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## GAMIFICATION

Kevin Werbach, University of Pennsylvania

*Зима – весна 2014 г. Недели 1–5.2*

### **Week 1: What is Gamification**

- 1.1 Introduction (3:27)
- 1.2 Course Overview (10:10)
- 1.3 Definition of Gamification (12:32)
- 1.4 Why Study Gamification (7:31)
- 1.5 History of Gamification (10:19)
- 1.6 Examples and Categories (14:17)

### **Week 2: Games**

- 2.1 Gamification in context (11:16)
- 2.2 What is a game (10:12)
- 2.3 Games and play (9:44)
- 2.4 Video games (11:18)
- 2.5 Just a Game? (10:18)
- 2.6 Ethan Mollick Interview with Prof. Werbach (8:15)

### **Week 3: Game Thinking**

- 3.1 Why Gamify (9:25)
- 3.2 Think like a game designer (8:18)
- 3.3 Design Rules (11:46)
- 3.4 Tapping the Emotions (7:17)
- 3.5 Anatomy of Fun (7:02)
- 3.6 Finding the Fun (7:42)

### **Week 4: Game Elements**

- 4.1 Breaking Games Down (7:51)
- 4.2 The Pyramid of Elements (12:57)
- 4.3 The PBL Triad (13:47)
- 4.4 Limitations of Elements (10:24)
- 4.5 Bing Gordon Interview (15:44)

### **Week 5: Motivation & Psychology (I)**

- 5.1 Motivational Design (10:27)
  - 5.2 Behaviorism (11:35)
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