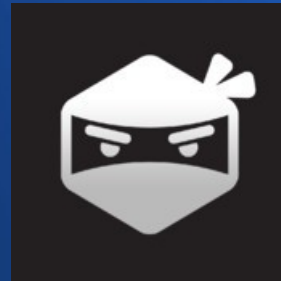


# Gaming the System

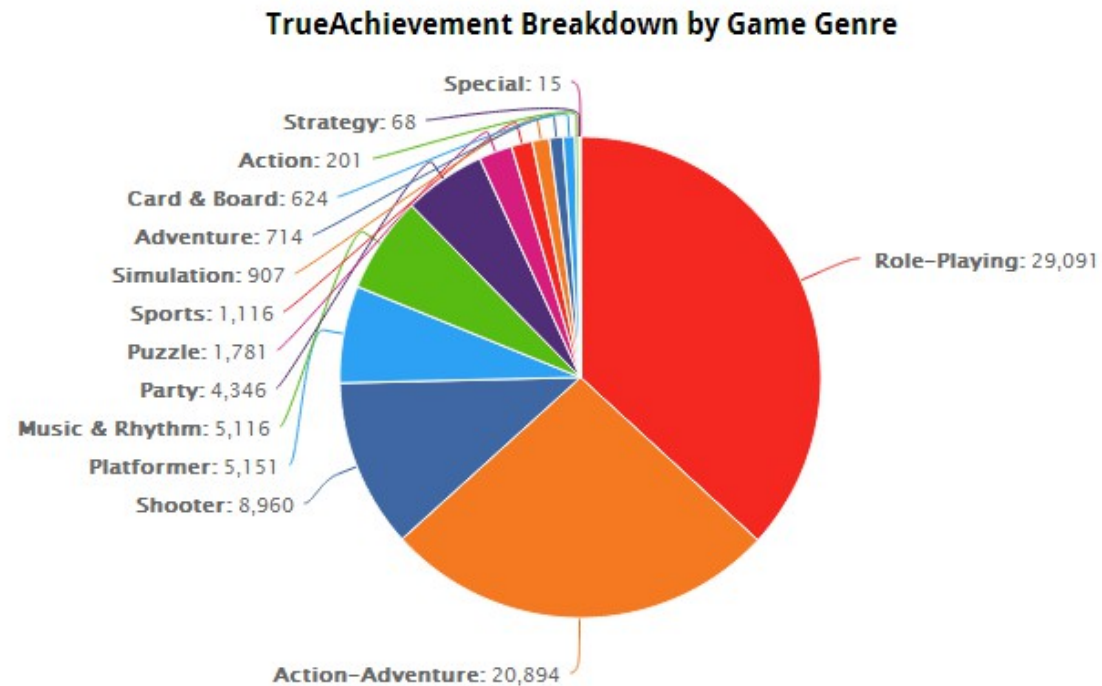
Thomas Kelly



# Gaming the System



Kazenone66's Genre stats for all time



# Gamification

“The application of **typical elements of game playing** to other areas of activity, typically as an online marketing technique to **encourage engagement** with a product or service.”

- Oxford English Dictionary

# Internal Motivation

- Score
- Leaderboards
- Achievements
- Challenges
- Plot



# External Motivation

- Unlockable Content
- Experience Points
- Level Up
- Failure Mechanics



# Gamifying the World

This question has an open **bounty** worth **+50** reputation from **ElektroStudios** ending in 3 hours.

This question has not received enough attention.

3 Answers

active

oldest

votes



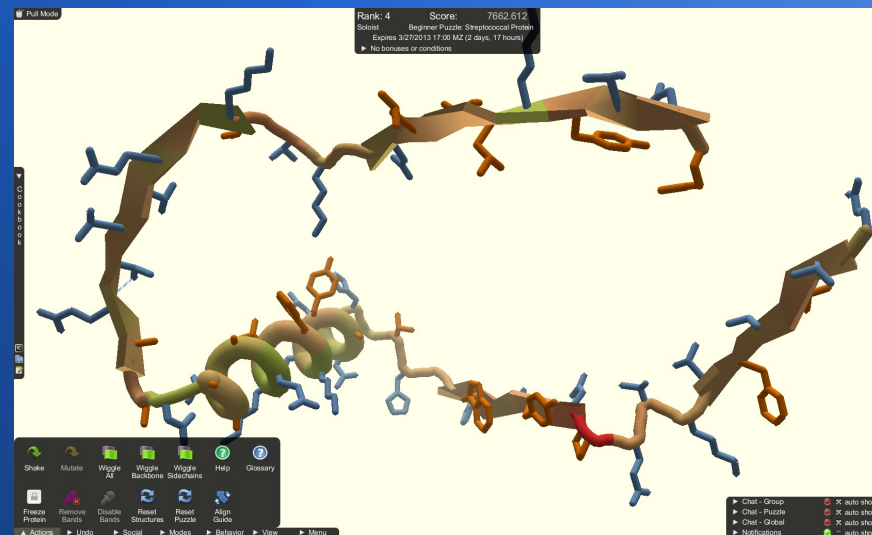
Hopefully this helps you.

