Games

Gamification in Context

- Gamification is not about turning everything into a game.

- Gamification improves experiences, let's make us learn from games, let's make them more satisfying, let's make them motivate us, but not disconnect us from the real world.

- Gamification is not just PBL (points, badges, leaderboards).

> Game Theory ⇒ is a discipline that analyses decision-making processes involving conflict or cooperation with mathematical models.

- The most famous example of game theory is *Prisoner of Dilemma*, According to this scenario, if the prisoner in prison cooperates, both of them will be saved, but it is more attractive not to cooperate because of the rules imposed.

> 🎮 *Gamification*
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> - *Listening to games* ⇒ It is the acceptance that games are powerful. They can teach us something, and if we understand their mechanisms and how to apply these techniques, we can achieve very powerful results.
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> - *Gamification is about learning* ⇒ Game design is also about learning from fields such as psychology, business, sales and economics.
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> - *Gamification is fundamentally about fun* ⇒ Yes, there is a mathematical side to it, but games are more than that, they create a sense of fun.
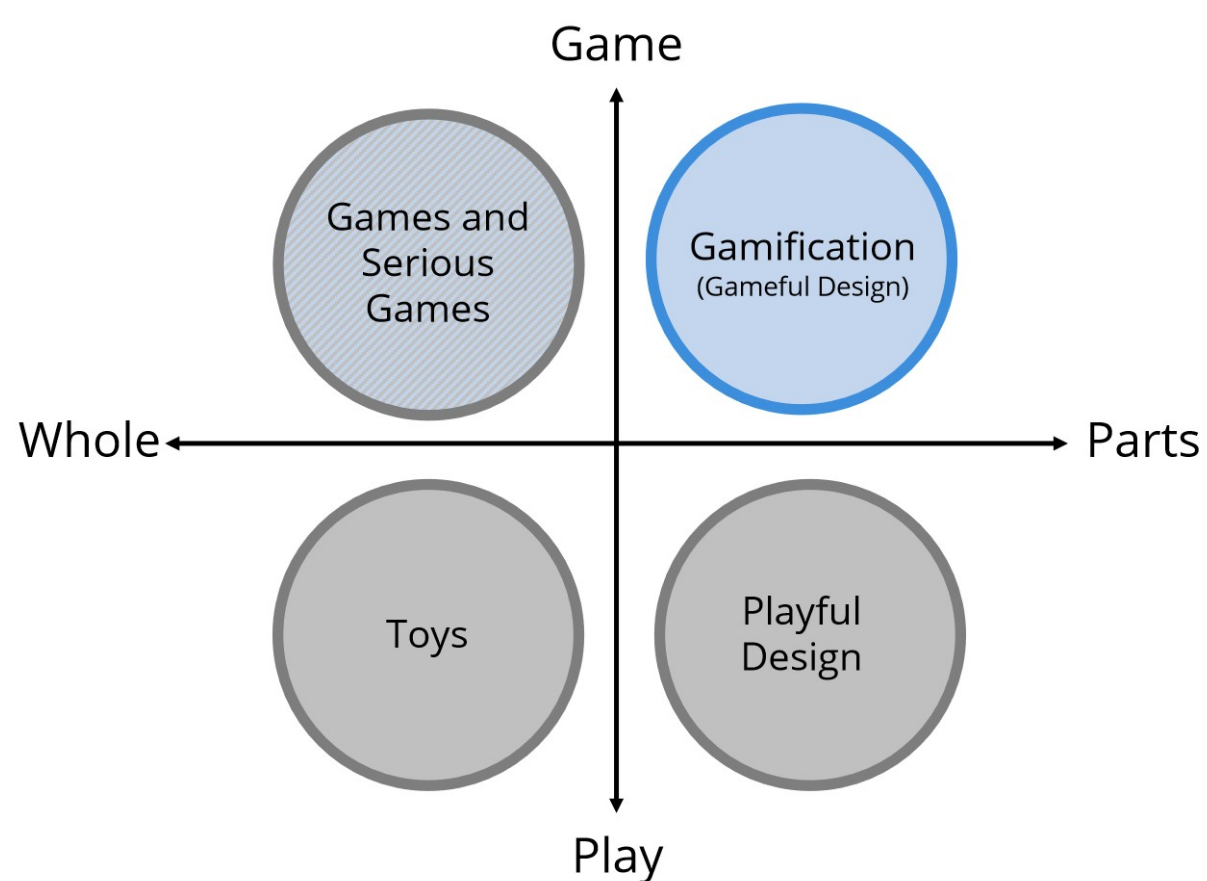
(Deterding et al., 2011)

Game ?

- The basic example of the difficulty, even impossibility, of language to describe things is the game. So you cannot understand the limits of the concept of game. You cannot define it.

- Another definition is a game: The game has a meaning for the players, they want to follow the rules of the game, even if the user's freedom is restricted. In other words, play is the voluntary overcoming of unnecessary obstacles.

- Another definition of play: Play is different, it can be a physical boundary in the traditional sense, like the lines on a football pitch. If you are on the pitch you are playing, if you are in the stands you are not. It can also be a conceptual boundary: when you sit down and start playing a video game, you are virtually immersed in the game.

Games or Play

PLAY

- It is freedom, playing is doing what you want, but within a certain structure (there are some limits) In this world you can be yourself and try what you want and escape from work.

GAME

- It's a branching path where we have a series of choices, and each choice leads us to different outcomes, and each choice I make can give us other choices, and so on and so forth until the end.

Implications for gamification

- Volunteering
- Learning and Problem Solving
- Structure and Exploration Balance

Just a game?

- Contrary to the common perception of gamification as "just a game", it is actually a significant and effective approach that can be applied to various areas. Gamification is the integration of gaming elements and principles into serious contexts such as business and education. This technique increases motivation, makes learning a fun experience and improves the management of business processes. In education in particular, gamification encourages greater student engagement and improves learning outcomes. In the business world, gamification improves employee performance, increases the effectiveness of training and boosts overall engagement in the workplace. It is also proving successful in marketing and sales for customer retention and loyalty. In summary, gamification is a valuable tool that has been widely embraced for its ability to deliver positive outcomes across multiple sectors.