

Quiz 3

2020年4月6日 11:19

1. Which of the following are findings of behaviorism which can potentially be used by gamification: (Check all that apply)

- ☐ Punishment is more powerful than rewards, so it should be incorporated into gamified systems.
- ☒ Designers can learn through observation of players' responses to stimuli.



正确

As explained in lecture 5.2.

- ☐ By questioning people about their feelings, we can understand what game elements are likely to motivate them.
- ☒ A feedback loop's circular process of stimulus, response, and feedback can result in learning.

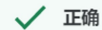


正确

As explained in lecture 5.2.

2. According to self-determination theory, if a parent tells his/her child to read the newspaper every day, which of the following is most likely to be the case?

- ☒ The child will be more likely to develop a regular habit of reading the newspaper as an adult if the parent convinces him/her that doing so is an enjoyable, worthwhile activity.



正确

Self-determination theory emphasizes the value of intrinsic motivation, which is what an "enjoyable, worthwhile activity" means.

- ☐ The child is more likely to develop a regular habit of reading the newspaper as an adult if the parent punishes him/her every time he/she does not read.
- ☐ The child will never develop a regular habit of reading the newspaper as an adult, because the parent told him/her to start reading.
- ☐ The child is only likely to develop a regular habit of reading the newspaper as an adult if the parent uses tangible rewards, as opposed to punishment, as a form of motivation.

3. Research suggests that leaderboards can make people *less* engaged in a task. Which of the following explanations is consistent with the psychological theories described in the lectures?
- ☐ Leaderboards weed out those who never cared that much anyway.
 - ☐ Leaderboards are not game elements.
 - ☒ Leaderboards can substitute a focus on competition and extrinsic rewards for intrinsic enjoyment of a task.
 - ☐ Leaderboards promote intrinsic motivation.

✓ 正确

As explained in lecture 6.4

4. Gamification builds on several contemporary business practices outside the games industry. Identify some of those practices from the list below: (Check all that apply)

☒ Social networks and social media

✓ 正确

As explained in lecture 2.5.

☒ Frequent-flyer programs

✓ 正确

As explained in lecture 2.5.

☐ Constitutive rules

☐ Cloud computing

5. Identify which of the following statements involves intrinsic motivation according to self-determination theory: (Check all that apply)

☐ I play *World of Warcraft* because all the cool kids in my school do.

☒ I play *World of Warcraft* because I can choose what I do within the game.

✓ 正确

This statement reflects the player's autonomy, which is one of the three intrinsic motivators according to self-determination theory.

☒ I play *World of Warcraft* because I find it continually challenging to be an effective raid healer as my guild progresses through more difficult encounters.

✓ 正确

This statement reflects the player's sense of competence or mastery, which is one of the three intrinsic motivators according to self-determination theory. (And as everyone knows, healers rock.)

☐ I play *World of Warcraft* because I want to spend time with my boyfriend, and that's all he does all weekend.

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6. Which of the following is a concern regarding the use of behaviorism in gamification? (Check all that apply)

☒ It doesn't directly promote intrinsic motivation, and extrinsic motivation has significant limitations.

✓ 正确

As described in lectures 6.1 and 6.2

☐ Using a schedule for rewards inevitably limits their motivational effects.

☒ It works primarily by maintaining an expectation for rewards, whose effectiveness as motivators can decay over time.

✓ 正确

As described in lecture 6.2

☐ Intangible rewards are always less effective than tangible ones.

7. Which of the following is a unique element that video games can offer but other kinds of games typically do not?

☒ Immersion in an interactive, virtual environment.

✓ 正确

As described in lecture 2.4

☐ Structured conflict that often results in unequal outcomes.

☐ Contrived contingencies in which limited freedom is exercised.

☐ A series of meaningful choices.

8. According to self-determination theory, which of the following is the closest to intrinsic motivation?

☐ Intentionality

☐ External regulation

☐ Amotivation

☒ Integration

✓ 正确

As described in lecture 6.5, integration is a complete alignment between personal goals and the externally-imposed objective. However, the person still feels that the motivation comes from outside.

9. TripAdvisor, a travel information website, announces to its members that any registered member who submits more than 50 reviews will receive a "Star Contributor" digital badge on their website profile. Under Cognitive Evaluation Theory, how would such a reward be described? (Check all that apply)

☒ Expected

✓ 正确

As discussed in lecture 5.4. Since TripAdvisor has shared with the audience the exact criteria for how to earn this reward, the reward is not a surprise.

☐ Task non-contingent

☐ Performance contingent

☐ Tangible

10. [The Free Rice game](#) has players participate in a vocabulary game. For every correct answer a player gets, ten grains of rice are donated through the World Food Programme. It also offers visitors to the site the opportunity to build their knowledge of English vocabulary. In what way does this site appeal to intrinsic motivation?

- ☐ It offers players a choice of tasks and characters.
- ☐ It offers players a choice of prizes.
- ☒ It offers the player the chance to develop competency in vocabulary
- ☐ It incorporates every player into a social network of other players.

✓ 正确

Through the development of players' vocabularies, the game creates a situation in which their actions tap into a feeling of *competence* as defined in self-determination theory in lecture 6.5.