

Gamification

by Marvin King

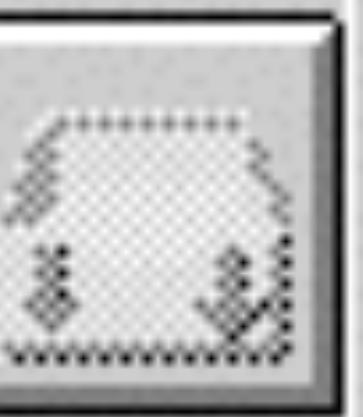
@awrweb



CompuServe Information Manager



File Edit Services Mail Special Window Help



Services



OS/2 Forums



Basic Services



IBM Online



News



Magazine



Communicate



Computers

internet

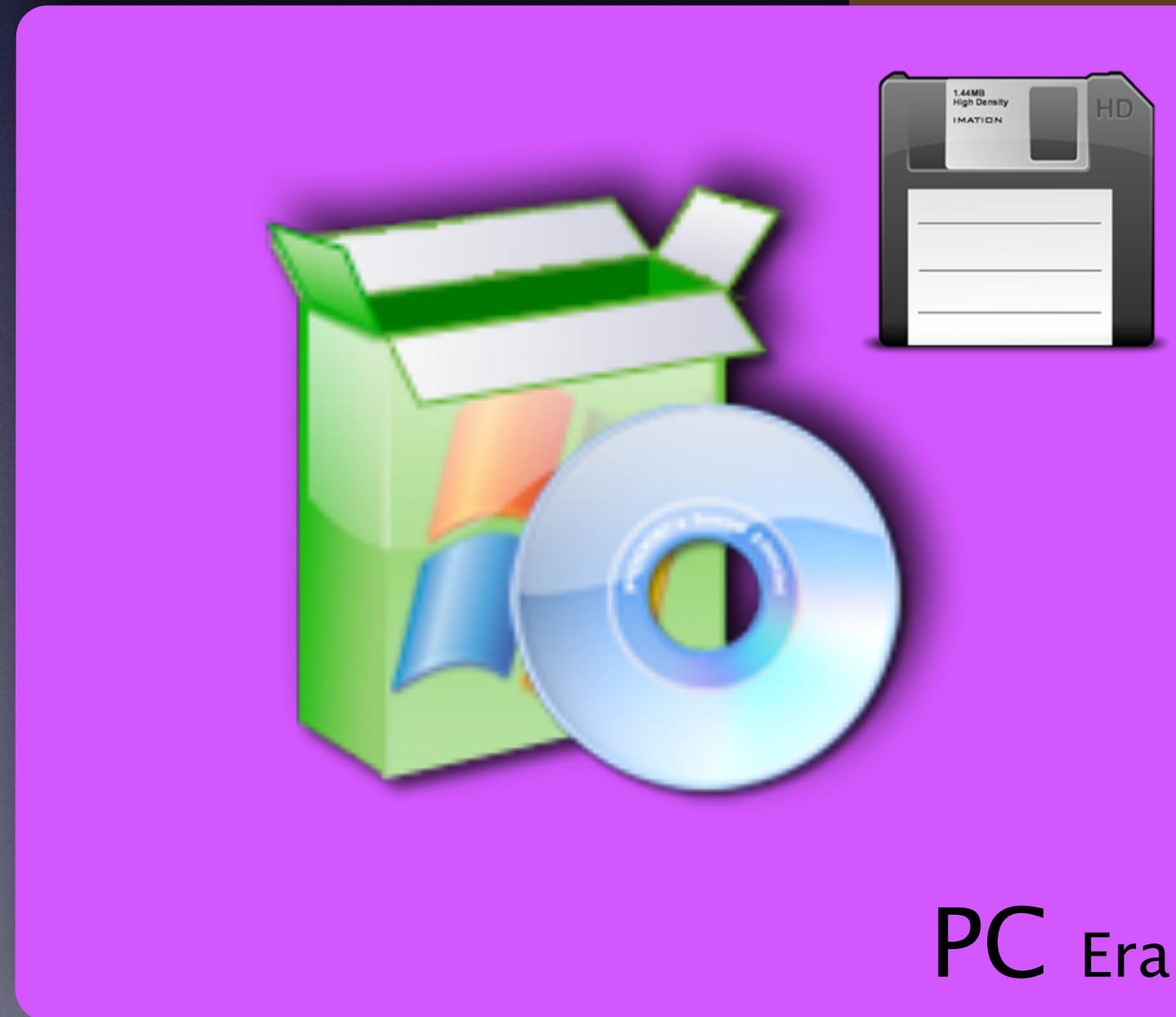


1980

1990

1995





PC Era

1980

1990

1995

Push The Web

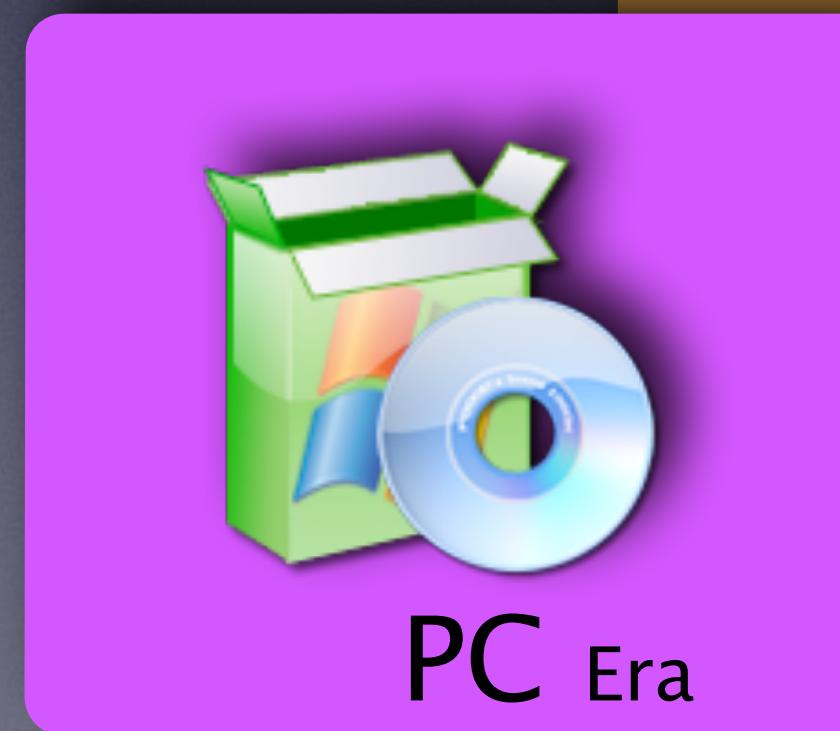


2000



2005

Web 1.0



PC Era



Web 1.0

Share
Social Web



Tube



