Gamification

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What is gamification?

- **Gamification** is the application of game-design elements and game principles in non-game contexts.

- It can also be defined as a set of activities and processes to solve problems by using or applying the characteristics of game elements.
  - [wikipedia]

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- Gamification commonly employs game design elements to improve user engagement organizational productivity, flow, learning, crowdsourcing, employee recruitment and evaluation, ease of use, usefulness of systems, physical exercise, traffic violations,voter apathy, and more.
  - [wikipedia]

- Reality is Broken: Why Games Make Us Better and How They Can Change the World.
  - – Jane McGonigal

Games

- Defining traits of games:
  - Goal
    - focuses attention, eventually orients, sense of purpose
  - Rules
    - limits on how players can chose/achieve goals
  - A feedback system
    - how close they are to the goal
  - Voluntary participation

What the definition lacks:

- Interactivity
- Graphics
- Rewards
- Competition
- Virtual environments
- the idea of "winning"

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- "Playing a game is the voluntary attempt to overcome unnecessary obstacles"

- "Compare with games, reality is too easy"

- "Freedom to work in the most logical and efficient way possible is the very opposite of game play"

- "… There is virtually nothing as engaging as this state of working at the very limits of your abilities … flow"

- " …both quitting and winning are equally unsatisfying outcomes"

- "Many gamers would rather keep playing than win – thus ending the game."

- "Game make us happy because they are hard work that we choose for ourselves, and it turns out that almost nothing makes us happier than good, hard work.".

- "… we would rather work hard than be entertained"

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