

<b>Game Element</b>	<b>Description</b>	<b>Count</b>
Points / Experience Points (XP)	Feedback mechanics and track progress. Award based on achievement or desired behavior.	32
Badges / Achievements	Given when users complete some specific goal.	22
Leaderboards / Ladders	Show users how they compare to others and others can see them.	19
Quests / Tasks / Missions	Set specific objectives that users must complete in order to obtain points and rewards.	18
Progress / Feedback	Necessary to give users a measure of progress or feedback. It can have many forms and have many mechanics.	17
Levels / Progression	Show users where to go next, allowing them to prepare for what is coming.	17
Rewards / Prizes	Something to give when a task is completed successfully.	16
Challenges	Set specific challenges that users can try. Usually more difficult than the normal tasks, but they give better awards.	11
Guilds / Teams	Allow users to form groups to help each other.	10
Rankings / Scores	Show users the top users that have most points or scores.	9
Social Status	Give users a greater visibility. Often used with leaderboards.	9
Competition	Allow users to compete with each other and challenge themselves, winning rewards.	8
Customization / Avatars	Allow users to create and customize their avatar or the environment.	8
Narrative / Story	Linked with the theme, it is a story to strengthen the understanding of your gamification.	6
Branching Choices	Give users the opportunity to choose their own path.	5
Gifting / Sharing	Allow gifting or sharing of items to other people to help them achieve their goals. Whilst a form of altruism, the potential for reciprocity can be a strong motivator.	5
Time Pressure	Reducing the amount of time people have to do things can focus them on the problem. It can also lead to different decisions.	4
Fixed Reward Schedule	Reward people based on defined actions and events. First activity, level up, progression. Useful to celebrate milestone events.	4
Voting / Voice	Let users know that they are being heard. Change is much easier if everyone is on the same page.	3
Loss Aversion	Users lose something when not completing a task. Fear of losing status, friends, points, achievements, possessions, progress etc. can be a powerful reason for people to do things.	2
Virtual Economy / Marketplace / Economies	Create a virtual economy and allow people to spend their virtual currency on real or virtual goods. Consider the long-term financial costs.	2
Lottery / Game of Chance / Betting	Lotteries and games of chance are a way to win rewards with very little effort from the user.	2
Exploration	Give users the ability to move around and explore. If you are creating virtual worlds, consider that they	2

	will want to find the boundaries and give them something to find.	
Meaning / Purpose	Give your gamification a clear meaning to help users understand and embrace the gamification. For others they need to feel they are part of something greater than themselves.	2
Sharing Knowledge / Cooperation	For some, helping other people by sharing knowledge with them is its own reward. Allow users to exchange knowledge.	2
Visual metaphor	A kind of visual metaphor for your gamification, like a 3D environment.	2
Role-Playing	Allow users to choose from a given set of "personalities" and play in their skin.	2
Rules	Set rules for users to follow so the gamification do not go off track.	2
Flow	Show the entire path until some objective.	1
Consequences	Set consequences for when users do things wrong or not at all. Do they lose a life, points or items they have earned?	1
Social Network	Allow people to connect and be social with an easy to use and accessible social network.	1
Social Discovery	Combine users based on the same interests and status can help them get started.	1
Unlockable / Rare Content	Reward users that have great curiosity. Add to the feeling of self-expression and value, by offering unlockable or rare content for users to make use of.	1
Learning / New Skills	Give users the opportunity to learn something new.	1
Boss Battles	A special task that approach everything the users learned until that point. Boss battles are a chance to consolidate everything you have learned and mastered in one epic challenge. Usually signals the end of the journey – and the beginning of a new one.	1
Care-taking / Altruism	Looking after other people can be very fulfilling. Allow users to help each other and reward those who help most. Create roles for administrators, moderators, curators etc.	1
Anarchy	Sometimes you just have to burn it all to the ground and start again. Let users do anything they want. Give some short "no rules" event.	1
Theme	Little fantasy to the gamification can be anything from a company values to vampires and werewolves.	0

<b>Game Element</b>	<b>Studies Found</b>
Points / Experience Points (XP)	S9, S11, S12, S13, S15, S16, S20, S15, S22, S23, S23, S24, S25, S27, S28, S29, S30, S2, S3, S5, S7, S8, S10, S32, S37, S39, S44, S50, S54, S56, S57, S58
Badges / Achievements	S9, S11, S13, S17, S18, S19, S15, S23, S27, S28, S30, S5, S7, S32, S37, S45, S46, S48, S50, S56, S57, S58
Leaderboards / Ladders	S11, S13, S14, S26, S28, S1, S2, S3, S5, S6, S7, S7, S32, S37, S45, S54, S55, S56, S58
Quests / Tasks / Missions	S10, S19, S20, S15, S23, S10, S3, S5, S10, S32, S37, S39, S40, S46, S48, S51, S53, S56
Progress / Feedback	S11, S15, S26, S28, S26, S6, S7, S32, S35, S40, S42, S43, S45, S46, S49, S51, S57
Levels / Progression	S15, S23, S30, S10, S32, S37, S38, S39, S42, S43, S44, S46, S50, S51, S54, S57, S58
Rewards / Prizes	S11, S12, S13, S20, S15, S23, S1, S15, S10, S32, S35, S37, S40, S45, S51, S58
Challenges	S1, S7, S15, S32, S38, S43, S45, S50, S51, S57, S58
Guilds / Teams	S5, P22, S6, S8, S26, S32, S37, S50, S51, S56
Rankings / Scores	S9, S11, S12, S18, S22, S28, S6, S39, S50
Social Status	S22, S23, S25, S26, S3, S5, S6, S8, S38
Competition	S6, S7, S8, S20, S35, S38, S53, S54
Customization / Avatars	S7, S8, S10, S37, S46, S49, S53, S56
Narrative / Story	S23, S7, S10, S32, S48, S51
Branching Choices	S9, S16, S3, S7, S46
Gifting / Sharing	S1, S3, S8, S37, S56
Time Pressure	S7, S38, S44, S45
Fixed Reward Schedule	S6, S26, S46, S50
Voting / Voice	S14, S16, S19
Loss Aversion	S35, S50
Virtual Economy / Marketplace / Economies	S3, S7
Lottery / Game of Chance / Betting	S19, S46
Exploration	S35, S38
Meaning / Purpose	S46, S50
Sharing Knowledge / Cooperation	S32, S51
Visual metaphor	S20, S21
Role-Playing	S6, S26
Rules	S40, S58
Flow	S10
Consequences	S15
Social Network	S37
Social Discovery	S3
Unlockable / Rare Content	S32
Learning / New Skills	S43
Boss Battles	S32
Care-taking / Altruism	S8
Anarchy	S42
Theme	S54