

59. ゲーム化する日常生活(2)：構造理解

Games have long been used in education and parenting to make learning fun or to motivate children to behave in a particular way. For example, it is not uncommon in the United States for parents to have “chore charts,” in which children gain points for completing chores and receive rewards once a certain number of points are attained. Children become more eager to do housework, not only because of the reward, but because of the sense of accomplishment gained through tracking their progress and achievements. In this way, “gamification” can change people’s behavior through applying game-like mechanics to certain activities, influencing people to behave in a desired way.

Corporations have been quick to take advantage of gamification in increasing customer loyalty. Many shopping and travel companies have gamified their websites using point stages or badges to give customers more discounts or access to special privileges. Customers must complete challenges, like spending a certain amount of money on a certain day of the week, to obtain a prize or reach a goal. Market research suggests that gamifying the user experience increases engagement with the company’s brand and therefore increases customer loyalty.
