UNIVERSIDAD TÉCNICA FEDERICO SANTA MARÍA

DEPARTAMENTO DE INFORMÁTICA

VALPARAÍSO – CHILE

NOMBRE & MEMORIA

Tesis presentada como requerimiento parcial

para optar al grado académico de

INGENIERO CIVIL

por

Ignacio Villacura

Comisión Evaluadora:

Dr. Prof 1 (Guía, UTFSM)

Dr. Prof 2 (UTFSM)

APRIL - 2014

UNIVERSIDAD TÉCNICA FEDERICO SANTA MARÍA

DEPARTAMENTO DE INFORMÁTICA

VALPARAÍSO – CHILE

TÍTULO DE LA TESIS:

NOMBRE & MEMORIA

AUTOR:

IGNACIO VILLACURA

Tesis presentada como requerimiento parcial para optar al grado académico de **Ingeniero Civil** de la Universidad Técnica Federico Santa María.

Profesor Guía:
<div style="text-align:center">Dr. Prof 1</div>

Profesor Correferente
<div style="text-align:center">Dr. Prof 2</div>

April - 2014.

Valparaíso, Chile.

asdasd

Índice general

Capítulo 1

Introducción

Gamification is more than the use of video games in real life.

Capítulo 2

Gamification

This term is originated in the digital media industry near the year 2008 [**?**] to summarise the use of game elements on other contexts. An example of this are education, sales and marketing.

Gamification was widespread between the years 2008 and 2010. The use of this idea grew exponencially from the use on banners for marketing to be implemented on big educational solution now a days.

This idea initially was use on the 80s to make an upgrade to a gametype called MUD *Multy User Dungeons*. The person behind this was Richard Bartle who begin to analise the people who played this games and found 4 stereotypes of players,2.1. With this types of players he made a new kind of MUD to satisfy each type of player. After this people began to use this to engage to people and capture their attention.
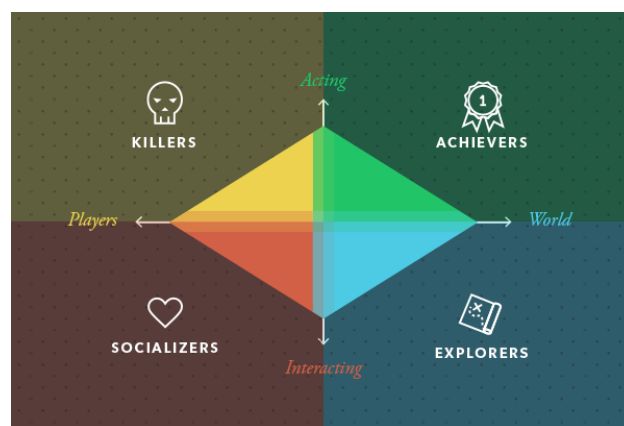

Figura 2.1: Real caption[1]

---

[1]Source: `http://www.example.com/theimage.png`

Nowadays Gamification has become a really useful tool to engage people. With this in mind the industry and people using it needs a description to unite all diferent concepts about Gamification so everyone can understand it and begin to work with a unique conception. Gamificaton is *the use of game design elements in non-game related contexts*. Within the definition are four concepts that are very important to understand.

- Game:

- Element:

- Design:

- Non-Game Context:

Gamification can be use on multiple context where the attention of the user is needed. Some of this context are education, sales and marketing.

- Education: In this context the use of gamification can be seen in different ideas to engage the the students and keep them interested. Some of this concepts can be use in schools and universities where the students are

- Sales and marketing:

Capítulo 3

Descripción del problema

Gamification can be use on varius aspects of life, education, sells and marketing

Capítulo 4

Solución propuesta

Capítulo 5

Estudio experimental

Capítulo 6

Conclusiones