



Behaviorism

Motivational Design

| **Motivation** ⇒ to be mobilised to do something.

- People definitely do things for prizes.
 - We do things not only for rewards but also for other reasons.
 - People are complex, we are all motivated by many different things and we are not always motivated by the same thing.
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Behavioural Program

- There are two major traditions in psychology: behaviourism and cognitivism.
- **Behaviourism** → Looking at what people do from the outside.
- **Cognitiveness** → Talks about mental states.

Behaviourism

- **Classical conditioning** = Pavlov's dog experiment
 - **Operant conditioning*** = with the concept of consequences. There is a stimulus, but there is also a cost to our behaviour. In other words, your actions have good or bad consequences. We learn accordingly.
 - **Behavioural Economics** → Instead of asking why, it adopts an approach that is concerned with what people actually do. People make mistakes all the time:
 - Loss aversion (people will do more to avoid losing an amount than they will do to gain it)
 - The power of assumptions
 - Confirmation bias (people tend to see what they want to see)
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What we need to learn from behaviourism

- **Observe:** we have to look at what people are actually doing.
 - **Feedback loops:** If the person involved gets some feedback about their behaviour that they can observe later, this tends to generate a reaction and this continues cyclically.
 - **Reinforcement behaviourism:** We learn by making connections with the idea that if you do this, this will happen.
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Behaviourism in Gamification

- Operant conditioning is a very important concept for gamification.
 - **But** the idea of gamification being like addiction has some serious problems and limitations
 - Rewards are very valuable in gamification, but remember that they are only one of the game mechanics. So reward is not gamification.
 - We create addictions because of dopamine, and rewards can be interesting because they provide us with dopamine.
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Award Structures

- Gamification is a concept that is often associated with rewarding behaviour. Rewarding can take place in a variety of ways and rewards can be categorised into different categories.
 - First, it is important to consider what can be rewarded in the gamification design. The designer determines which behaviours they want to encourage and which reward options to offer.
 - One of the categories of rewarding is **Cognitive Appraisal Theory** and is not limited to gamification. This concept can be used to guide behaviour.
 - Rewarding categories include tangible and intangible rewards. **Tangible rewards** include real objects such as physical entities, while **intangible rewards** refer to things that are not real or tangible.
 - Rewarding can also be divided between expected and unexpected rewards.
 - **Expected rewards** are given when certain conditions for completing a task are known, while **unexpected rewards** come in the form of surprises and often provide more effective motivation.
 - The conditions of the reward are also important and include several subcategories.
 - **Unconditional rewards** are rewards that are earned without doing anything.
 - **Rewards with an interest condition** are earned by starting a task.
 - **Completion conditional rewards** are earned by completing a task.
 - **Performance conditional rewards** are based on how well a task is performed.
 - In gamification, these various types and categories of rewards can be used. When analysed through examples, it is seen that rewards are usually complex designs that combine features from many different categories.
 - Since the main purpose of gamification design is to motivate users and provide meaningful rewards, reward design is a complex and important process. This design should be done in a way to ensure that users have a satisfying and rewarding experience.
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Award Schedule

- The reward schedule focuses on when the reward will be given and influences people's psychological reactions to the process of receiving a reward. There are different types of reward schedule:
 1. **Continuous Reward:** Her aktivitede anında bir ödül verilir, bu nedenle ödül otomatiktir ve her hamle için verilir. An instant reward is given for each activity, so the reward is automatic and is given for each move
 2. **Fixed Rate Award:** A certain activity must take place a certain number of times and the reward is based on this number.
 3. **Fixed Interval Award:** The award is fixed in relation to time and is granted for a certain period or interval.
 4. **Variable Time Award:** The award may not be tied to a fixed calendar, so it is uncertain when it will arrive.
- Variable rewards increase the brain's interest and motivation for surprises. Our brains are sensitive to surprises and variability, so variable rewards can be more interesting and motivating. Such rewards can be addictive, like slot machines, because it is uncertain when the reward will come, but hope always remains alive.
- Reward scheduling can be used in gamification and marketing strategies, but should be implemented with caution because it has the potential to create addiction. The distinction between creating addiction and driving people to a point where they cannot make a proper decision is important. This ethic should be taken into account, especially if the aim is to make customers addicted.