



Gamification



The Email Game

II Pause 7 emails remaining. ⚙️

1 : 25 250 points
min sec

Reply Reply All Forward Label Boomerang Skip Archive Delete

☆ [ED_list] Fwd: [information] Lecturer in Development Education at Institute of Education

From: Artur Araujo
To: ed_list <ED_list@yahoo.com.br>
Date: Monday, July 04, 2011 at 4:07PM

Lecturer in Development Education at Institute of Education

We are seeking to recruit a Lecturer in Development Education as maternity leave cover within the Development Education Research Centre. The role will include teaching on the Masters Programme on Development Education and acting as research officer for a DFID funded project on GStudents as Global CitizensA¹

Your duties will involve being the course tutor on two online modules on the Masters Programme and acting as personal tutor. You will also be undertaking research on the DFID funded project and a range of consultancy projects. You will also be expected to contribute to the broader work of the Centre. You will need at least a mastersA¹ level qualification in area related to the field of development education, knowledge of development education and debates in higher education on internationalization and experience in undertaking qualitative method research.

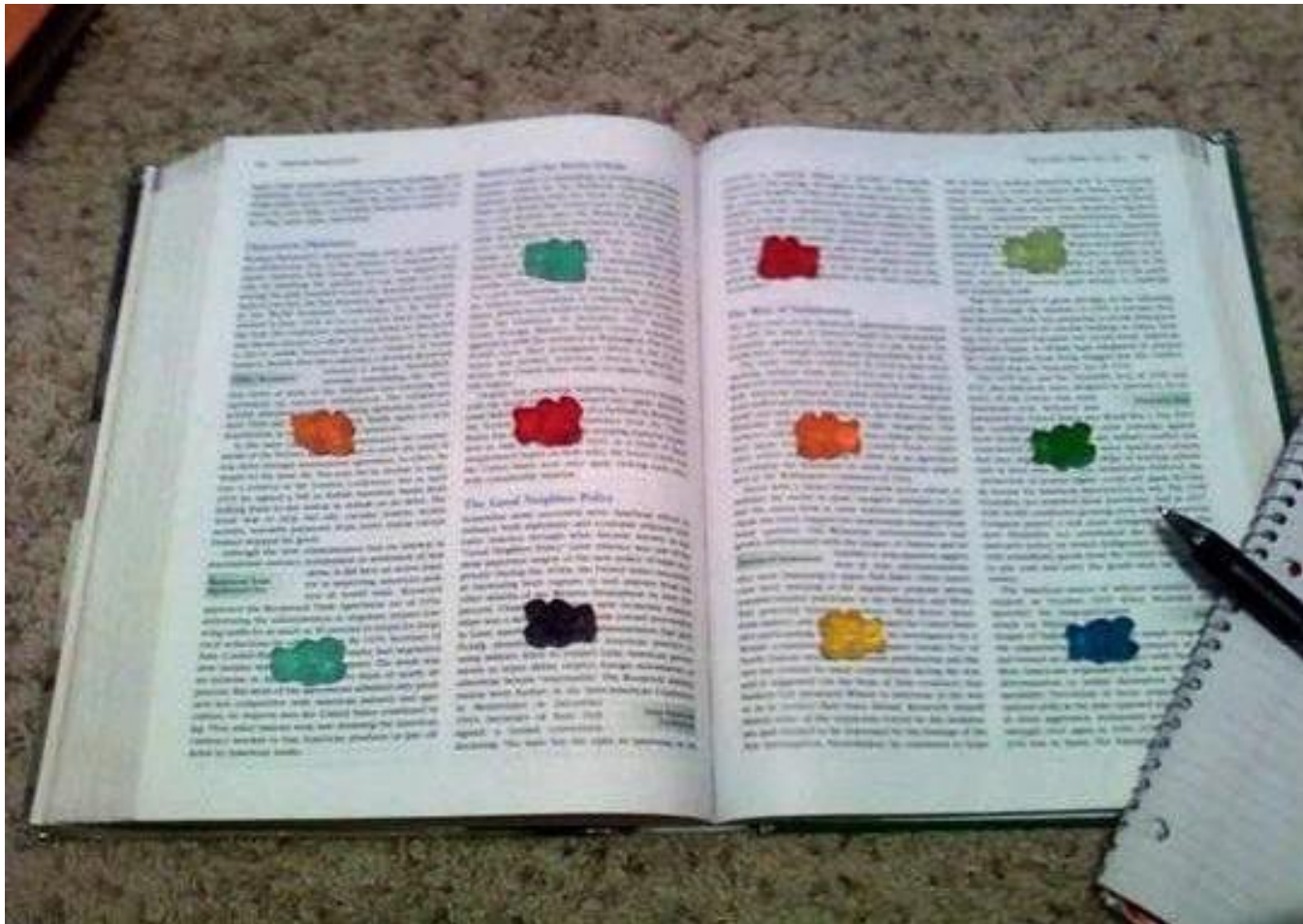


<http://emailga.me>









STUDYING INCENTIVE: WHEN YOU REACH A GUMMY BEAR, YOU GET TO EAT IT. I'VE BEEN STUDYING WRONG MY WHOLE LIFE.





