

# Juegos, gamificación y TIC

Facultad de Lenguas y Educación



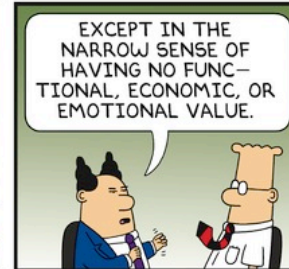
# Unidad 6: Ética en Gamificación

## Responsabilidad

**DILBERT**



**BY SCOTT ADAMS**



Fuente: <http://dilbert.com/strip/2013-05-19>



# Unidad 6: Ética en Gamificación

## Perspectivas críticas

- Explotationware
- Banalización de la realidad
- Ludictadura
- Manipulación de comportamiento
- “Flexibilización” laboral



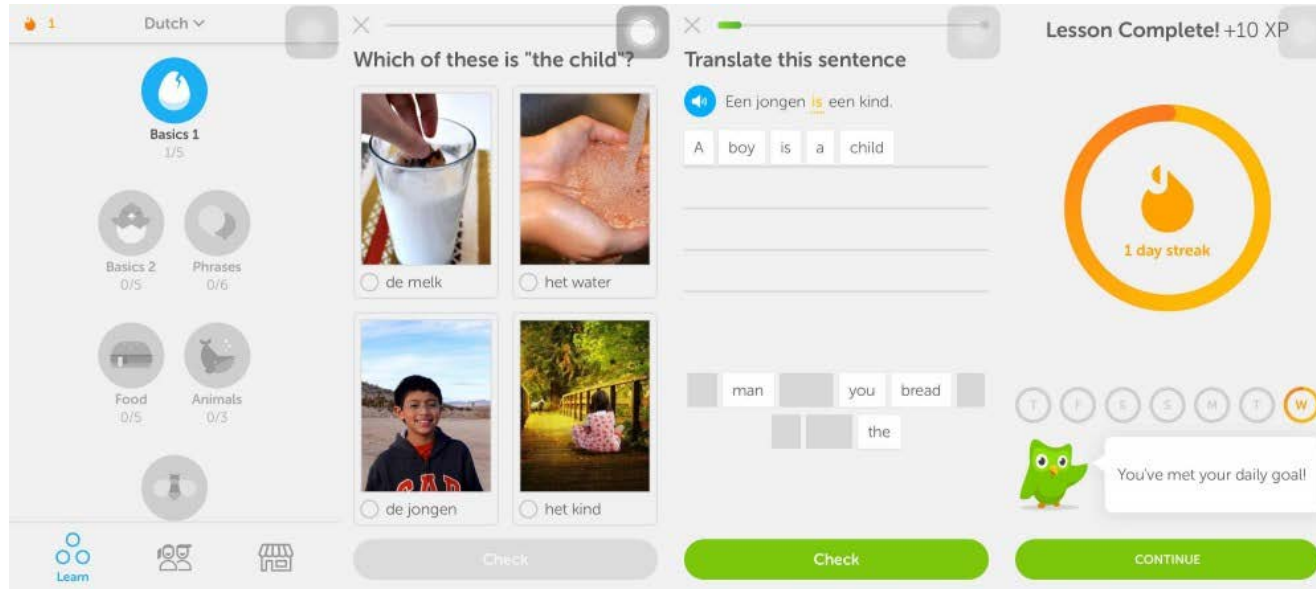
*Fuente: Dave Blazek*



# Unidad 6: Ética en Gamificación

## Ejemplos y análisis

### Duolingo



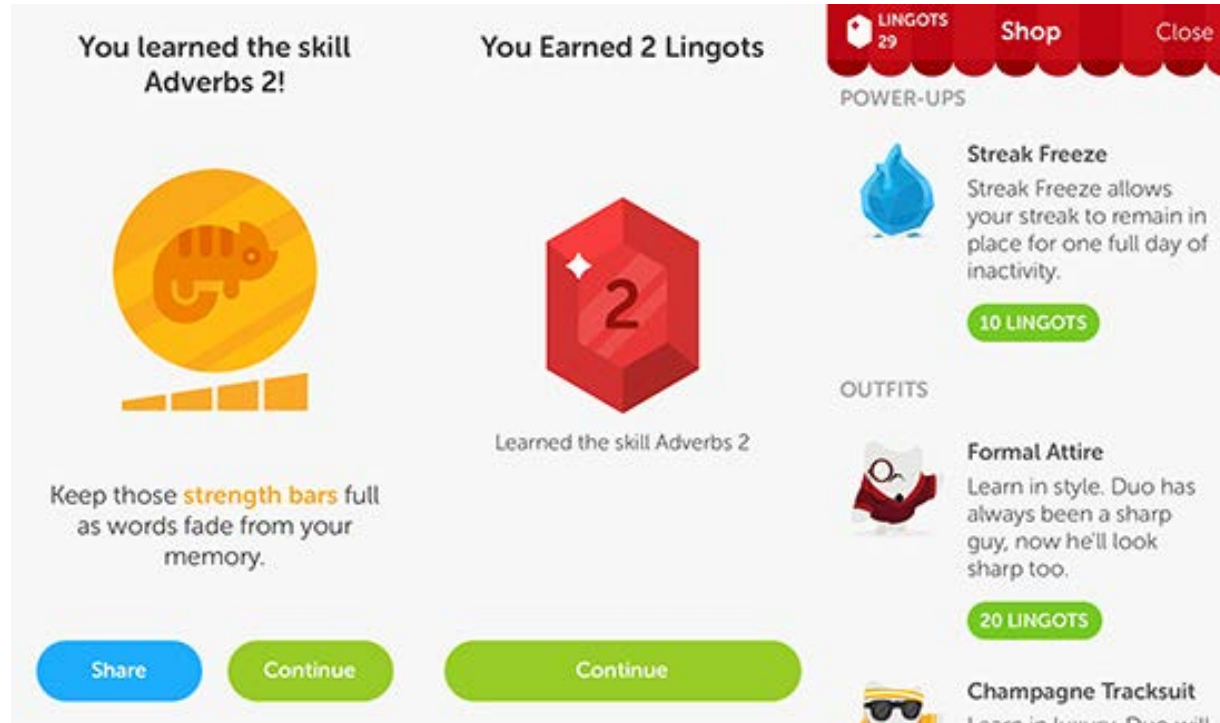
*Fuente: Globalme.net*



# Unidad 6: Ética en Gamificación

## Ejemplos y análisis

### Duolingo



Fuente: <http://www.montrealites.ca>



# Unidad 6: Ética en Gamificación

## Ejemplos y análisis

### Ribbon Hero

The screenshot shows an Excel spreadsheet with a challenge overlay. The spreadsheet contains a table of average temperatures for Seattle, WA, from 1995 to 2001. The challenge overlay is a large blue circle with the text "CONGRATULATIONS!" and a star icon. It contains the text "Color Scales" and "Completed Task". Below this, it says "Can you do it in fewer steps?" and "Reuse what you just learned within the next couple of days to receive an even higher score!". There are two buttons: "Try Again" and "Back to Ribbon Hero". A green circular icon with a white arrow and the number "+8" is also present. The spreadsheet data is as follows:

	Jan	Feb	Mar	Apr	May	Jun	Jul
1995	46.13	45.58	47.38	50.82	59.87	62.04	62.04
1996	39.71	42.56	46.74	50.99	52.20	59.72	59.72
1997	41.11	42.22	44.45	48.90	57.96	58.80	58.80
1998	42.20	45.56	46.36	49.75	54.22	58.86	58.86
1999	37.43	42.23	43.50	48.18	51.31	57.15	61.59
2000	40.06	43.41	44.17	50.49	53.07	60.01	63.26
2001	42.22	40.40	45.03	47.31	54.38	57.02	61.70

... look like this?

