

THE MACHINE ZONE NEWSLETTER



AUTUMN 2017

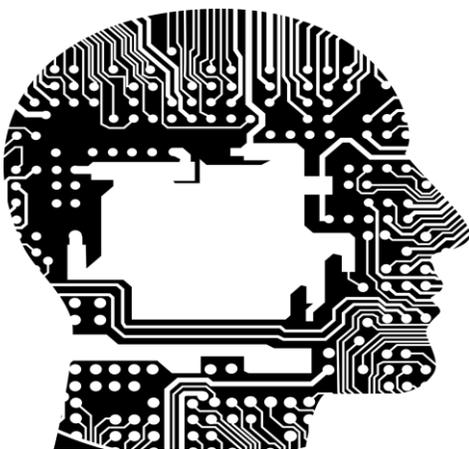
WHO WE ARE

**The Machine Zone
Community Interest
Company**

We provide formal and informal education about the digital environment for students, teachers, journalists, business and the public.

From everyday current issues to the utopian or dystopian futures – we're there!

Currently we have a special case study which examines electronic gambling. This pulls in psychology, industry, media, education, politics, history and more. You'll find out more overleaf



Digital Humanity

WELCOME

Martin and Adrian are the Company's founders and Directors. We've been busy networking, meeting people from all walks of life and attracting media coverage. It would be great to meet you too so do get in touch via the contact information.

We maintain two websites.

The Machine Zone at www.themachinezone.com is our main site. **Beat the Fix** is a case study which looks at electronic gambling devices while touching on areas such as politics, psychology and media literacy. It's useful for teachers, students, researchers and journalists, and is at www.beatthefix.com.

Our two Facebook accounts offer an archive of up to date content and links to important materials. These pages and our very active Twitter accounts can be reached via our websites.

THEATRE, FILM AND FICTION

We're working to produce a theatre piece and several short films. Very soon we'll be publishing a collection of short stories. Want to get involved? Please get in touch.

MEDIA COVERAGE & NETWORKING

Martin's been busy up and down to London meeting campaigners and journalists. He's been interviewed by *The New York Times*, *The Guardian* and in October a feature about him was published in a regional newspaper. He's also established strong links with local film makers and professional theatre.

FOR SCHOOLS AND COMMUNITY

We are very happy to talk to students perhaps as part of PSHE programmes, and to take part in community events. As a retired teacher, Adrian is producing a series of educational resources, available from the end of November. Like all of the Company's activities these will be free.

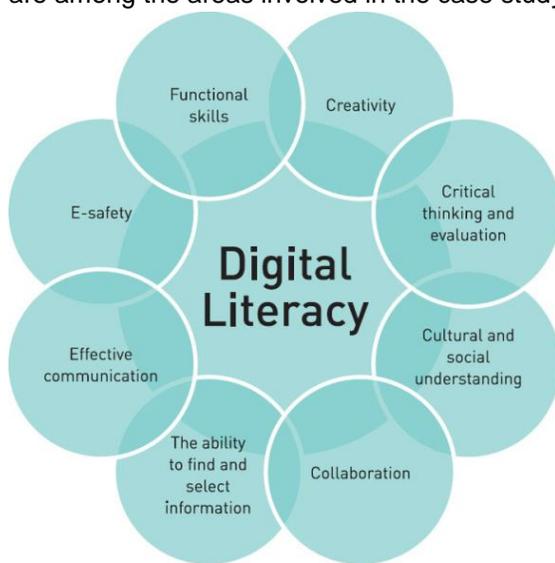
Beat the Fix: a case study

Our first major project focuses upon digital devices and gambling. The dangers of problem gambling are becoming more and more prominent in the media, research and political circles. Probably most well known is the concern about machines found in high street bookmakers called Fixed Odds Betting Terminals. Our website www.beatthefix.com and associated Facebook page and Twitter accounts provide a resource for examining debates and developments.

Concerns grow too about the increasing normalisation of gambling, particularly through advertising. Many young people now gamble on home devices such as smartphones. Research is showing that many Higher Education students are running into problems with gambling.

So gambling itself is an important social issue, certainly one which should be included along with alcohol and drugs education in schools' Personal, Social, Health and Economic Education.

However, our case study is intended to go beyond the focus of gambling and present opportunities for learning about many important aspects of modern society and how they interact. The mass media, social media, digital literacy, critical thinking, psychology, addiction, lobbying and campaigning, local and national politics, business ethics and personal freedom are among the areas involved in the case study.



We are very happy to visit schools and other educational venues to talk about addiction generally and give personal testimonies of gambling and substance addiction.

Also we'd be pleased to contribute to public events, and to offer short inputs to professional training.

Our voluntary company began in June and is developing slowly but steadily. If you'd like to get involved in any capacity let us know and we'll get back to you immediately.

That goes too for any organisation which would like us to visit.

Link to us and follow on Facebook and Twitter. Let's network!

CONTACT US AT:

themachinezone@planetmail.net