

Week 5

2020年4月8日 19:11

9 Gamification at work

9.1 Enterprise Applications

- 1) Intranet Engagement
- 2) Productivities enhancement
- 3) Efficiency enhancement
- 4) Knowledge management
- 5) Human Resource
- 6) Innovation

Human Resources

- Hiring
- Onboarding
- Acculturation
- Corporate training
- Performance review
- Employee recognition
- T&E

除此之外 很多其它

9.2 Workplace Motivation

What Motivates People at Work



• Rewards

- ✓ Pay
- ✓ Bonuses
- ✓ Stock options
- ✓ Praise
- ✓ Promotions
- ✓ Responsibility

Extrinsic

- 1) Skill development
- 2) Information
- 3) Corporate citizenship
- 4) Fun

9.3 The Game vs. The Job

Citizenship Behaviors



- Altruism
- Conscientiousness
- Civic Virtue
- Courtesy
- Sportsmanship

9.4 Playbor(= play+labor)

9.5 Daniel Debow Interview

9.6 Ethan Mollick on Games at Work

Consent in Gamification

- Voluntary avoids this problem
- “Mandatory Fun” requires consent
 - Understand the rules
 - Think the game is fair
 - Pay attention to the game

10 Behavior Change

10.1 Gamification for Good

What's Different?

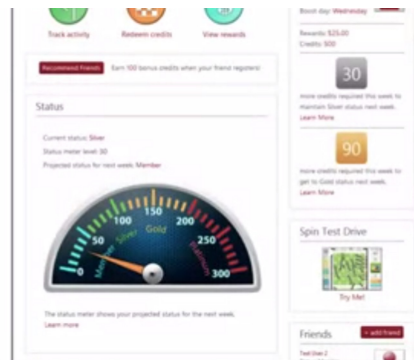
- Inherent relatedness
- Rewards for doing good?
- Behavior change

10.2 Social Good Applications

- 1) Health and Wellness
- 2) Energy and Environment
- 3) Education
- 4) Government

10.3 Social Impact Techniques

- **Feedback & rewards**
- **Monitoring**
- **Communal pressure**

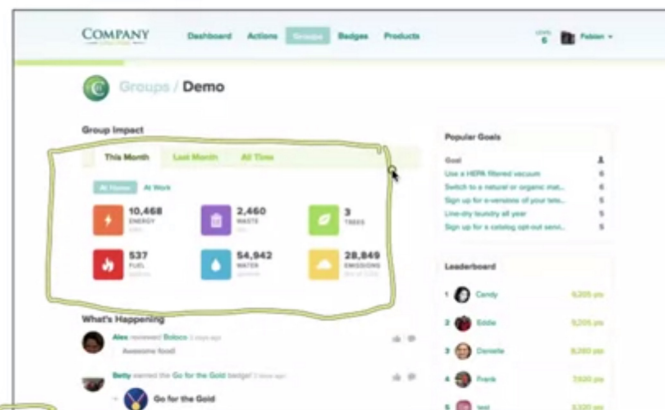


CAPRI (Congestion and Parking Relief Incentives)
<https://stanfordcapri.org>

- **Competition**



- **Impact**



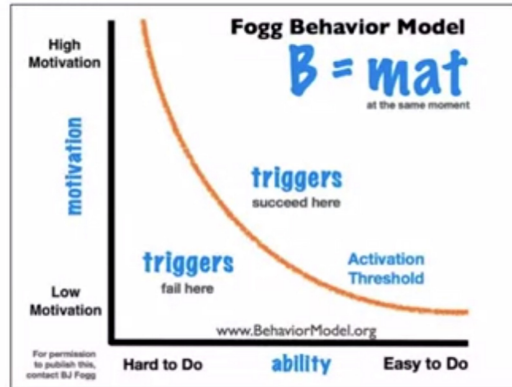
Practically, this is what the consequences
 are of your activity.

- **Chance**

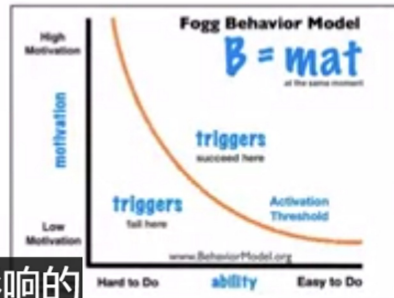


this opportunity to get a much bigger
 reward potentially, but not guaranteed.

Fogg Behavior Model



- Motivation and ability trade off
- Trigger timing
- Trigger Types
 - Spark
 - Facilitator
 - Signal



动机与能力之间是相互影响的

- Engagement loops → Motivation
- Progression loops → Perceived Ability
- Good games trigger effectively