

# Gamification

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# Introduction

Gamification is the application of game-design elements and game principles in non-game contexts.

Gamification commonly employs game design elements to improve user engagement, organizational productivity, flow, crowd sourcing, employee recruitment and evaluation, ease of use, usefulness of systems, exercise, traffic violations, voter apathy, and more.

# Gaming Foundations:

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# Resetting Behaviour

- Awarding points for engaging in desired behavior and keeping score.
- Using leader boards to create friendly competition.
- Providing badges and other forms of recognition when users reach-defined performance levels.

# History

Earlier gamification took the form of advertisements on the face or sides of pinball machines. However, as advertising with games grew in popularity, slowly but surely it gained complexity as well.

The first documented gamified advertisement appeared in Digital Equipment Corporation's Moonlander game, released in 1973. The game was just that, a game, but the ad came in the form of a McDonald's restaurant, which appeared when the lander landed in the right spot.

# Defining Foundations

**Fun Quotient:** it is the amount of time you spend doing things that are light-hearted or fun. It's the amount of time you dedicate to whatever you consider to be fun: working on hobbies; games; dancing; going to the theater or movies; watching television; reading; surfing the internet; spending time with friends; traveling; and playing sports.

**The house always wins:** It's a gambling idiom. It means that all games of chance are calculated so that the “house”, or the establishment, wins more than they lose. So while it seems there are some big winners at the casino on average more money is lost than is won.

# Developing Thinking:

## 1. Player Motivation



# Player Motivation

Games use game mechanics and dynamics to engage players. Outside motivators can make a game enticing, but the goal is to awake intrinsic motivation. When players are intrinsically motivated in the game, they can reach the flow state and they also are more likely to learn.

Game mechanics feed different psychological needs that make the players interested and motivated. Three of the main needs needed for intrinsic motivation are relatedness, autonomy and competence..

# Techniques, Applications of gamification

1. Techniques of Gamification
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# Techniques

Some of the associated gains are:

1. Higher learner motivation (to participate and complete).
2. Higher engagement levels

Important Techniques are:

1. Longer-Term Gamification
2. Periodic Checkpointing Of Learners' Progress
3. Personalized Gamification
4. Social Media-Based Gamification

# Examples

## **3 Effective Examples Of Gamification**

1. VR Firefighter Training
2. Health And Safety Training Portal
3. Dropbox

**Thank  
You**