

Making Abortion Fun!  
The gamification of everything.

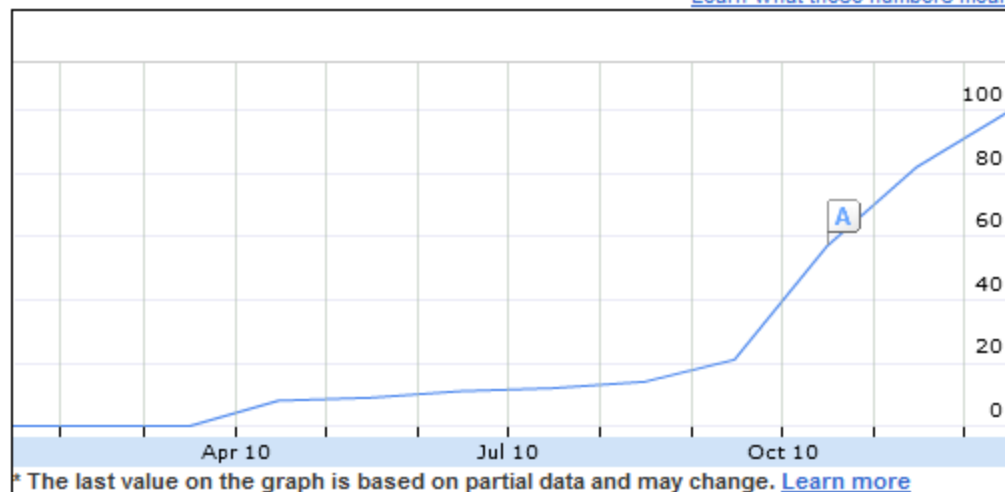
## Web Search Interest: gamification

Worldwide, Last 12 months

Categories: [Computers & Electronics \(0-10%\)](#)

### Interest over time

[Learn what these numbers mean](#)



[Embed this chart](#)

### Regional interest

# Bottle Bank Arcade - TheFunTheory.com - Rolighetsteorin.se

Rolighetsteorin

16 videos

Subscribe



1,544,858

# JANE MCGONIGAL

## “REALITY IS BROKEN. GAME DESIGNERS CAN FIX IT.”

'Gaming can change the world' - watch my 2010 TED talk



---

## Gamification - The promise and the hype [28Nov10]

Dec 10, 2010 6:05am by OM4X Alliance

 Tweet

0

 Like



Amplify'd from [instructionaldesignfusions.wordpress.com](http://instructionaldesignfusions.wordpress.com)

Gamification is the process of using game thinking and game mechanics to engage audiences and \_\_\_\_\_.

Depending on who you talk to, the answer will be:

- change behaviors
- solve problems
- get people to buy things



**@alley\_oop**

Alexei Vinidiktov

Apply the basic elements that make  
games fun and addictive to things that  
typically aren't considered a game

<http://gamification.org>

8 Dec via web ☆ Favorite ↺ Retweet ↻ Reply



**@NicoleLazzaro**

Nicole Lazzaro

The more I hear people talk about  
[#gamification](#), the more worried I become  
for our future on this planet. [#pxd](#)

7 Dec via web ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by [Labonly](#) and 1 other





**mike\_acton** Mike Acton

[@gzicherm](#) [@checker](#) Although sometimes fun might be wrong: I'm not sure I'd want an appointment with a proctologist to be "fun" at all.

7 Dec



— in reply to [@mike\\_acton](#) ↑



**@checker**

Chris Hecker

.[@mike\\_acton](#) Fun is an emotional ingredient, like sugar is for food. Unless you're 5 years old, you don't want everything to taste sweet.

7 Dec via [HootSuite](#) ☆ [Favorite](#) ↺ [Retweet](#) ↻ [Reply](#)





**@LudicEmpire**

Ludic Empire

**#gamification:** Integrating game dynamics into your site, service, community, content or campaign, in order to drive participation.

