

Week 6

2020年4月20日 9:21

11 Criticisms and Risks

11.1 Pointsification

Does it Actually Work?

- Real research on effectiveness is limited
- Potential for engagement decay
- Crowding out



“Gamification is the high fructose corn syrup of engagement.”

她说游戏化就像是高糖玉米糖浆

Implications

- Names are powerful
- Bad gamification is bad
 - Behaviorist gamification is subject to the limits/dangers of rewards
- There is more to games than gamification, and vice versa
- Caveat ludor



最后一点是 “玩家警告” (Caveat Ludor)

11.2 Exploitationware

"In particular, gamification proposes to replace real incentives with fictional ones.

Real incentives come at a cost but provide value for both parties based on a relationship of trust. By contrast, pretend incentives reduce or eliminate costs, but in so doing they strip away both value and trust."

11.3 Gaming the Game

Cheating

Beneficial cheating

11.4 Legal issues

- 1) Privacy
- 2) Employment/Labor Law
- 3) Deceptive Marketing
- 4) Intellectual Property

Virtual Property Rights?

- **Emerging area of law**
 - Ownership vs. license
- **CARD Act (U.S.)**
 - Regulates gift cards, e.g.
what happens after expiration?



11.5 Regulatory issues

- 1) Paid Endorsement

Banking Regulation

Banking Regulation

2)



- Record-keeping
- Reserve requirements
- Currency manipulation
- Anti-fraud
- Money laundering
- Consumer protection
- Taxation and accounting

Sweepstakes and Gambling

3)



- State regulation of sweepstakes (U.S.)
- National regulation of gambling
 - Games of skill vs. chance

12 Beyond and Besics

12.1 Beyond the Basics

- Inducement Prizes (Competitive)
- Collective Action (Collaborative)
- Virtual Economies

- **Inducement Prizes (Competitive)**
- **Collective Action (Collaborative)**
- **Virtual Economies**
- **The Future**

12.2 Inducement Prizes

Inducement Prizes

- A contest to motivate a result
- Alternative to direct funding
 - Internal R&D
 - Outsourcing and grants



Prizes and Gamification

- A contest to motivate a result
- Fun? Extrinsic rewards?
- Remember the SDT factors
 - Competence
 - Autonomy
 - Relatedness



Inducement Prize Initiatives

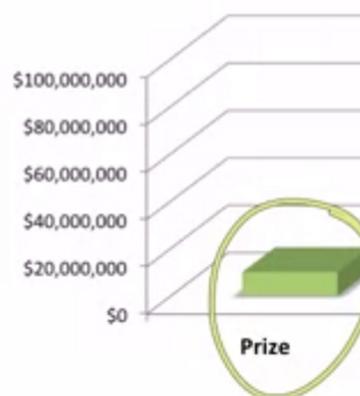
- **Private**

- X Prize Foundation
- Innocentive
- Kaggle
- TopCoder

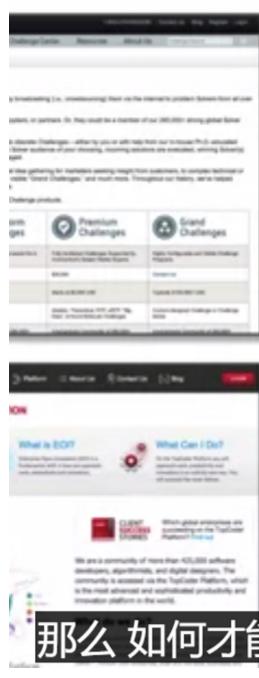
- **Governmental (U.S.)**

- DARPA Grand Challenges
- America Competes Act
- OSTP initiative

Private S



他们发起了一个名为



Attributes

- **Multiple individuals/teams capable of competing**
- **Costs sufficiently small**
- **Balance scale vs. incentives (Karim Lakhani)**
- **Opportunities to leverage results**

那么 如何才能设计一个有效的诱导性奖励竞赛呢?



Balance

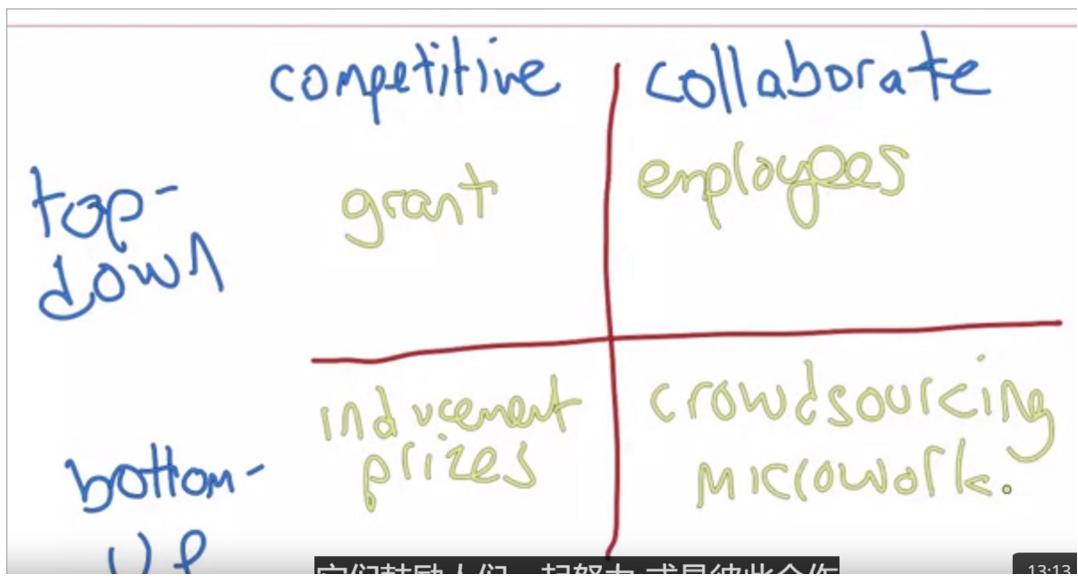


- Economic dynamics driven by scarcity, not money
- Faucets & Drains
 - Remember “passing Go” in Monopoly?

Danger!



- Real money costs real money
- Remember the hedonic treadmill and crowding-out effect
- Intrinsic value from rarity and surprise



- **Nature of the task**

- Can it be split up easily?
- Are humans better than computers?

- **How to motivate?**

- For money, love, fun... or all three?

12.5 The Future of Gamification -- part 1

- **No one knows the future**
- **What if gamification really becomes pervasive?**

Sight

- 8-minute film by Eran May-raz and Daniel Lazo.
 - Graduation project from Bezalel Academy of Arts
- Watch closely! Think about what we've discussed.
- Will be on the final

12.6 The Future of Gamification -- part 2

- Empowering or manipulative
- Shallow or thoughtful

