HISTORY OF GAMIFICATION

Prof. Kevin Werbach
@kwerb

1912

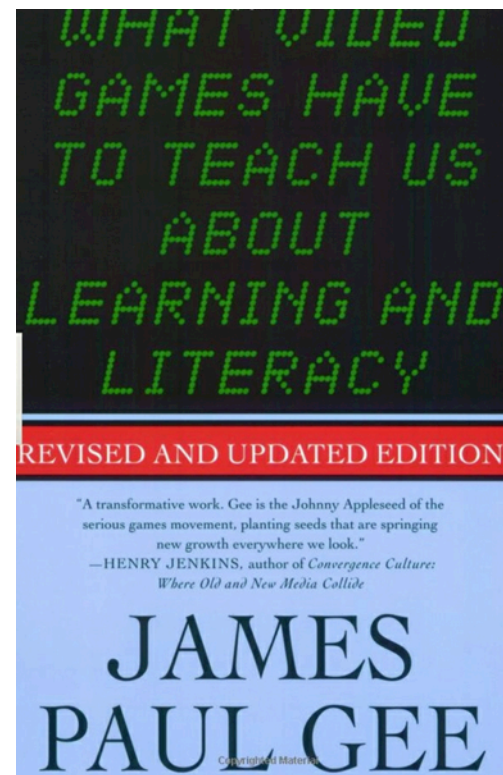# 1980

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*n
Path.
You are standing on a path which leads off a road to the north, to a cottage
south of you. To the west and east are separate gardens.
*w
Flower garden.
You are in a well-kept garden. There is an unexpectedly sweet smell here, and
you notice lots of flowers. To the east across a path there is more garden.
*w
Cliff.
You are standing on the edge of a cliff surrounded by forest to the north and
a river to the south. A chill wind blows up the unclimbable and unscaled
heights. At the base of the cliff you can just make out the shapes of jagged
rocks.
*w
As you approach the edge of the cliff the rock starts to crumble. Hurriedly,
you retreat as you feel the ground begin to give way under your feet!
*leap
You are splattered over a very large area, or at least most of you
is. The rest of your remains are, evn now, being eaten by the seagulls
(especially your eyes). If you'd have looked properly before you leaped you
might have decieded not to jump!
Persona updated.
Would you like to play again?
:
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1980-present

2002-present

2003

https://nanodome.wordpress.com/2011/08/09/the-short-prehistory-of-gamification/

2007

2010

http://www.youtube.com/watch?v=9NzFCfZMBkU
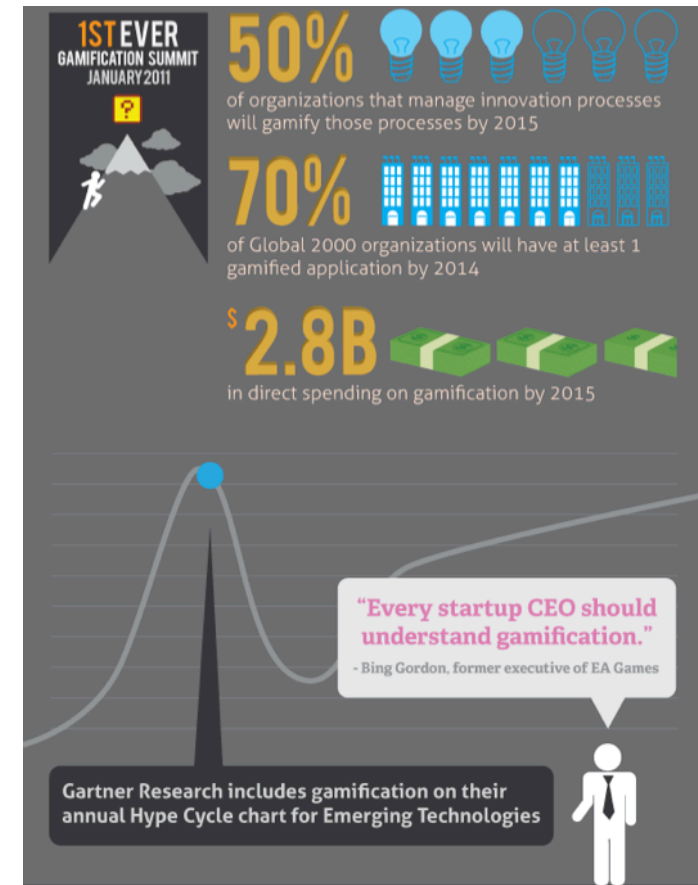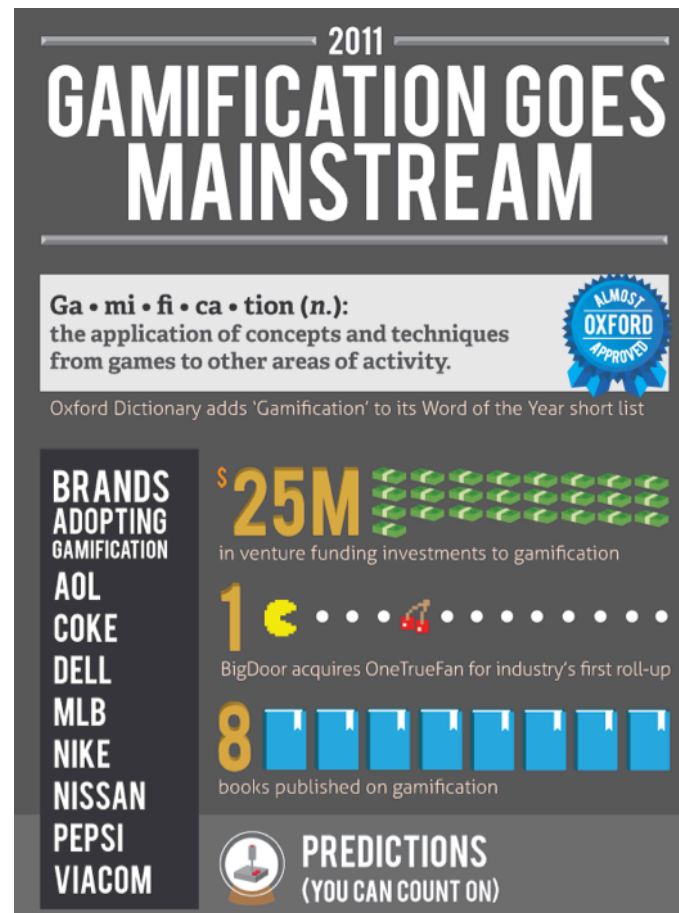(used with speaker's permission)

