

Gamify: How Gamification Motivates People to Do Extraordinary Things

- by Burke, Brian

“engagement is not one-dimensional, and it is important to distinguish between emotional engagement and transactional engagement. ”

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“emotional engagement is “driven by a desire on the part of employees to do more for the organization than is normally expected and in return they receive more in terms of a greater and more fulfilling psychological contract.” ”

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“intrinsic motivators have three essential elements: “(1) Autonomy—the desire to direct our own lives; (2) Mastery—the urge to make progress and get better at something that matters; and (3) Purpose—the yearning to do what we do in service of something larger than ourselves.” Gamification ”

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“Autonomy—the desire to direct our own lives ”

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“Purpose—the yearning to act in service of something larger than ourselves ”

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“Gamification is focused on one or more of three objectives: changing behaviors, developing skills, or driving innovation ”

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“Gamification breaks larger goals into smaller practical challenges, encouraging players as they progress through levels, and engages them emotionally to achieve their very best. ”

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“Loyalty, rewards, and incentive programs function as a payback for players who complete certain actions prescribed by the sponsor organization. ”

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“Gamification engages players on an emotional level to motivate them. ”

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“Rewards programs focus on developing higher value and repeated transactions with customers or on rewarding employees for achieving goals ”

loc 411-412 | Thursday, March 16, 2023 8:12:52 AM