9th Kyu - White Belt/Black Stripe



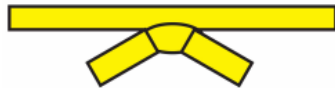
4th Kyu - Blue Belt



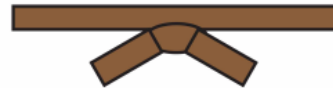
8th Kyu - Red Belt



3rd Kyu - Purple Belt



7th Kyu - Yellow Belt



2nd Kyu - Brown Belt



6th Kyu - Orange Belt



1st Kyu - Brown/Red Belt



5th Kyu - Green Belt



1st Dan - Black Belt



	Reading	Writing	Problems	Behaviour
White	Reads some words			Forces the teacher to raise his voice; disturbs classmates
Yellow	Reads syllables and classroom texts			Sometimes obeys to the teacher and day team. Listens during collective moments
Red	Reads a small text			...
Green	Reads the text and fills the interpretation sheet			...
Blue	Reads for the class			...
Brown	Reads stories on the "Tale activity"			...
Black	Reads like an adult			Behaves like an adult



Emotions

- ▶ Game designers focus on the emotional component of an experience
 - ▶ How to produce an emotional response?
- ▶ Fun:
 - ▶ Winning
 - ▶ Problem-solving
 - ▶ Exploring
 - ▶ Social Recognition
 - ▶ Role Playing
 - ▶ Collecting things
 - ▶ Surprise



ADD FUN !



PIANO STAIRS



DEEPEST BIN



Other examples...

▶ Example 1: LinkedIn profile

- ▶ Fill a form: Boring!
- ▶ Solution: “Profile Completeness”
 - ▶ Moves people a little bit more towards achieving an objective
 - ▶ Gives immediate feedback
 - ▶ It doesn't force the user to anything
 - ▶ Sense of progression
 - ▶ How close we are to completion

▶ Another example: MBL

- ▶ Badges in a collection



What's in a game?



- ▶ Goal
 - ▶ Rules
 - ▶ Lusory attitude
-
- ▶ Game: the art of making someone voluntarily overcoming unnecessary obstacles



The Magic Circle



- ▶ Boundary (either physical or virtual)
- ▶ The boundary separates the game from the real world
- ▶ In the game, the rules of the game matter (not the rules of the real world)
- ▶ Our objective: to put the player, the best we can, in the magic circle!



The Magic Circle



Moodle Features Demo You are logged in as Ger Tielemans (Logout)

Moodle > Features

This course outlines Moodle's features by providing examples of all the main sorts of activities and types of content that Moodle offers in an easy-to-browse form. You can download this course for your own site.

Topic outline

- General features:
 - Overall design of Moodle
 - Site management
 - User management
 - Course management
- 1 Text filters - these features can be applied to all text throughout a Moodle site
 - Auto-linking
 - Mathematics notation
 - Media plugins
 - Multi-language content
- 2 Assignments
 - An "Upload File" assignment
 - An "Offline" assignment
- 3 Chats
 - A "Repeating" chat with public session logs
 - A "Open" chat event

People

- Participants
- Edit profile

Activities

- Assignments
- Chats
- Choices
- Dialogues
- Exercises
- Forums
- Glossaries
- Journals
- Lessons
- Quizzes

Online Users

(last 5 minutes)

Ger Tielemans

Calendar

<< November 2004 >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Global events Course events
User events

Upcoming Events

A "Repeating" chat with public session logs
Tomorrow (03:00 PM)

Go to calendar...
New Event...

Recent Activity

Our objective: to put the player, the best we can,
in the magic circle!



Moodle Features Demo

You are logged in as Ger Tielemans (Logout)

Moodle - Features

This course outlines Moodle's features by providing examples of all the main sorts of activities and types of content that Moodle offers in an easy-to-browse form. You can download this course for your own site.

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- General features
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People

- Participants
- Edit profile

Activities

- Assignments
 - An "Upload File" assignment
 - An "Offline" assignment
- Chats
 - A "Repeating" chat with public session logs
 - A "Open" chat event

Online Users (Last 5 minutes)

Ger Tielemans

Calendar

<< November 2004 >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Upcoming Events

A "Repeating" chat with public session logs
Tomorrow (03:30 PM)

Go to calendar...
New Event...

