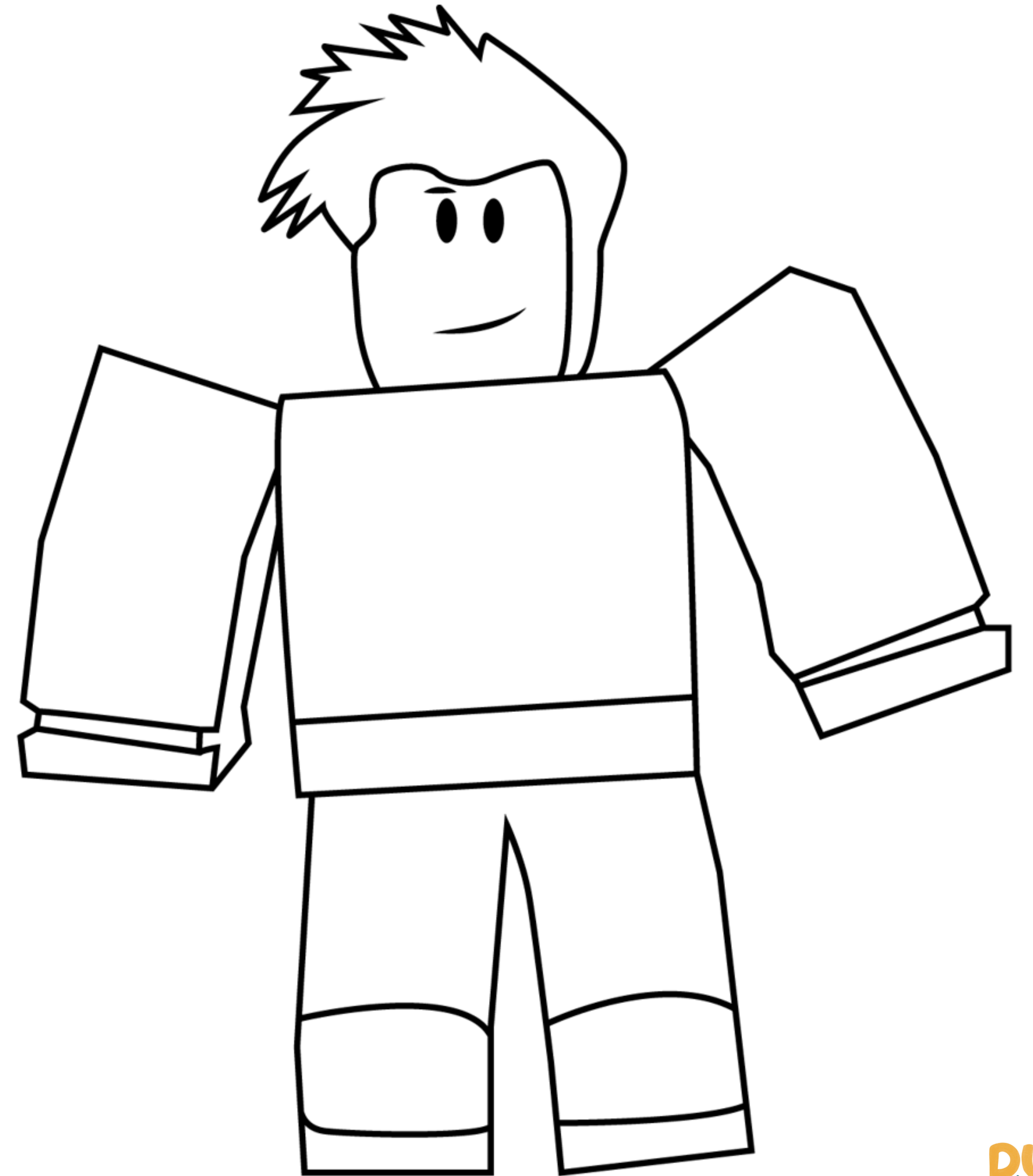
Others see the upsides:

Some parents using it for softly developing their kids' identity e.g. child needs glasses, so trial them on their Avatar

Some using it to teach their kids about money or as a bribe for good behaviour

Some parents are genuinely impressed with the tech and entrepreneurial skills their kids get from playing Roblox

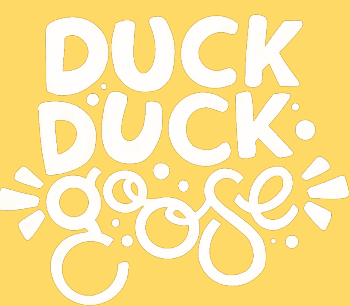
**WHAT CAN
ROBLOX
TEACH
BRANDS WHO
WANT TO
PLAY IN THE
METAVERSE?**



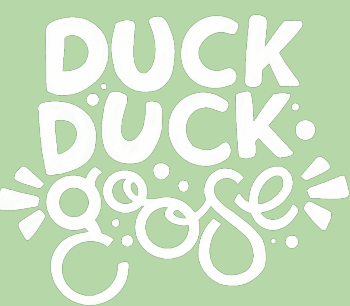
In the virtual world, brands cannot be replicas of their current offer.

They need to drive children's imagination, have fun and be playful.

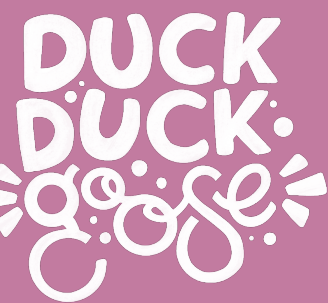
Hyper-realism is what kids are after



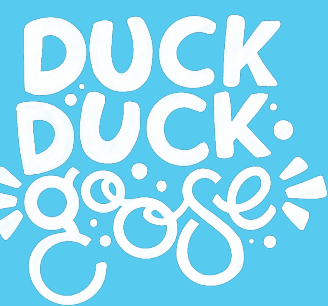
There's so much potential for role-play games but it's important to accentuate the opportunities and teach life skills in a fun way that also speaks to parents digital anxieties



Giving kids an Avatar is a shortcut to engaging them in a digital world and is an expected element of any digital platform



Digital content needs to be balanced out with physical content - a dual approach will sit better with parents



KIDS IN SPACE

Next quarter, it's screen time from kids' point of view.