

GAMIFICATION IN CONTEXT

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@kwerb

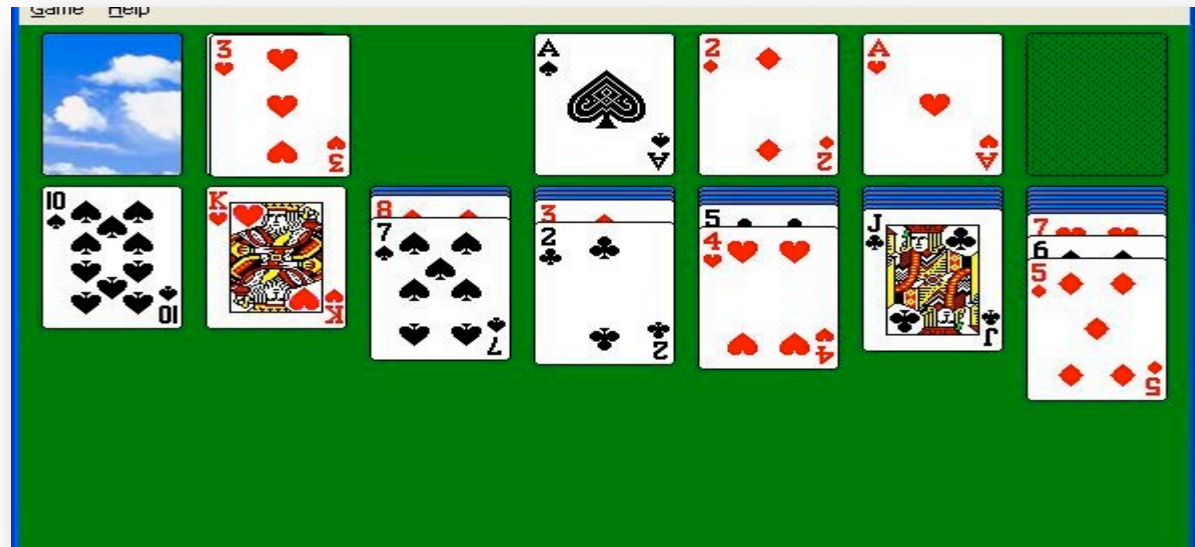
Gamification is Not...

- “Making everything a game”
 - ...or an immersive 3D virtual world



Gamification is Not...

- Any games in the workplace



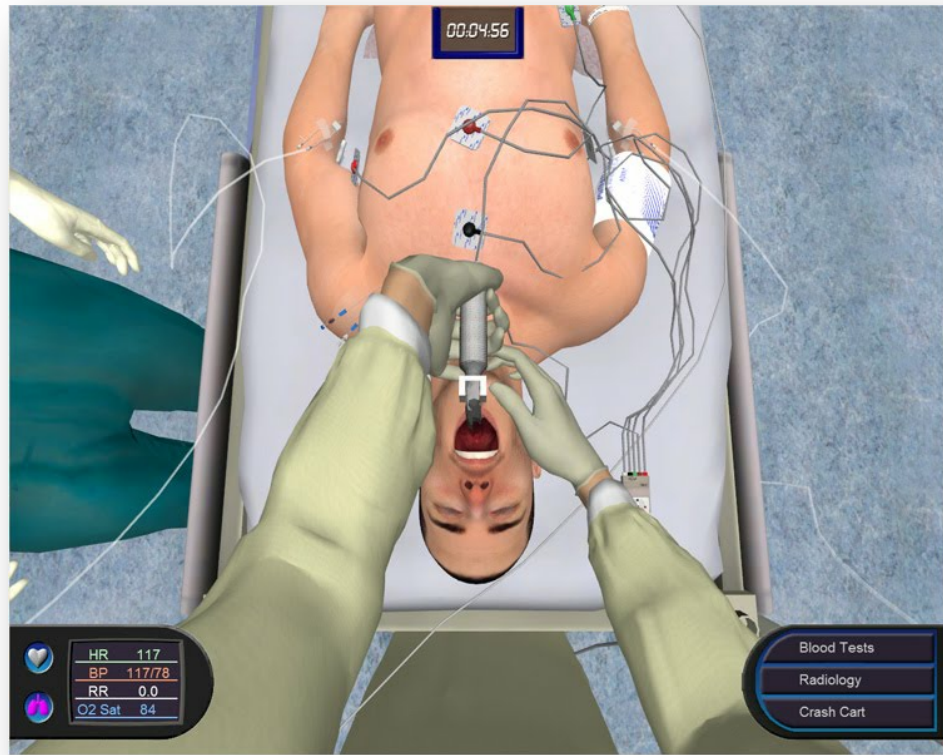
Gamification is Not...

- Any use of games in business



Gamification is Not...