Recent Activity

581
Points



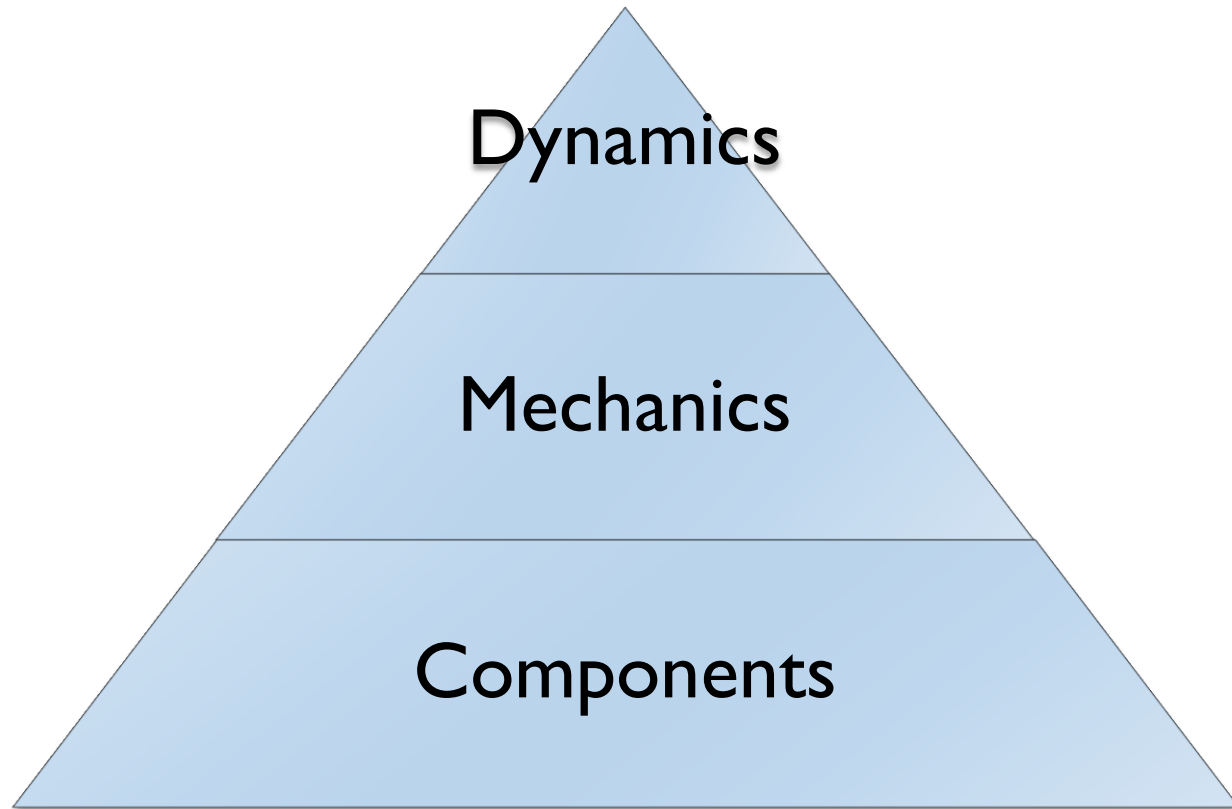
1	Reza F83	4,050 POINTS
2	Vandrasaiba	3,800 POINTS
3	DNA	3,430 POINTS
4	Clintang84	3,160 POINTS
5	Gonzalo F	2,150 POINTS
6	Ackermann	2,000 POINTS
7	WJRomney	1,970 POINTS
8	Farmerskiel45	1,950 POINTS
9	Lammekbergns	1,950 POINTS
10	Greeney	1,850 POINTS
11	DCFDcrewspporter	1,830 POINTS

THINKING LIKE A GAME DESIGNER

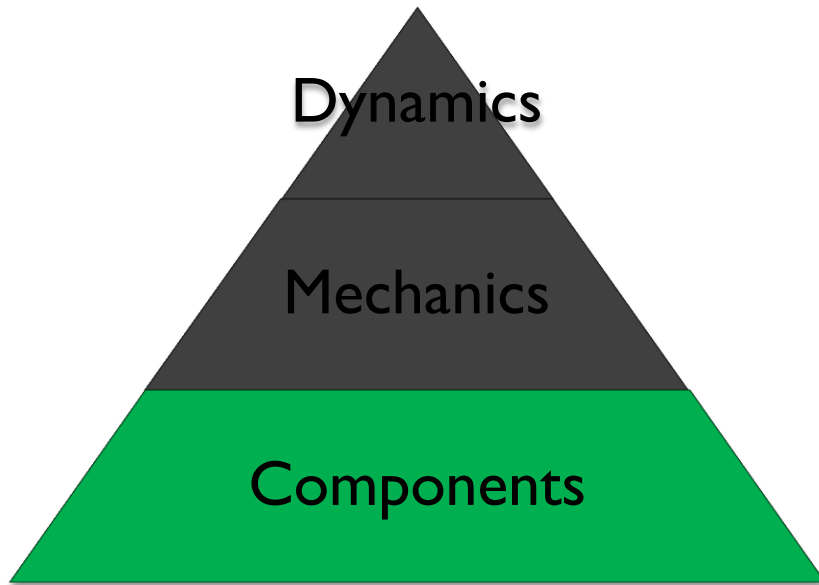
- ▶ “I am a game designer” (a skill, a state of mind)
- ▶ Think of your participants as players (and not a learner)
 - ▶ Subtle implications on the notion of the relationship
- ▶ Player is at the center of a game
- ▶ Sense of autonomy/control
 - ▶ They make choices, they are driving
- ▶ Players play
 - ▶ Sense of free motion within a set of constraints → freedom



