

# EXPLOITATIONWARE

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## Steve Lopez: Disneyland workers answer to 'electronic whip'

*Anaheim laundry workers monitored by giant big screens aim to keep productivity high as they worry about paying more for healthcare.*

October 19, 2011 | Steve Lopez

In the basements of the Disneyland and Paradise Pier hotels in Anaheim, big flat-screen monitors hang from the walls in rooms where uniformed crews do laundry. The monitors are like scoreboards, with employees' work speeds compared to one another. Workers are listed by name, so their colleagues can see who is quickest at loading pillow cases, sheets and other items into a laundry machine.

It should come as no surprise that at the happiest place on Earth, not all the employees are smiling.

Isabel Barrera, a Disneyland Hotel laundry worker for eight years, began calling the new system the "electronic whip" when it was installed last year. The name has stuck.

"I was nervous," said Barerra, who makes \$11.94 an hour, "and felt that I was being controlled even more."

<http://articles.latimes.com/2011/oct/19/local/la-me-1019-lopez-disney-20111018>



**IAN BOGOST** - VIDEOGAME THEORY, CRITICISM, DESIGN

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## WRITING

### EXPLOITATIONWARE

On the rhetoric of gamification. From my "Persuasive Games" column at Gamasutra.

short url: <http://bogo.st/rh>

I had been trying to ignore gamification, hoping it would go away, like an ill-placed pimple or an annoying party guest or a Katy Perry earworm. But a recent encounter with the concept has made me realize that plugging my ears and covering my eyes to it is a losing strategy. Even if our goal is opposition, we need to better understand gamification's appeal in order to practice that opposition more effectively.

In early April I spoke at the annual Conference on College Composition and Communication (CCCC, or 4Cs). 4Cs is to the college writing and rhetoric community what the Game Developers Conference is to the video game community. It's almost as large, with with dozens of simultaneous sessions.

And just as GDC has its swank soirées run by big devs, publishers,

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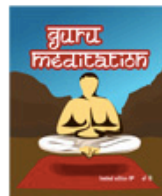
[A Slow Year](#)

Game Poems by Ian Bogost



[About the game](#)

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<http://www.bogost.com/writing/exploitationware.shtml>

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**“In particular, gamification proposes to replace real incentives with fictional ones. Real incentives come at a cost but provide value for both parties based on a relationship of trust. By contrast, pretend incentives reduce or eliminate costs, but in so doing they strip away both value and trust.”**