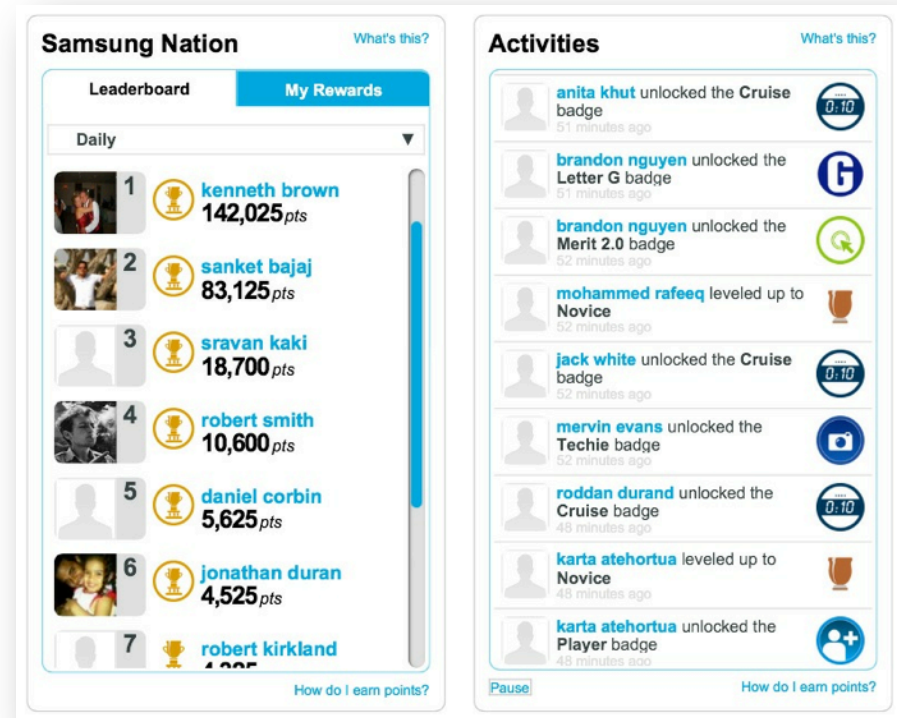
- **Simulations**
(although they may constitute serious games)



Pulse!! (developed at Texas A&M-Corpus Christi)

Gamification is Not...

- Just for marketing or customer engagement
- Just PBLs (points, badges, leaderboards)



Gamification is Not...

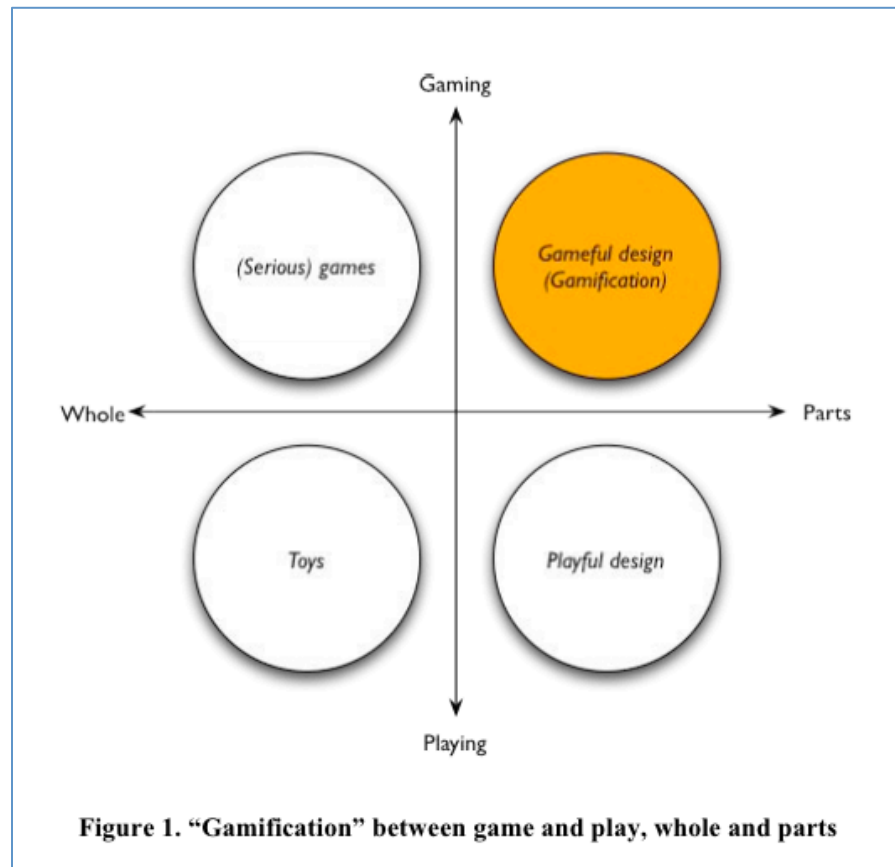
- Game theory



Gamification IS

- **Listening** to what games can teach us.
- **Learning** from game design (and psychology, management, marketing, economics).
- **Appreciating** fun.

Sebastian Deterding, et al, *From Game Design Elements to Gamefulness:
Defining “Gamification”*, Mindtrek 2011 Proceedings, at bit.ly/o6aX1U



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