



## Middle School Survey Results (PA USA)

Question	"Yes" % of Total	Related Comment by a Student
Does GoVenture Micro Business keep your attention?	89%	"First, start your prices low but not too low that you lose money. Second, raise them little by little until you are comfortable. Keep up with the daily news and focus on the traffic rush."
Did you enjoy playing Micro Business?	96%	"I liked how the game was fun and educational at the same time - like how you can make decisions for yourself and how everything is up to you."
Would you like to play other similar type business gaming simulations?	89%	"I liked how Micro Business helped me learn about a business and how to run it. And, I also liked how different things happened each day affecting your decisions. It is designed like a game."
Were you challenged by Microbusiness and did it require you to use problem solving and thinking skills?	71%	"I liked that it helped me learn new things about businesses and to manage them. I also liked that it was a different thing every day, not having the same weather and same competition. I had to think about how to manage a store and also you had to be careful when buying items."
Did you learn anything new about operating a business or how the real world works?	97%	"It was pretty realistic in terms of pricing and how businesses work and I learned a lot of new things about owning a small business."
Did you learn any new concepts or terminology such as Gross Profit, Market Share, Expenses, Net Profit, Sales, Inventory, Competition, Pricing, etc.?	86%	"I liked selling stuff, how real it was, and dealing with money and customers. I liked that you get to run your own business and get a sense of what might happen in real life. What I liked best was that I had to learn to control my money. I had to think strategically."
Did you learn anything new that you think you can use in school or in life now or in the future?	96%	"I liked when I sold at a reasonable price and made a big profit. I also liked the challenge of the competition from the other vendors. It teaches you about things you need to know about life in the future."
If school had more activities like Micro Business or other types of learning simulations, would you be more engaged in your schoolwork?	95%	"I liked that you had control over what was happening and that all the decisions were up to you. I liked that I had a lot of options for different things and got rewarded when you did well."
Did making decisions in Micro Business give you a sense of control over what was happening in the simulation? (e.g., Think about reading the news and reviewing reports, and what affects certain factors.)	94%	"I liked how you were in charge of buying supplies and deciding whether or not you wanted to open that day. There was always a newspaper so I could read it and figure out the different things I should do that day. It felt like real life and I would get really into the game thinking that I was actually making money."

Do you feel that you learn something when playing Micro Business and other simulations even if your business did not (does not) do too well?

95%

"I enjoyed starting the game over because it helped improve my strategy and motivated me to do well. I also got to feel what a real business is like."

If you were doing poorly or average in a course, but could get course credit by playing a simulation game like Micro Business, would you consider that a good option for you?

98%

"This was very fun and interesting to do. It wasn't hard to learn but you learn a lot."

When you were playing Micro Business, did you ask for help from the teacher or fellow classmates?

51%

"Help from classmates can result in your business being successful. I liked the achievements."

When you were playing Micro Business, did you help other students?

73%

"Buy advertising and max out on quality. Keep a large stock of items and read the newspaper. Check your competitor's prices every day."

Do you think that Micro Business is suitable for middle school students in 8<sup>th</sup> grade?

97%

"I liked how it wasn't too simple or complicated, but just right."

Do you think learning simulations should be included in the curriculum?

84%

"I liked the fact that it was very interactive. It was something different, which is good for students."