3



Update 1: Reworked the code. Handles backwards selection rectangles, less checks, etc. Cleaned it up.

Update 2: Updated to reflect porkchop's correction.



**Super Mayor**

**A special shoutout for holding down 10 mayorships at once!**

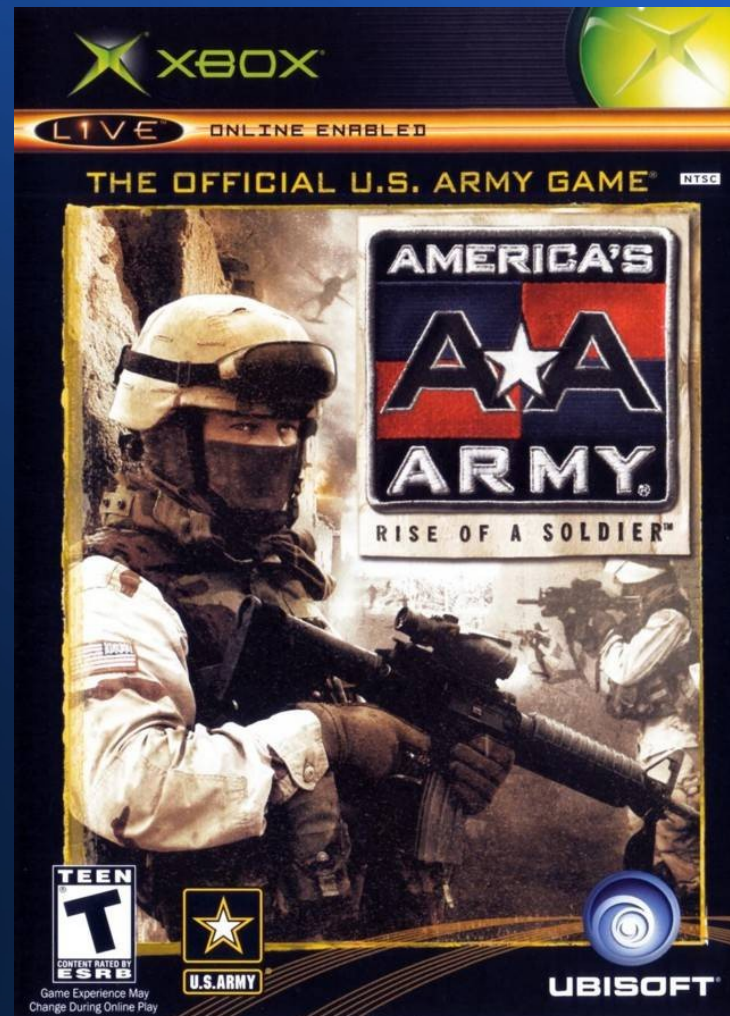


Unlocked by **Damien S.** on Fri Apr 9, 2010 at 12:44 AM @ **Borough Market** in London.





# America's Army



# The Continuous Integration Game

- Breaking the build (-10)
- Breaking a broken build (0)
- Build with no test failures (+1)
- New test failures (-1 each)
- New passing tests (+1 each)

[github.com/jenkinsci/ci-game-plugin](https://github.com/jenkinsci/ci-game-plugin)



# When it doesn't work

- Meaningless rewards
- Difficult Gameplay
- Choosing the wrong metric

# Gaming the System

“When a measure becomes a target, it ceases to become a good measure.”

– Goodhardt's Law

“The more any quantitative indicator is used for social decision-making, the more subject it will be to corruption pressures, and the more apt it will be to distort and corrupt the social processes it is intended to monitor”

– Campbell's Law

# The Magic Bullet

# Summary

- Gamification is hard to get right
- If done right, is highly rewarding
- Don't make anything too important depend on it
- Focus on Collaboration and Competition, not Badges and Points

# Questions?

Slides: [github.com/tpkelly/gaming-the-system](https://github.com/tpkelly/gaming-the-system)

# Gamifying Education

- New Grading System
- Experience Points and Levels
- Bonus Achievements
- Mini-games

# Gamifying Education

- The Multiplayer Classroom
  - Lee Sheldon
- Extra Credits:
  - [youtube.com/watch?v=MuDlw1zlc94](https://www.youtube.com/watch?v=MuDlw1zlc94)

