

Quiz 1

2020年4月1日 10:00

1. The term “gamification” came into common usage in its current sense around 2010. According to the course videos, which of the following earlier developments contributed to the concept of gamification as we understand it today? (Check all that apply)

- ☐ Peter Gabriel's hit song, *Games Without Frontiers*.
- ☐ The Goodwill Games, a sports competition in the 1980s featuring athletes from the United States and the Soviet Union.
- ☒ The serious games movement

✓ 正确

This movement's use of games for non-game purposes demonstrated broader applications for the mechanics, designs, and playing of games.

- ☒ Service providers that employed game elements to help companies promote engagement or other business goals

✓ 正确

Although these cases aren't a systematic effort to make situations more game-like, they did suggest the power of gaming elements in increasing motivation and achieving organizational goals.

2. Which of the following is true in the context of serious games? (Check all that apply)

- ☒ Serious games known as “games for change” are often aimed at social impact

✓ 正确

As stated in lecture 1.5.

- ☐ The serious games movement was a later offshoot of gamification
- ☒ Serious games are used for training and simulation

✓ 正确

As stated in lecture 1.5.

- ☐ Serious games cannot be fun

3. [Shenmue](#) was a video game for the Sega Dreamcast console. Read the following description from Wikipedia and then select the most accurate statement about the game:

"During the majority of *Shenmue*, the player will explore the Yokosuka area usually for any leads to progress the narrative. Often, these leads will be gained by talking to local people who can provide important clues. If the player so desires, they can explore the area simply for fun without progressing the game's narrative. Furthermore, talking to a variety of local people that although will not progress the narrative, can greatly enhance the player's understanding of the plot and/or gameplay mechanics. There are also several side-quests for players to engage in throughout the game. These will not affect the main narrative, but might provide Ryo with useful items or further develop characters and storyline for the player."

- ☒ An "open world" game such as *Shenmue* is similar to sandbox games because it offers players the opportunity to explore and interact with a virtual world with considerable freedom.
- ☐ *Shenmue* is not a game because it is not a closed, formal system.
- ☐ *Shenmue* is a puzzle game because it provides challenges for the player to overcome.
- ☐ *Shenmue* was unlikely to be successful because video game players demand a defined narrative and clear objectives.

✓ 正确

When playing *Shenmue*, the player is offered the opportunity to explore and engage with a highly developed game world, most closely aligning it with the sandbox genre.

4. As defined in this course, gamification is a business practice that involves which of the following (check all that apply):

- ☐ Game theory
- ☐ Icebreaker games at corporate training meetings
- ☒ Non-game contexts

✓ 正确

This is part of the definition of gamification as "The use of game elements and game design techniques in non-game contexts."

- ☒ Game design techniques

✓ 正确

This is part of the definition of gamification as "The use of game elements and game design techniques in non-game contexts."

5. [Work.com](#) (formerly Salesforce Rypple) uses badges and other game elements to help employees within companies to recognize and reward each other for their work. As defined in this course, Work.com is an example of:

- ☐ External gamification
- ☒ Internal gamification
- ☐ Behavior change gamification
- ☐ Crowdsourcing

✓ 正确

This is an application used within companies for their employees, and is therefore a form of internal gamification.