

Noticing How Words Work

Soo Kim Bee and Caroline Ho

APPENDIX A: Text A*

How Pokémon Go Was Created (TEXT A)

It is official: It is a phenomenon, to the point where even she is cracking jokes about it on the campaign trail.

But while the iPhone and Android game may appear to have been an overnight success, there was a lot that went into making it into the hit that it is today. Here are 14 facts you might not have known about it and how it came to be.

It is not actually the first time you could play with its characters in so-called “augmented reality.” The Nintendo 3DS and its successors have a little-used augmented reality feature that lets you aim its camera at special cards, and have 3D characters appear on the screen, kind of like Pokémon Go.

Furthermore, it is not actually owned by Nintendo itself—the copyright is technically jointly owned by the company, a joint venture between Nintendo, original game developer Game Freak, and toy-maker, Creatures. It was actually the company, not Nintendo, which spearheaded it.

The world first learned of it from the Pokémon games’ first-ever Super Bowl ad in January 2016. It was designed to celebrate the 20th anniversary of the original games for the Nintendo Game Boy.

*Adapted from Weinberger (2016)

APPENDIX B: Text B*

How Pokémon Go Was Created (TEXT B)

(*Italics* = Proper Noun; Underline = Pronoun)

It is official: *Pokémon Go* is a phenomenon, to the point where even *Hillary Clinton* is cracking jokes about it on the campaign trail.

But while the *iPhone* and *Android* game may appear to have been an overnight success, there was a lot that went into making *Pokémon Go* into the hit that it is today. Here are 14 facts you might not have known about *Pokémon Go* and how it came to be.

Pokémon Go is not actually the first time you could play with *Nintendo* characters in so-called “augmented reality.” The *Nintendo 3DS* and its successors have a little-used augmented reality feature that lets you aim its camera at special cards, and have 3D characters appear on the screen, kind of like *Pokémon Go*.

Furthermore, *Pokémon* is not actually owned by *Nintendo* itself—the copyright is technically jointly owned by *The Pokémon Company*, a joint venture between *Nintendo*, original game developer *Game Freak*, and toy-maker *Creatures*. It was actually *The Pokémon Company*, not *Nintendo*, which spearheaded *Pokémon Go*.

The world first learned of *Pokémon Go* from the *Pokémon* games’ first-ever *Super Bowl* ad in January 2016. It was designed to celebrate the 20th anniversary of the original *Pokémon games* for the *Nintendo Game Boy*.

*Adapted from Weinberger (2016)

APPENDIX C: *Expanded Noun Phrases*

- the campaign trail
- an overnight success
- so-called “augmented reality”
- a little-used augmented reality feature
- original game developer Game Freak
- the Pokémon games’ first-ever Super Bowl ad
- the 20th anniversary of the original Pokémon games for the Nintendo Game Boy