

Week 1

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1 What is Gamification?

1.1 Introduction

Gamification is about learning from games.
Understanding what makes the games successful.
Understanding what makes the games engaging.
Understanding what games can do, why games have power.
And then taking some of those techniques, and thoughtfully applying them to other situations which are not themselves games.

1.2 Course Overview

Learning Goals:

- 1) what gamification is.
- 2) how it might be valuable.
- 3) how to do it effectively.
- 4) specific, concrete applications of gamification.

Book: 《for the win》

1.3 Definition of Gamification

Definition:

Gamification is the use of game elements and game design techniques in non-game contexts.

1.4 Why Study Gamification

Why:

- 1) a significant emerging business practice.
- 2) games are powerful things.
- 3) lessons from psychology, design, strategy, technology
- 4) harder than it appears

1.5 History of Gamification

History:

1912

1980:MUD1

2002:Serious games initiative/Games for change

2003:Conundra

2007:Bunchball

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1.6 Examples and Categories

Categories:

- **External**
 - Marketing
 - Sales
 - Customer engagement
- **Internal**
 - HR
 - Productivity enhancement
 - Crowdsourcing
- **Behavior change**
 - Health and wellness
 - Sustainability
 - Personal finance

Lessons Learned

- **Gamification can motivate**
- **Applications in many domains**
 - External, internal, behavior change
- **Encompasses many techniques**

2 Games

2.1 Gamification in Context

Gamification is not turning everything into a game

Gamification is not any games in the workplace

Gamification is not any use of games in business

Gamification is not simulations

Gamification is not just for marketing or customer engagement or PBLs (points,badges,leaderboards)

Gamification is not game theory

Gamification is

- **Listening to what games can teach us.**
- **Learning from game design (and psychology, management, marketing, economics).**
- **Appreciating fun.**

2.2 What is a Game

Bernard Suits (TI)

- Pre-lusory Goal
 - Constitutive Rules
 - Lusory Attitude
-
- voluntarily overcoming unnecessary obstacles

2.3 Games and Play

Takeaways for Gamification

- Voluntariness
- Learning or problem solving
- Balance of structure and exploration

2.4 Video Games

2.5 Just a Game?

2.6 Ethan Mollick Interview with Prof. Werbach