THE PYRAMID OF GAMIFICATION ELEMENTS



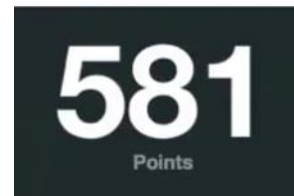
The Pyramid: Components



- ▶ Achievements
- ▶ Avatar
- ▶ Badges (visual repres. achievements)
- ▶ Boss fight
- ▶ Collections
- ▶ Combat
- ▶ Content unlocking
- ▶ Gifting (altruism)
- ▶ Leadeboard
- ▶ Levels
- ▶ Points
- ▶ Quests
- ▶ Social graph (set of friends avatar)
- ▶ Team
- ▶ Virtual goods (users want to buy)



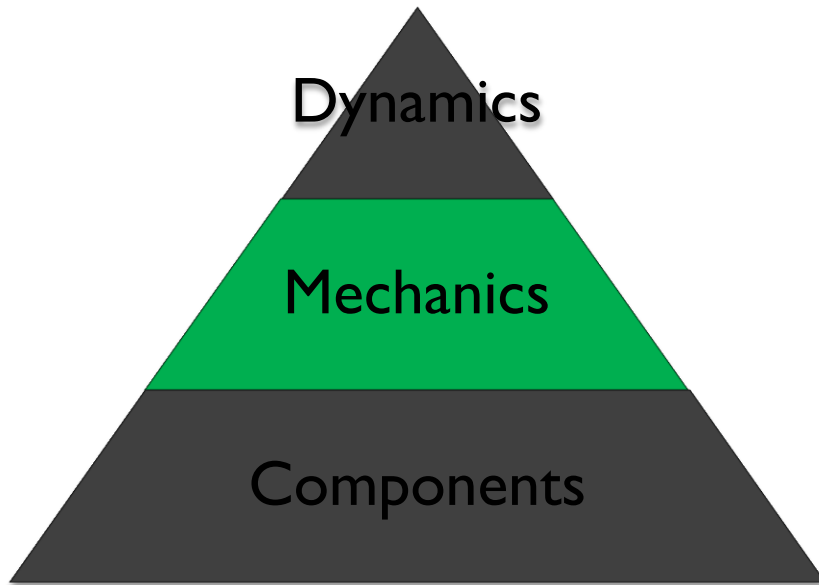
- ▶ Achievements
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- ▶ Boss fight
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- ▶ Combat
- ▶ Content unlocking
- ▶ Gifting (altruism)
- ▶ Leadeboard
- ▶ Levels
- ▶ Points
- ▶ Quests
- ▶ Social graph (set of friends avatar)
- ▶ Team
- ▶ Virtual goods (users want to buy)



1		Resa1983	4,050 POINTS
2		Vandraetha	3,800 POINTS
3		DHA	3,430 POINTS
4		Clintang84	3,160 POINTS
5		Gonçalo F	2,150 POINTS
6		Ackermann	2,000 POINTS
7		Wikitomny	1,970 POINTS
8		Farmerkiel45	1,950 POINTS
8		Gamemabergm	1,950 POINTS
10		Greeny	1,850 POINTS
11		DCFVDcrew supporter	1,830 POINTS



The Pyramid: Mechanics

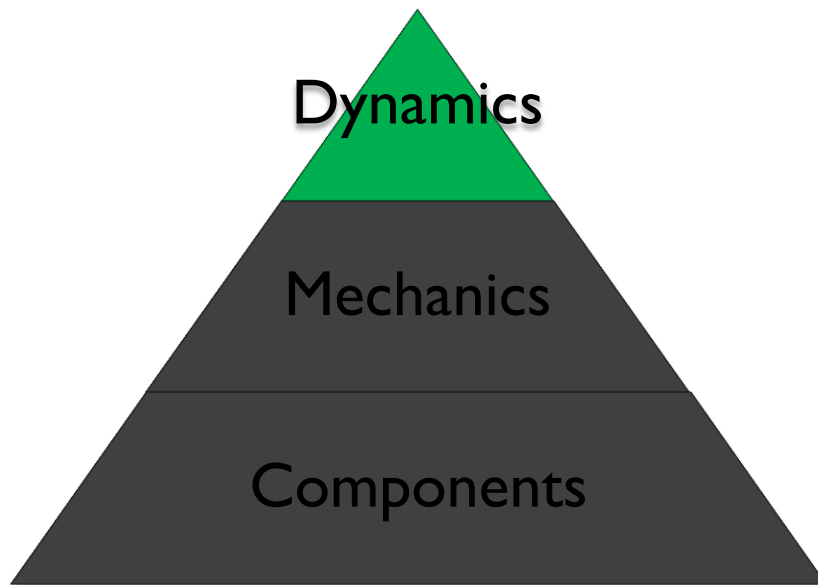


- ▶ Challenge (objective)
- ▶ Chance (dice, random)
- ▶ Cooperation
- ▶ Competition
- ▶ Feedback
- ▶ Resource acquisition (oil, points,...)
- ▶ Rewards
- ▶ Transactions
- ▶ Turns
- ▶ Win states



