History of Gamification

- The history of gamification is traced back to the Cracker Jack company's idea of putting toys in their boxes, and examples are given of countless companies using games and toys as a fun way to sell. It is stated that gamification in its modern sense first emerged in the 1980s. Game designer Richard Bartle's MUD1 project laid the foundation for multiplayer online games. In this period, people started to experience shared virtual worlds.

- The impact of video games on education and the emergence of the serious games movement are also discussed. The usability of video games for educational purposes is emphasised.

- It is then stated that the current use of gamification does not go back to the early 2000s, but it gained great momentum in this period with Nick Pelling's founding of his company Conundra and the launch of Bunchball's gamification platform. Gamification has become a business model that includes mechanics such as points, leaderboards and rewards.

- Finally, the importance of Jesse Schell's gamification presentation in 2010 is mentioned. This presentation greatly popularised the idea of gamification. Also, Jane McGonigal's book "Reality is Broken" and how games can help with real-world problems is mentioned.

TEDxUniPittsburgh - Jesse Schell - The Future is Beautiful

"The Future is Beautiful"
Using games to improve education.

▶ https://youtu.be/0tg55pdNMxw?si=XyAzQv4dygS56bC-