2010
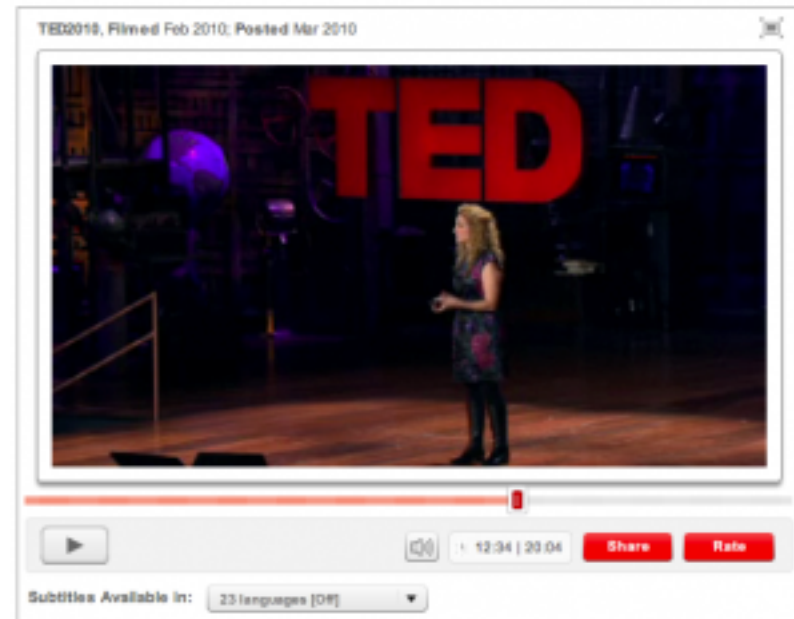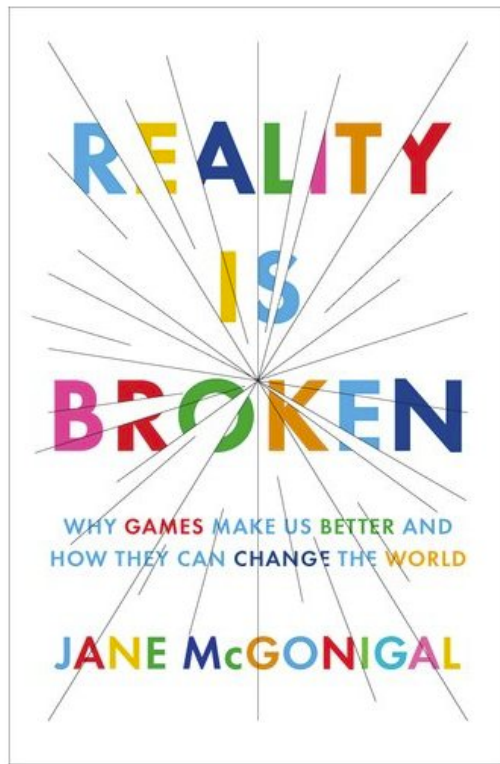
http://www.ted.com/talks/
jane_mcgonigal_gaming_can_make_a_better_world.html

Today