

The Role of Bartles Gamer Types in Gamified Higher Education

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Presentation Overview

- 1 What is gamification?
- 2 What are Bartle's gamer types?
- 3 Research undertaken
- 4 Conclusion and further work
- 5 Project evaluation

Gamification

*“The use of game design elements
in non-game contexts”¹*

Or, put another way, transplanting the game mechanics that make games engaging into other media with the aim of driving engagement.

It is important to make the distinction between *games* and *gamified activities*.

¹Definition from From game design elements to gamefulness by Detarding et al. (2011)

Gamification

Though it existed before, the term really spiked in usage from ~2010². Gamification has psychological roots in operant conditioning (cf. B. F. Skinner) and Self Determination Theory.

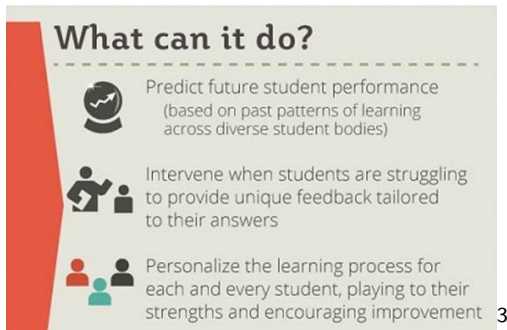


Usage of time over skill as a method of determining worth makes all players feel involved instead of just the top few.

²Google Trends image: proportion of gamification searches relative to the peak

Learning Analytics

The concept of using data analysis to inform the education process, giving a more personalised experience for students. Makes it possible to match students together by ability or learning style.



³Image part of an infographic by www.opencolleges.edu.au