3 hours ago via web ☆ Favorite ↺ Retweet ↻ Reply

# FORTUNE

[Home](#) [Fortune 500](#) [Fortune Tech](#) [Fortune Finance](#) [Investing](#) [Management and Career](#) [Rankings](#)

**BLOGS:**

[Apple 2.0](#)

[Google 24/7](#)

**TOPICS:**

[Enterprise](#)

[Financial](#)

[Mobile](#)

[PCs](#)

[Social](#)

[Tablets](#)

## Play to win: The game-based economy

Posted by JP Mangalindan, Writer-Reporter

September 3, 2010 10:44 AM

**Companies are realizing that "gamification" -- using the same mechanics that hook gamers -- is an effective way to generate business.**

## NEWS

## Beware The Angry White Tea Party Of Video Games

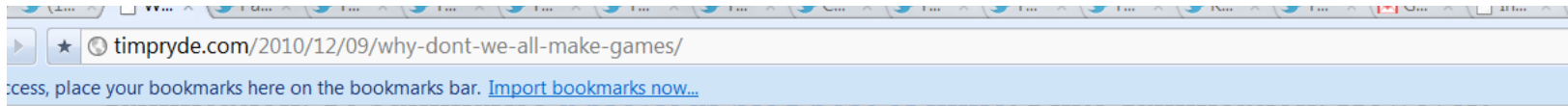
By [Stephen Totilo](#) on [December 10, 2010](#) at 5:40 AM

 Like

retweet **7**



I have no idea who the Sarah Palin is of video games nor the Barack Obama of video games. But Gabe Zicherman, chairman of the Gamification Summit knows who the gaming Tea Party is: people who don't like gamification.



this is subject to it being applied appropriately. Gamification is not about assigning points to situations as trivial rewards, but rather it is means to promote engagement through enhancing the fun which is derived from whatever the interaction may be. This is where the confusion and misapplication of gamification stems from, non game designers and companies applying game mechanics to their systems but without the sufficient understanding of what makes a good game work.

At [Playful 2010](#), Sebastian Deterding, presented his talk – “[Pawnd – Gamification and its Discontents](#)”. In it he described the “blueprint” of where gamification is now:

*There’s an activity you want your users to do. You give them points for performing that activity. For a certain amount of points, or certain activities, you earn extras -badges, levels -, and you throw in a leaderboard to create competition*



[@bcrosbie](#)

Bill Crosby

hey [#gamification](#) folks. If all you are doing is creating domain/product specific Skinner boxes, you're doing it wrong

8 Dec via web ☆ [Favorite](#) ↺ [Retweet](#) ↻ [Reply](#)



**@hedgedevil**

Pixie

"Games are good, points are good, but games  $\neq$  points." Fascinating article by Margaret Robinson on "gamification" - <http://j.mp/eAZLmL>

8 Dec via Echofon ☆ Favorite ⇄ Retweet ↩ Reply



**@Slaktus**

Erlend Grefsrud

Extrinsic motivators make a game? I suppose super market chains have been super trendy for decades with loyalty cards, then. [#gamification](#)

8 Dec via web ☆ Favorite ↻ Retweet ↩ Reply



**@bokista**

Bobby Schweizer

I fear that gamification will ruin gaming for us far quicker than we can ourselves. I want to be the architect of my own demise.

8 Dec via [Itsy!](#) ☆ [Favorite](#) ↺ [Retweet](#) ↻ [Reply](#)

Retweeted by [StewartWoods](#)







**gzicherm** Gabe Zichermann

What Gamification & The Tea Party Have In Common: <http://huff.to/h1lq7O>  
Gloves Are Off! cc @HuffPostBlog

7 Dec

— in reply to @gzicherm ↑ —



**@ExciteMike**

Mike Meyer

@gzicherm @HuffPostBlog To game designers games are a deep and meaningful art, while gamification sells them as a marketing/psychology trick

8 Dec via web ☆ Favorite ↺ Retweet ↻ Reply

Mentioned in this Tweet



**HuffPostBlog** Huffington Post Blog ✓ · Follow

*If you have something to say... Say it on the Huffington Post*



**gzicherm** Gabe Zichermann

*Author, Speaker and Expert on Gamification and Game Mechanics. My Book: <http://bit.ly/3YITLb> & my Blog: <http://gamification.co>*



[@robinyang](#)

Robin Yang

Gamification is a tool that can be used for good or evil. That's all. There are shallow implementations of badges/awards with no meaning...