The Pyramid: Dynamics

- ▶ Dynamics: hidden/implicit structure that makes the experience coherent (coherent patterns)



- ▶ Constrains
- ▶ Emotions
- ▶ Narrative
- ▶ Progression
- ▶ Relationships

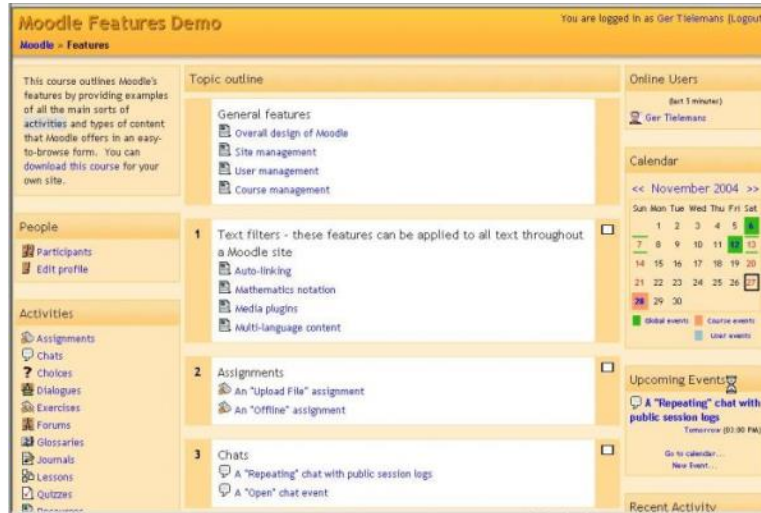


Example: Empires and Allies





An example: Polytechnic Institute of Leiria



The screenshot shows a Moodle course page titled "Moodle Features Demo". The page is divided into several sections:

- Topic outline:** Lists general features like "Overall design of Moodle", "Site management", "User management", and "Course management".
- Text filters:** Lists filters like "Auto-linking", "Mathematics notation", "Media plugins", and "Multi-language content".
- Assignments:** Lists assignments like "An 'Upload File' assignment" and "An 'offline' assignment".
- Chats:** Lists chat events like "A 'Repeating' chat with public session logs" and "A 'Open' chat event".
- Online Users:** Shows the user "Ger Telemans" is logged in.
- Calendar:** Shows a calendar for November 2004 with a "Repeating" chat event on the 13th.
- Upcoming Events:** Shows a "Repeating" chat with public session logs on the 13th.
- Recent Activity:** Shows a list of recent activity.

581
Points



Rank	User	Points
1	Renzo1981	4,050
2	ShouhwanPhu	3,800
3	DHA	3,430
4	Changyid	3,160
5	Gençalo F	2,150
6	Arbenizman	2,000
7	Viktorovny	1,970
8	Famerkie645	1,950
8	Caemerkabergen	1,950
10	Greenny	1,850
11	OCFVScreenSupporter	1,830

THE PBL TRIAD

- ▶ (P)oints, (B)adges and (L)eaderboards



1	Resa1983	4,050 POINTS
2	Vandraedha	3,800 POINTS
3	DHA	3,430 POINTS
4	Clintang84	3,160 POINTS
5	Gonçalo F	2,150 POINTS
6	Ackermann	2,000 POINTS
7	Wikitommy	1,970 POINTS
8	Farmerkiel45	1,950 POINTS
8	Gamemakermg	1,950 POINTS
10	Greeny	1,850 POINTS
11	OCFVDcrewssupporter	1,830 POINTS

You're Now a Part of Samsung Nation



Welcome to the exciting new community where you are rewarded by simply exploring Samsung.com and discovering everything it has to offer. You're now free to earn points, unlock and collect badges, boost your ranking, see who's leading, and watch Samsung Nation evolve over time.

Look to the right to check out real-time activity, then dive into the site to see what you can uncover.

