Reading Response #2

“A RECIPE for Meaningful Gamification” by Scott Nicholson, speaks on the concept of meaningful gamification, which seeks to create long term behavioral change by encouraging the user to create personal connections and motivate their engagement. This contrasts with reward-based gamification, which the paper states, reduces the personal connection the user has with the game and their ability to engage with the real-world context. The approach expanded on in the paper is abbreviated as RECIPE, which stands for Reflection, Exposition, Choice, Information, Play, and Engagement. The goal of these concepts is to move away from external rewards aspect of gamification and instead focus on fostering personal connection and meaning within the user.

A strength of the paper lies in the compelling argument made against reward-based gamification, which is the more traditional style for games and activities. With the use of the RECIPE strategy, the author offers a well-structured and reasonable alternative to this traditional framework. The RECIPE strategy is comprehensive and touches on multiple aspects of a user’s experience and interaction with a technology. This approach is also more useful and effective than the traditional gamification method, as it allows the user to establish more personal connection with the tasks and considers more than the mechanics of gamification.

Weaknesses of the paper lies in the absence of true empirical evidence on the efficacy of the RECIPE framework. The arguments made are built on basically theoretical grounds and lacks both quantitative and qualitative studies that could potentially offer evidence for its real-world impact and value. This weakens the argument being made by the author. Additionally, the question of how universally applicable this approach is, is not addressed. There may be additional factors that have an influence on the effectiveness of the RECIPE attitude toward gamification, such as the use of RECIPE in different settings and among different cultures and demographics.

This reading and the concepts introduced make me think of how the effectiveness of this way of thinking can be measured in terms of success and impact. This makes it difficult to assess how viable and useful this strategy would be as clear metrics could be difficult to determine and would depend on the specific context and environment being tweaked using the RECIPE approach. The future research that could be explored with this topic is the integration of AI in order to optimize this approach and utilize it to make gamification more effective and accessible.