WIKIPEDIA
The Free Encyclopedia



Web 2.0

1980-90 1995

2000

2005

2010

Live

Semantic Web



1995

2000

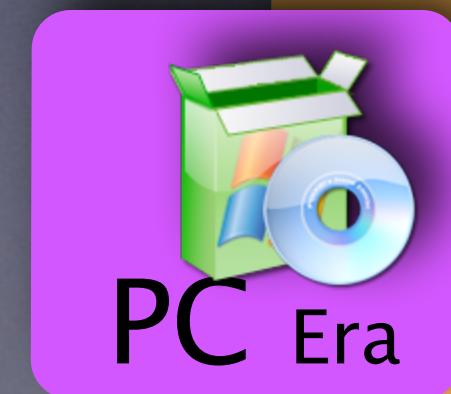
2005

2010

2015

2020





1995

Push



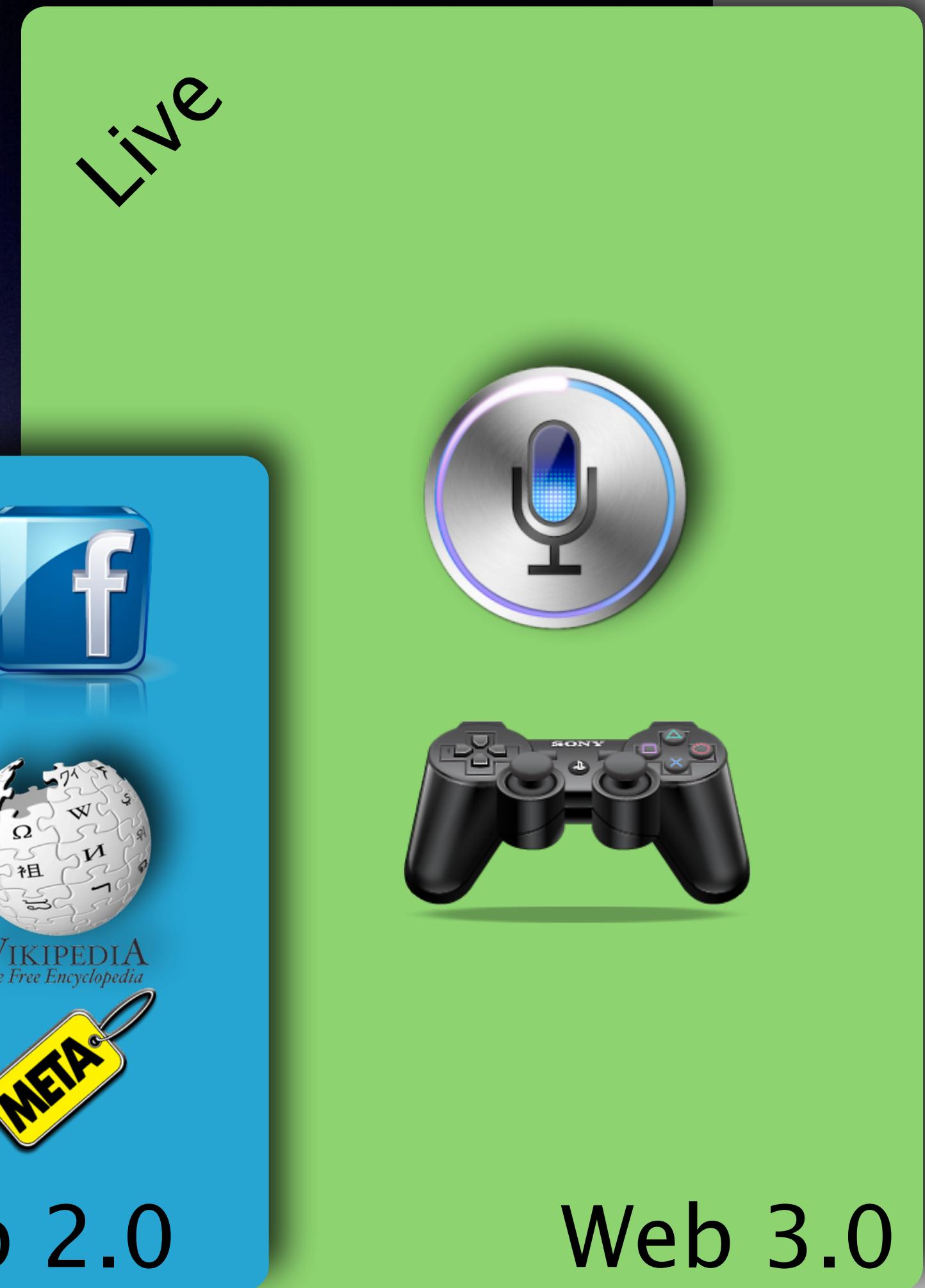
Web 1.0

