**Rewards**

* Anticipation is key
* Rewards must vary, variation = novelty and novelty hold the player’s attention
* Rewards increase loyalty – players get hooked on a sense of accomplishment and satisfaction that comes with getting something back from the game
* Rewards increase the motivation for tasks that have little intrinsic value
* The anticipation and craving for rewards prompt players to stick around
* “Elite status” improves player dedication – virtual items and in game accomplishments matter, they are proof of the player’s skills and achievements. Players also like to be able to show off their achievements.

Fixed Ratio Schedules: these provide rewards after a fixed number of actions. They produce a high level of activity and are easy to understand, but after the reward is achieved, there is a pause.

Variable Ratio Schedules: these provide rewards after a random number of actions. They also produce a high rate of activity and interest, but they tend to block exploration - as the player will stick with the reward schedule until it is exhausted, or until they burn out on it. Effective with all play styles - but burnout is always a risk.

Fixed Interval Schedule: that is, a reward is provided after a set amount of time. This provides better control over the rate of reward, and comes with the same post-reward pause as a fixed ratio schedule. Indeed, pauses are inherent to fixed schedules of all kinds.

Variable Interval Schedule: like the variable ratio schedule, this produces a steady rate of activity with no pauses - but its not as intense as the variable ratio schedule, because players quickly learn that their actions are independent of the reward. Good for encouraging a player to come back to certain places in a game, however, if a reward appears in certain places 'at random'.

In general, ratio schedules produce high rates of activity - "the more you do, the more you get". Variable schedules produce constant activity - "everything has a chance of reward". When these combine, (variable ratio schedule), the player will eventually burn out. Conversely, fixed schedules create a pause - which needn't be a negative matter.

* We like rewards because we like to have a proclamation of our successes and skills, this in turn motivates us to continue to do tasks
* The motivation comes from dopamine being released, produces a feeling of satisfaction

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