

# Week 3

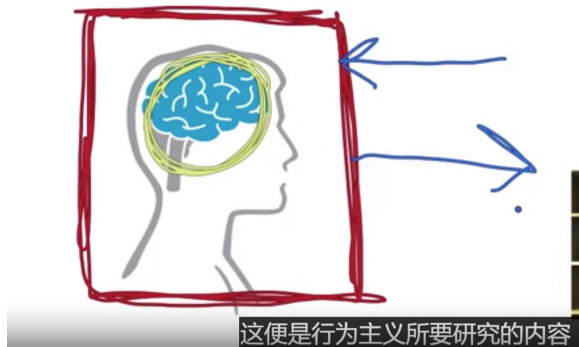
2020年4月3日 10:54

## 5 Behaviorism

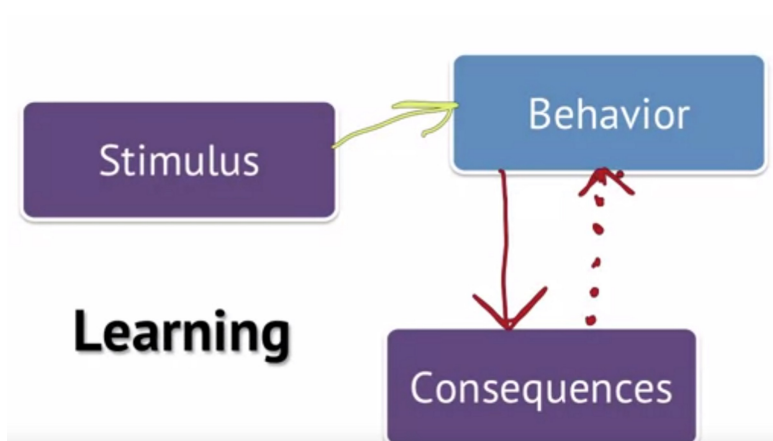
### 5.1 Motivational Design It's complicated.

### 5.2 Behaviorism

#### The Behaviorist Program



类似于黑箱模型，只讨论输入和输出



#### Behavioral Economics

- People make “mistakes” consistently
  - Loss aversion
  - Power of defaults
  - Confirmation bias

#### Learnings from Behaviorism



- Observation
- Feedback loops
- Reinforcement

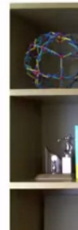
### 5.3 Behaviorism in Gamification

- 1) Watch what people do
- 2) Importance of feedback
- 3) Conditioning through consequences
- 4) Reinforcement through rewards

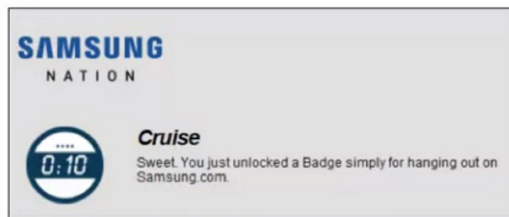
### 5.4 Reward Structures

## Cognitive Evaluation Theory

- Tangible/intangible
- Expected/unexpected
- **Contingency**
  - Task non-contingent
  - Engagement-contingent
  - Completion-contingent
  - Performance-contingent



Eg. 三星的例子



- **Intangible**
- **Unexpected**
- **Engagement-contingent**

### 5.5 Reward Schedules

- **Continuous**
- **Fixed Ratio**
- **Fixed Interval**
- **Variable**

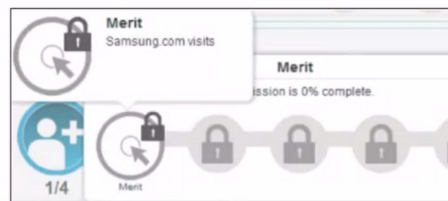
## Variability

- Competitive/non-competitive
- Certain/uncertain

Eg.



- **Fixed Interval**



- **Fixed Ratio**

## Variable Schedule Reward Machine



## 6 Self-Determination Theory

### 6.1 Limits of Behaviorism

注重奖励和行为主义的观点把人当成黑盒，而没考虑人的想法、情感等等

### 6.2 Dangers of Behaviorism

- 1) Potential for abuse/munipulation
- 2) Hedonic Treadmill 快乐水车
- 3) Overemphasis on status

### 6.3 Intrinsic and Extrinsic Motivation

## SAPS (Zichermann)

- Status
- Access
- Power
- Stuff



它们是游戏化中几种主要的外在奖励动机

### 6.4 How Rewards Can Demotivate

Rewards acting as extrinsic motivators can crowd out, the intrinsic motivation that was already there. You start to focus so much on chasing the reward that you think the reward is the reason to do the activity and you no longer have the intrinsic motivation to do it that was there before.

## Over-Justification Effect



- The reward substitutes for the intrinsic motivation
- Studies confirm
  - Drawing
  - Day care pickup
  - Blood donation
  - Teacher salaries

- Generally focused on “interesting” tasks
- Reward types do matter
  - Tangible
  - Unexpected
  - Performance-contingent

### 6.5 Self Determination Theory

# The Motivational Spectrum



内在动机的特点：