Average Temperature (Seattle, WA)

Jan Feb Mar Apr May Jun Jul

1995 46.13 45.58 47.38 50.82 59.87 62.04 62.04

1996 39.71 42.56 46.74 50.99 52.20 59.72 59.72

1997 41.11 42.22 44.45 48.90 57.96 58.80 58.80

1998 42.20 45.56 46.36 49.75 54.22 58.86 58.86

1999 37.43 42.23 43.50 48.18 51.31 57.15 61.59

2000 40.06 43.41 44.17 50.49 53.07 60.01 63.26

2001 42.22 40.40 45.03 47.31 54.38 57.02 61.70

Fuente: Softonic.com

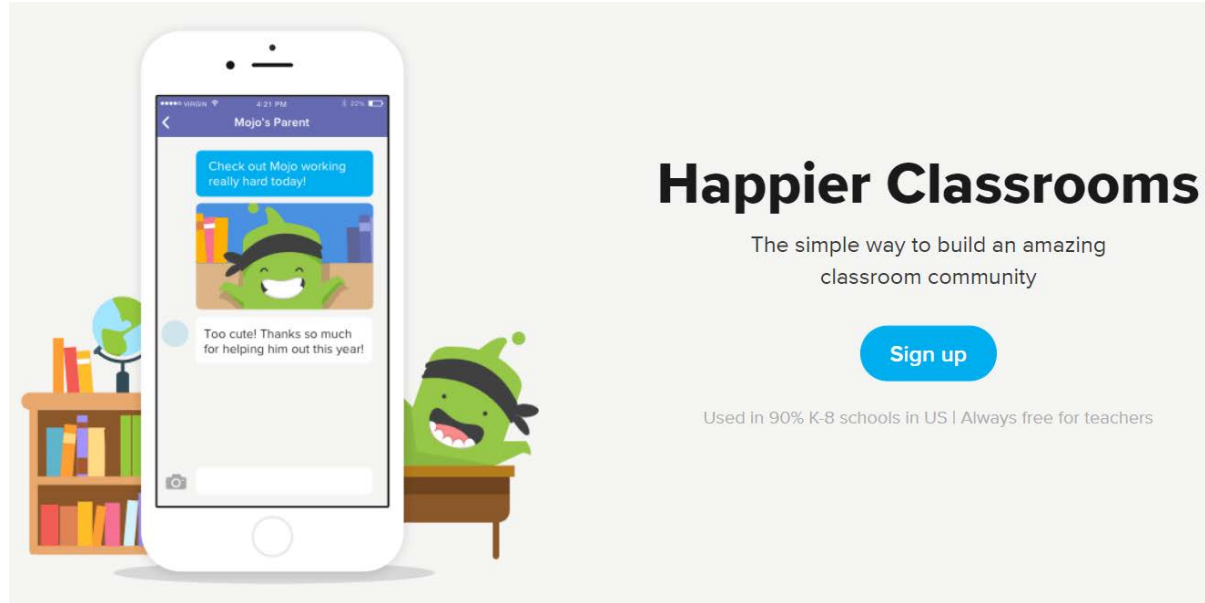




# Unidad 6: Ética en Gamificación

## Ejemplos y análisis

### ClassDojo






Fuente: <https://www.classdojo.com/>



# Unidad 6: Ética en Gamificación

## Ejemplos y análisis

### ClassDojo

		
<b>Create a positive culture</b>	<b>Give students a voice</b>	<b>Share moments with parents</b>
Teachers can encourage students for any skill or value — whether it's working hard, being kind, helping others or something else	Students can showcase and share their learning by adding photos and videos to their own portfolios	Get parents engaged by sharing photos and videos of wonderful classroom moments

*Fuente: <https://www.classdojo.com/>*





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