Samsung Nation

SETTINGS

Leaderboard My Rewards

jay manaloto
Level 2 Apprentice
800 pts
9 Rewards

Apprentice Journeyman

Recent Achievements

- Merit 4.0 (5 minutes ago)
- Merit 3.0 (November 17, 2012)
- Player (November 10, 2012)

[View Your Showcase!](#)

[How do I earn points?](#)

Activities

- brenja doane unlocked the Player badge. [View](#)
- jesse knittel unlocked the Merit 2.0 badge. [View](#)
- brian d murray leveled up to Novice. [View](#)
- nikhil rampal unlocked the Player badge. [View](#)
- ali ghanem unlocked the Explorer badge. [View](#)
- tom mcdonald unlocked the Merit 3.0 badge. [View](#)
- amber sharma unlocked the Query badge. [View](#)
- hotel california unlocked the Player badge. [View](#)
- alejandra vazquez unlocked the Player badge. [View](#)

[Pause](#) [How do I earn points?](#)

Your Samsung Nation Progress

Showcase

SETTINGS

About Me	Stats	Recent Activity
jay manaloto Level 2 Apprentice	Points: 800 Rewards: 9	jay manaloto unlocked the Merit 4.0 badge. 5 minutes ago View

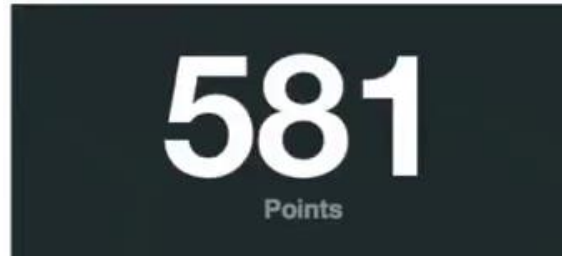
Missions 0 of 16 missions complete

Limited Edition	Special	Techie	Merit	Like	Star	Smart	S
0/1	3/4	0/5	4/5	0/5	0/5	0/5	

[How do I earn points?](#)

Ex: Samsung Nation (<http://www.samsung.com/us/samsungnation/>)

The PBL Triad: (P)oints



- ▶ Points are an universal currency, that can be used...
 - ▶ ... to keep score (it tells how well/competent someone is)
 - ▶ ... to determine Win States:
 - ▶ Ex. 1: comparing the player with the other players
 - ▶ Ex. 2: “Who wants to be a millionaire?” show
 - ▶ ... to connect to rewards
 - ▶ ... to provide real time feedback
 - ▶ ...to display progress (“where the player is in the ladder of the task accomplishment”)
- ▶ It also offers data for the game designer
- ▶ It's *fungible*



The PBL Triad: (B)adges



- ▶ Badges are visual icons with the following advantages
 - ▶ They offer a visual representation of achievement (we are visual learners)
 - ▶ They offer *flexibility* (The game designer can think of one for every task he/she can remember, motivating for a specific desired behaviour)
 - ▶ They are a Signaling of importance (What is an important accomplishment in the game)
 - ▶ Credentials
 - ▶ Collections (filling shelves is motivating) →
 - ▶ Social Display (status symbol)





Legion of Merit

Army Distinguished Service Medal

Combat Action Badge

Defence Distinguished Service Medal

Defence Superior Service Medal

Bronze Star

Meritorious Service Medal

Joint Service Achievement Medal

National Defence Service Medal

Army Service Ribbon

Humanitarian Service Medal

Air Assault Badge

Master Parachutist

Army Meritorious Unit Commendation

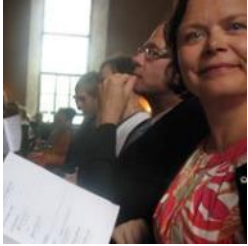
Army Superior Unit Award

Joint Meritorious Unit Award

Army Commendation Medal

PETRAEUS





EARLY BIRD

This user delivers homework at least 5 days before the deadline



BRIGHT IDEA

This user gave a innovative contribution to solve a task



ON FIRE!

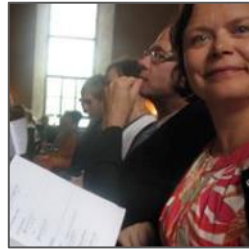
This user gave at least a contribution to the forum for 5 days in a row!



THE GOOD SAMARITAN

This user helps other student's in the forum





- ▶ How can groups (for groupwork) be made?
 - ▶ Let the students decide?
 - ▶ Organize them by interests?
 - ▶ Organize them by complementary skills?



- ▶ We shouldn't speak about "groups"...
 - ▶ ... we should speak about teams!
- (they are players, not students)



The PBL Triad: (L)leaderboards

1	 Resa1983	4,050 POINTS
2	 Vandraedha	3,800 POINTS
3	 DHA	3,430 POINTS
4	 Clintang84	3,160 POINTS
5	 Gonçalo F	2,150 POINTS

▶ Advantages

- ▶ Offer feedback on Ranking (feedback on competition)



The PBL Triad: (L)leaderboards

▶ Dangers

- ▶ They can demotivate
 - ▶ Solution: personalized leaderboards
 - Relative position
 - Friends position

Player	Points
John	7,500
Mary	1,500
Anne	1,300
Simon	1,290

Player	Points
Mary	1,500
Anne	1,300
Simon	1,290



Opportunity: Grand Hotels | Salesforce.Profile | Salesforce.Standings | Page Editor - NitroAdmin

https://na12.salesforce.com/006U00000025Klv

PB Bunchball Develop... | Web Services API De... | bunchball | Trac

salesforce

Search All... Search

Rajat Paharia Help Sales

Home Chatter Campaigns Leads Accounts Contacts Opportunities Contracts Solutions Products Reports Nitro +

Nitro for Salesforce.com

Home My Profile Team Standings Teams

Rajat Paharia

9,682 Points 10

Featured Challenge

Hey Rockstar! Earn 500 points by Upgrading 5 Opportunities in 24 hours.

