What is Gamificaiton ?

What will we learn?

What is gamification?

How can it be valuable?

- Gamification is a powerful tool. It can be used to solve our problems. However, it should be known that it cannot solve every problem.

How can it be done efficiently?

- Oyunlaştırmanın bir soruna uygunluğuna ve farklı tekniklerin kullanımına bir göz atacağız.

- We will have a look at the suitability of gamification for a problem and the use of different techniques.

Understanding applications of gamification

Definition of Gamification

> It is the use of game elements and game design techniques in non-game areas.

Game elements

- Toolbox

- Parts of the game : point system, levels, resource collection, avatars, quests, social graph, ...

Game design techniques

- Games do not only consist of game elements.

- These elements are not placed haphazardly. They are designed systematically, thoughtfully and artistically.

- It requires thinking like a game designer.

Non-game areas

- We have a different goal than game success.

- You play not only for fun, but also to learn, to work.

- What you do is similar to a game, but its purpose is not a game.

Why should we learn gamification?

1. An emerging business practice ⇒ we know that there are many examples of gamification being applied in many different companies and in non-business contexts. Some have consciously tried to implement it. Others have developed a solution to a problem but then realised that it is game-like. We are in a period where the field of gamification is becoming increasingly recognised.

2. Games are very powerful ⇒ We have all experienced what we can call addiction to some games. There is something about games that attracts us and this attraction will continue.

3. It teaches something in other areas of knowledge (Psychology, Design, Technology, Strategy) ⇒ Games have been present in all human history because they connect some very basic points about how our minds work. (What is motivation, what drives a person to do something?), Gamification is a design practice. We use gamification by developing strategies with the idea of how to do business (an efficient sales strategy, ,,,,), creating rich and personalised experiences using technologies and tracking interactions in real time and combining and analysing and using them becomes incredibly powerful when applied to gamification.

4. It's not as easy and obvious *as it seems* ⇒ Once you understand gamification, you might think: we use rewards to get people to do things, so I'm going to put various challenges and trophies in my own life and people will flow. But this is not as easy as it seems. It requires a solid system of thinking. It requires utilising various fields together.

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-

Examples and Categories

> There are 3 main categories where gamification is applied:

External (for customers)

- Marketing
- Sales
- Customer engagement

Internal (for employees)

- Human Resources

- Productivity enhancement

- Crowdsourcing

Changing behaviour

- Health and wellness

- Sustainability

- Personal Finance

- Gamification motivates.

- It can be applied in many areas.

- It covers many techniques, it cannot be divided.