8 Dec via [TweetDeck](#) ☆ [Favorite](#) ↺ [Retweet](#) ↻ [Reply](#)

Retweeted by [GigaerPrano](#) and 4 others





**@randymatheson**

Randy Matheson

Hallelujah! RT **@kaleemux**: Gamification is the new cargo cult. There. I said it.

**#meta**

8 Dec via [TweetDeck](#) ☆ Favorite ↺ Retweet ↻ Reply

Mentioned in this Tweet



**kaleemux** Kaleem · Follow

*Creating your future | '...Like an IDEO Method Card - full of insights' ~Joe Szabo. Strategy. Design. Experience. UX. Travel.  
[Also [@kaleemlive](#)]*



[@robinyang](#)

Robin Yang

Gamification is a tool that can be used for good or evil. That's all. There are shallow implementations of badges/awards with no meaning...

8 Dec via [TweetDeck](#) ☆ [Favorite](#) ↻ [Retweet](#) ↩ [Reply](#)

Retweeted by [GigaerPrano](#) and 4 others





**busterbenson** Buster Benson

Who are the smartest thinkers about [#gamification](#) (game dynamics for non-game experiences)? Why? <http://bit.ly/cmmmary> My vote: [@avantgame](#)

7 Oct

— in reply to [@busterbenson](#) ↑



**@avantgame**

Jane McGonigal

the difference is gameful emphasizes the positive emotions of gameplay, gamification so far emphasizes the mechanics [@busterbenson](#)

7 Oct via web ☆ Favorite ↺ Retweet ↻ Reply

Retweeted by [monstro](#)





[@tracilawson](#)

Traci Lawson

Gamification is like when the teacher says "We're going to play a game!" but you really just end up cleaning up the classroom.

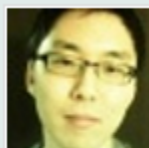
18 Nov via web ☆ Favorite ↺ Retweet ↻ Reply

Retweeted by [spawnofzwiercan](#) and 5 others



If all you're implementing are rote concepts that don't mesh well with your actual product or service, then you're not doing yourself, your customers, or your business any favors.

However, in the conversations around “gameification”, you could **substitute** the word “reward” with “trick” and get a much truer sense of what’s really grabbed hold of every marketer’s attention.



**Heeheun Kang** 1 week ago

I've called this phenomenon 'Labortainment'

Concerning this topic, a lot of blog posts have been written on my blog.

Unfortunately in Korean, so I'll translate them into english version sooner or later.

-> the link below contains Labortainment matrix.

<http://blog.naver.com/pupilpil/120119281696>





Email



Favorite



Download



Embed

More...

# *Just add points?*

WHAT UX DESIGNERS CAN  
(AND CANNOT) LEARN FROM GAMES

Sebastian Deterding  
UXCamp Europe  
Berlin, May 30, 2010



# Just add points? What UX can (and cannot) learn from games 6 months ago



Email



Favorite



Download



Embed

More...

»Reality is broken.  
Games work better. ...  
Games are the ultimate  
happiness machines.«



*Jane McGonigal*

UX WEEK 2009

In a sense, this is the point researcher and game designer Jane McGonigal makes: Games take to heart many principles of positive psychology, which is why they are far more enjoyable than everyday life. So – what are those principles? Let's return to the crowdsourced twitter translation. Even this simple interface already shows many of the most important design principles.



Email

21 / 97


 Full sponsored by  
3M™ MP180

# Just add points? What UX can (and cannot) learn from games 6 months ago

[Email](#)[Favorite](#)[Download](#)[Embed](#)[More...](#)

*Problem  
#3*



I've heard this comment, often from bemused parents or spouses of gamers: "If you spent as much energy on your (homework, job, marriage, business, health) as you do in (WoW, Starcraft, Call of Duty, Second Life), you'd be a (genius, billionaire, superstar)".

**This is missing the point entirely.**

because real-life achievements are

because real-life achievements are

1) hard

because real-life achievements are

- 1) hard
- 2) perhaps a lot harder for you than they are for other people
- 3) might actually not work out.

With games, it barely matters who you are or what resources/abilities you have... if you put in the time, you'll be able to "succeed". ...



Games are good, points are good, but games  $\neq$  points.

 [www.hideandseek.net/cant-play-wont-play/](http://www.hideandseek.net/cant-play-wont-play/)