20% Complete

Recently completed by:

See All Challenges

Your Teams

Cities

2 New York

3 Omaha

4 San Jose

5 Kansas City

6 Los Altos

See All Team Standings

Kasey McCurdy

Current Points: 14,140

14,140 Points 14

My Teams: San Jose, Western Region, Retail

Current Ranking

#45 Molly Kittle	15,500
#46 Kasey McCurdy	14,140
#47 Steve Patrizi	12,159

Current Contests

Rockstar

Hey Rockstar! Earn 500 points by Upgrading 5 Opportunities in 24 hours.

Your Progress: 20%

Recently Completed By:

Quota Killer

Hit 100% of your quota for the Quarter in the first 8 weeks, and we'll give you a cool 3,000 points.

Your Progress: 58%

Recently Completed By:

Chatter

Share with Kasey McCurdy and your company

Attach File Link Share

Kasey McCurdy Just earned 25 Points for Making a Chatter Status Update. #nitro Today at 12:56 AM - Comment - Like - Unfollow

Kasey McCurdy Just earned 25 Points for Making a Chatter Status Update. #nitro Today at 12:56 AM - Comment - Like - Unfollow

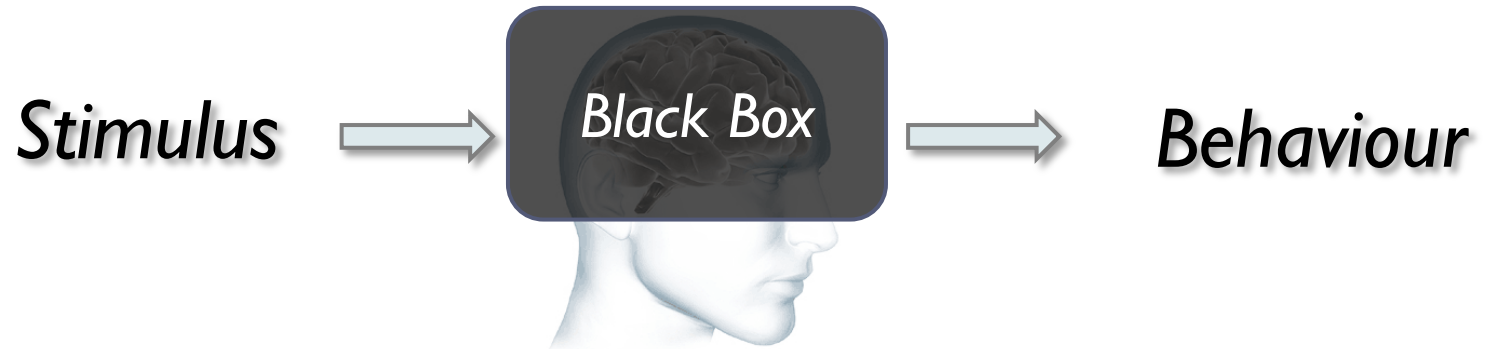
The PBL Triad: (L)eaderboards

▶ Moodle

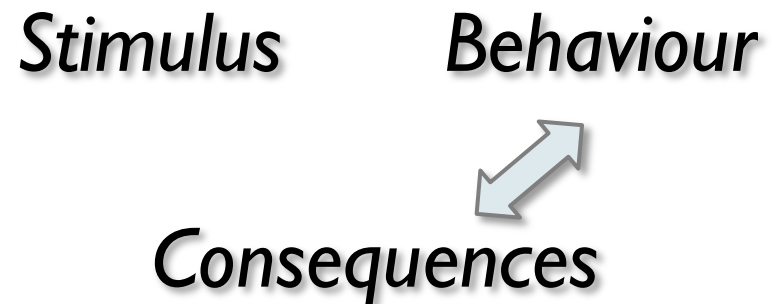
- ▶ We can set “groups” in Moodle, one for each team
- ▶ Each team has its own forum
- ▶ Teams cannot see each other forums
 - ▶ The teacher defines the scope (how much a player or a team sees in the virtual environment)



BEHAVIOURISM



- ▶ Classical Conditioning (Pavlov's dog)
- ▶ Operant Conditioning (Skinner)



Behaviourism in Gamification

- ▶ Looks what people **do** (external responses to stimuli)



Speed camera lottery

- ▶ Feedback (you do something, you get points **immediately**)



- ▶ Conditioning through consequences



- ▶ Reinforcement through rewards



Giving people something *they find valuable.*

REWARD STRUCTURES

- ▶ What should be rewarded?
 - ▶ Every time a task is done?
 - ▶ Make the player show every day?
 - ▶ How? → Offering a “Quest”
 - ▶ Etc...



