

60. ゲーム化する日常生活(3)：構造理解

Shopping is not the only area of our lives that has been gamified; fitness apps provide another example of the far-reaching effects of gamification. Some smartphone apps created by local governments, businesses, or health insurance companies track fitness levels and provide rewards for exercising. The rewards can include virtual points, but also real goods and services, e-money, or even discounts on health insurance premiums. Many people find exercise boring, but by gamifying exercise, users can turn their experiences into a series of measurable achievement goals and enjoy rewards along the way.

Through gamification, even the time that we spend away from our busy lives, increasingly spent in front of screens, is converted into data, measured, and standardized.

Encouraging more people to exercise is undoubtedly a positive social change.

But it is concerning that through gamification we are being influenced to focus on the goal rather than the simple enjoyment of the activity itself. Furthermore, in areas such as shopping, customers are investing more time, energy, and money than they might have otherwise intended.

As more and more aspects of our lives become gamified, we must question what it means to “play” these games and what power the “player” has, if any at all.
