Gamification: a playful learning
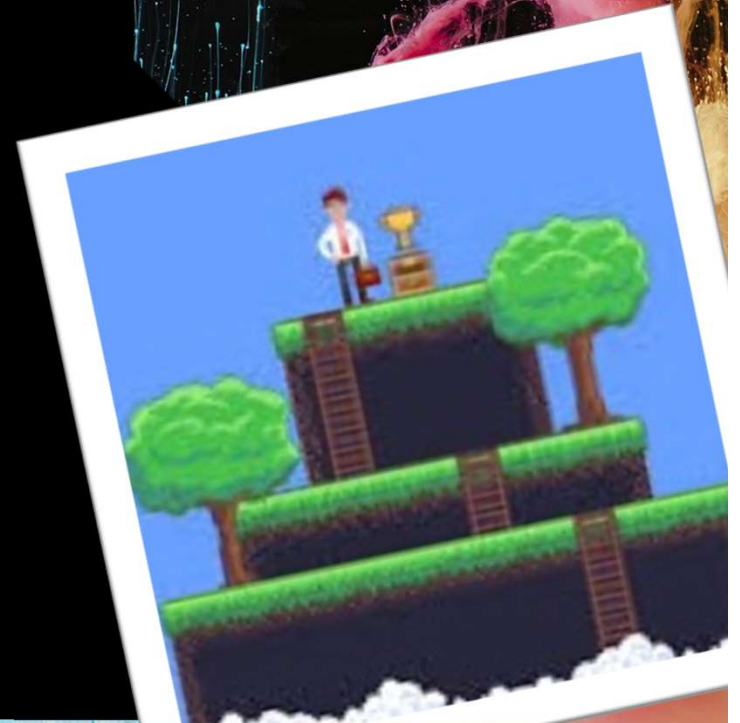
Definition, Effectivness and Elements

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Contents

Level 1: what is gamification

❖ "Process of using **game thinking** and **mechanics** to **engage** audiences and **solve** problems." Gabe Zichermann

❖ "The broad trend of employing game mechanics to **non-game environments** such as innovation, marketing, training, employee performance, health and social change." Gartner Group

❖ "Using **game techniques** to make activities more engaging and **fun**." Amy Jo Kim

3

So

"Gamification is using **game-based mechanics**, **aesthetics** and **game thinking** to **engage** people, **motivate** action, **promote learning**, and **solve** problems." Karl Kapp

Level 1:what is not

Video games

Pointsification

Badgification

Gamification VS Similar Concepts

❖ **Games**: are collaborative or competitive activities played according to a set of rules. Games usually have an end-goal or win-state.

❖ **Educational Games** = **instructional games (in education)**

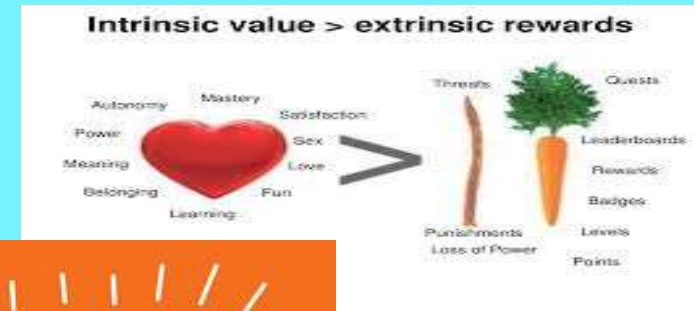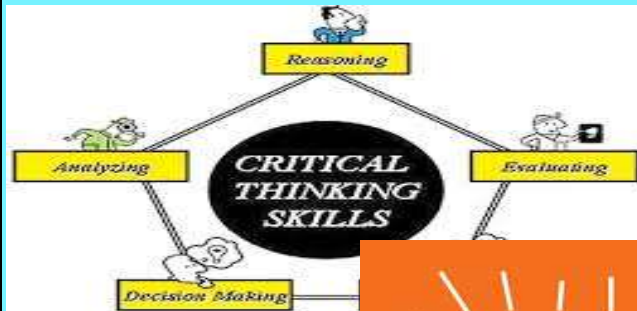❖ **Serious Games**: specific purpose, related to training, comparing to pure entertaimrnt.

Gamification VS similar concepts

❖ **Game-based Learning**: A form of **student-centered learning**

❖ **Simulations**: operational models of real-world processes or systems

Level 3: Application Efficacy

Active Learning

ENGAGEMENT

MOTIVATION
GOALS · ATTITUDE · SUCCESS
IDEA · SUPPORT · PERFORMANCE

CRITICAL THINKING SKILLS
Reasoning · Analyzing · Evaluating · Decision Making

Intrinsic value > extrinsic rewards
Autonomy · Mastery · Satisfaction · Power · Sex · Meaning · Love · Belonging · Fun · Learning
Threats · Quests · Leaderboards · Rewards · Badges · Punishments · Levels · Loss of Power · Points

LET'S CHANGE!

Level 4: Elements

Goals
Purpose, focus, and measurable Outcomes

Rules
Simple or complex conditions/limitations for describing the relations between players and game environment
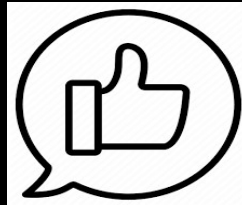
Conflict
Dynamic, human or computer-controlled obstacles that prevent easy realization of the objective by player(s)

Level 4: Elements

Reward Structure

Badges, points, and rewards

Feedback

User finds out about progress and achievements and evoking correct behavior, thoughts or actions.

Storytelling

A simple concept behind gamification that turning complicated subject into something simple

Level 5: Successful examples

Life is more fun if you play a game

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