Rewards: Cognitive Evaluation Theory

- ▶ Typology of different rewards:
 - ▶ Tangible/Intangible
 - Tangible: Money, boy scout badges (“social status”)
 - Intangible Virtual badges, encouragement feedback (“good job!”)
 - ▶ Expected/unexpected (our brains love surprises!)
 - ▶ Contingency (what the player has to do)
 - Non-contingent (you get the reward no matter what)
 - Engagement-contingent (You get a reward for starting the task)
 - Completion-contingent: (You get a reward for finishing the task)
 - Performance-contingent: (You get a reward for how well the task is done , not just for starting & finishing it)



Reward Schedules (psychological value of when the reward should be given)

▶ Continuous

- ▶ The player gets a reward just for playing the game
- ▶ Least interesting

▶ Fixed Ratio

- ▶ Ex: the player gets a reward every 10 times he enters the game
- ▶ Badges can be used to implement this strategy

▶ Fixed Interval

- ▶ Ex: the player gets a reward every x units of time

▶ Variable

- ▶ No fixed schedule
- ▶ Rewards come as a surprise! (Something that is not a *known pattern by the player*)



Some Limits and Dangers of Behaviourism



- Manipulation (ex: by *adiction*)
- Hedonic Treadmill (you have to give the *reward everytime forever!*)



INTRINSIC & EXTRINSIC MOTIVATION

- ▶ Intrinsic reward: you do the task for its own sake
 - ▶ *“I love my job so much that I would work for free!”*
- ▶ Extrinsic: you do the task for other reason than the task itself
 - ▶ *“I do my job for the money it pays.”*
- ▶ Extrinsic motivators:
 - ▶ Status (it will make us cool – leaderboard, mile cards,...)
 - ▶ Access (access to the reward – content unlocking)
 - ▶ Power
 - ▶ Stuff (tangible rewards)
- ▶ Game elements can be intrinsic or extrinsic, depending on the context



How rewards can de-motivate

- ▶ Extrinsic motivators can kill the intrinsic motivators!!!!
(over-justification effect, substitution effect)
 - ▶ The “Kids Drawing” experience:
- ▶ Some considerations on reward types:
 - ▶ Tangible rewards are the worst
 - ▶ Unexpected rewards are the best !!!
 - ▶ Performance-contingent are good
 - ▶ “I see you did a good job!” (the player sees it as something he/she already knows)







Player	Points
Son	1,000,000,000,000
Cat	1,500
Husband	1,300



-
- ▶ We should activate these 3 motivators of intrinsic motivation:
 - ▶ Competence (sense of achieving things, overcoming obstacles,...)
 - ▶ Autonomy (sense of feeling in control / “I have the choice”)
 - ▶ Relatedness (sense of purpose)

The image shows a screenshot of a fitness program selection interface. On the left, there is a section titled "Interests" with the instruction "Select at least one". A green hand-drawn circle highlights this section. To the right, there is a list of four options, each with a checkbox and a short description. A green hand-drawn rectangle highlights the entire list of options.

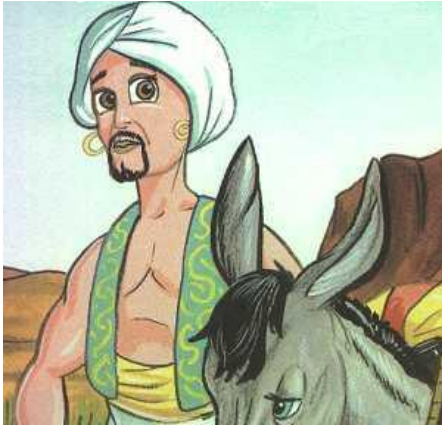
Strength	<input checked="" type="checkbox"/>	Sounds good. We'll get you built like Hercules!
Cardio	<input checked="" type="checkbox"/>	Perfect. We have a ton of active folk!
Group Training	<input type="checkbox"/>	Into things like Yoga, CrossFit, Martial Arts? Great!
Weight Loss	<input type="checkbox"/>	Fantastic. You'll be tightening up that belt in no time!



SOME IDEIAS...



Ali Baba



- ▶ What are their passwords? Do the activities A, B and C (if you wish) to get them (the teacher will send you the password by email IF you score at least 80% in a test)
- ▶ Some caves might not have any golden coins (it's a surprise!)
- ▶ Game element: content unlocking



Sphinx



- ▶ If you decide to face the sphinx, you enter in a challenge: you have to answer a secret question!
- ▶ If you succeed, you will **DOUBLE** your coins!
- ▶ If you fail, you will lose **HALF** of your coins
- ▶ Rules: send an email to the teacher, telling him that you want to face the Sphinx.
- ▶ In the next 24 hours, the teacher will phone you and ask a question about the subject of the course. The question is different for every student that wants to face the Sphinx.
- ▶ The teacher will double or halve your points according to your answer 😊



Resources

- ▶ <http://elearninginfographics.com/the-gamification-of-education-infographic/>
- ▶ Coursera's *Gamification* course