Share



Web 2.0

Live



Web 3.0

Ubiquitous



Web 4.0

2020

2015

2000

2010

1995



Gamified
Engage the Audience

Web 3.0

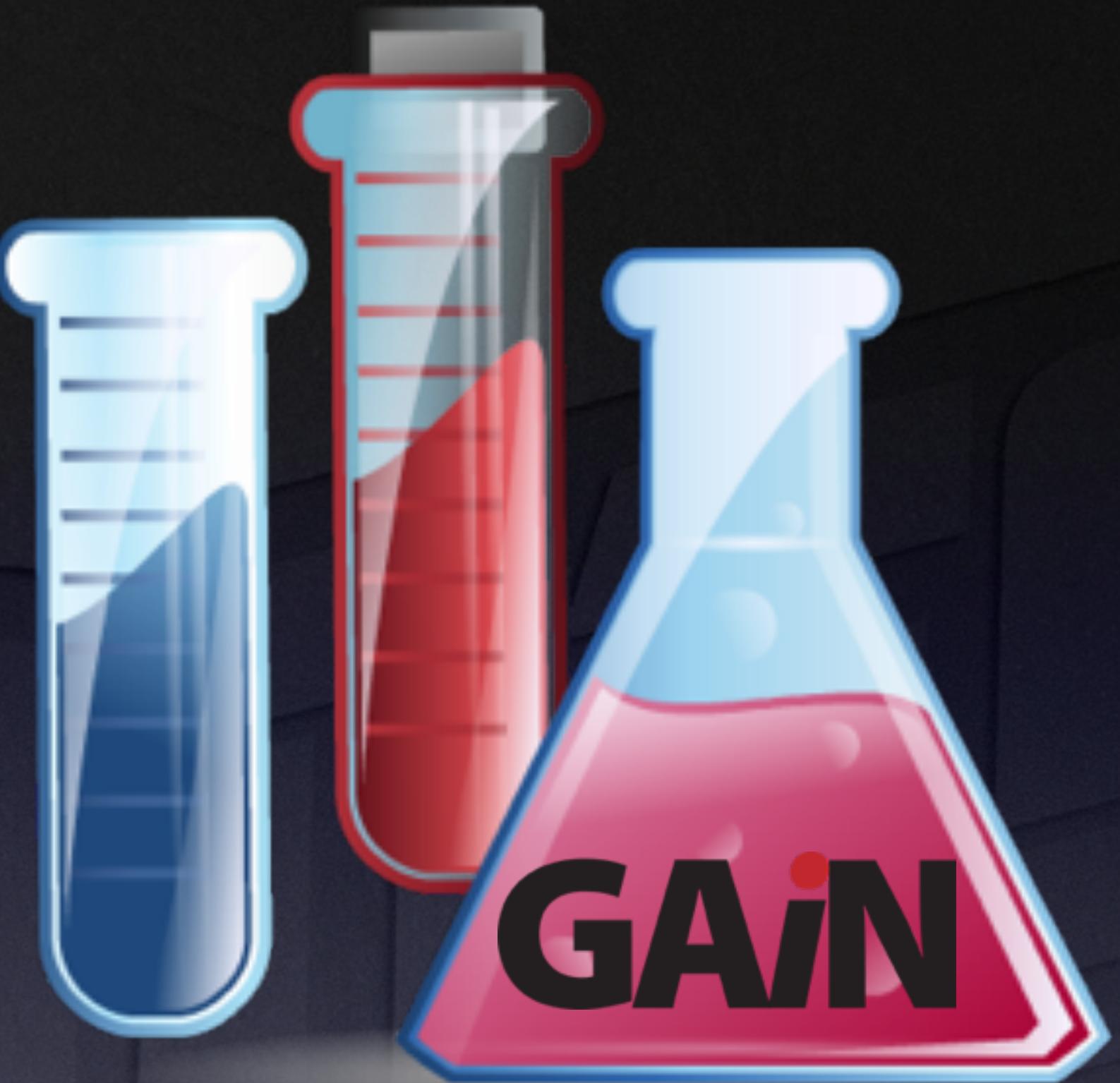
Gamification is used to increase people's 😊 while boosting their 🥕 towards a 🏹.

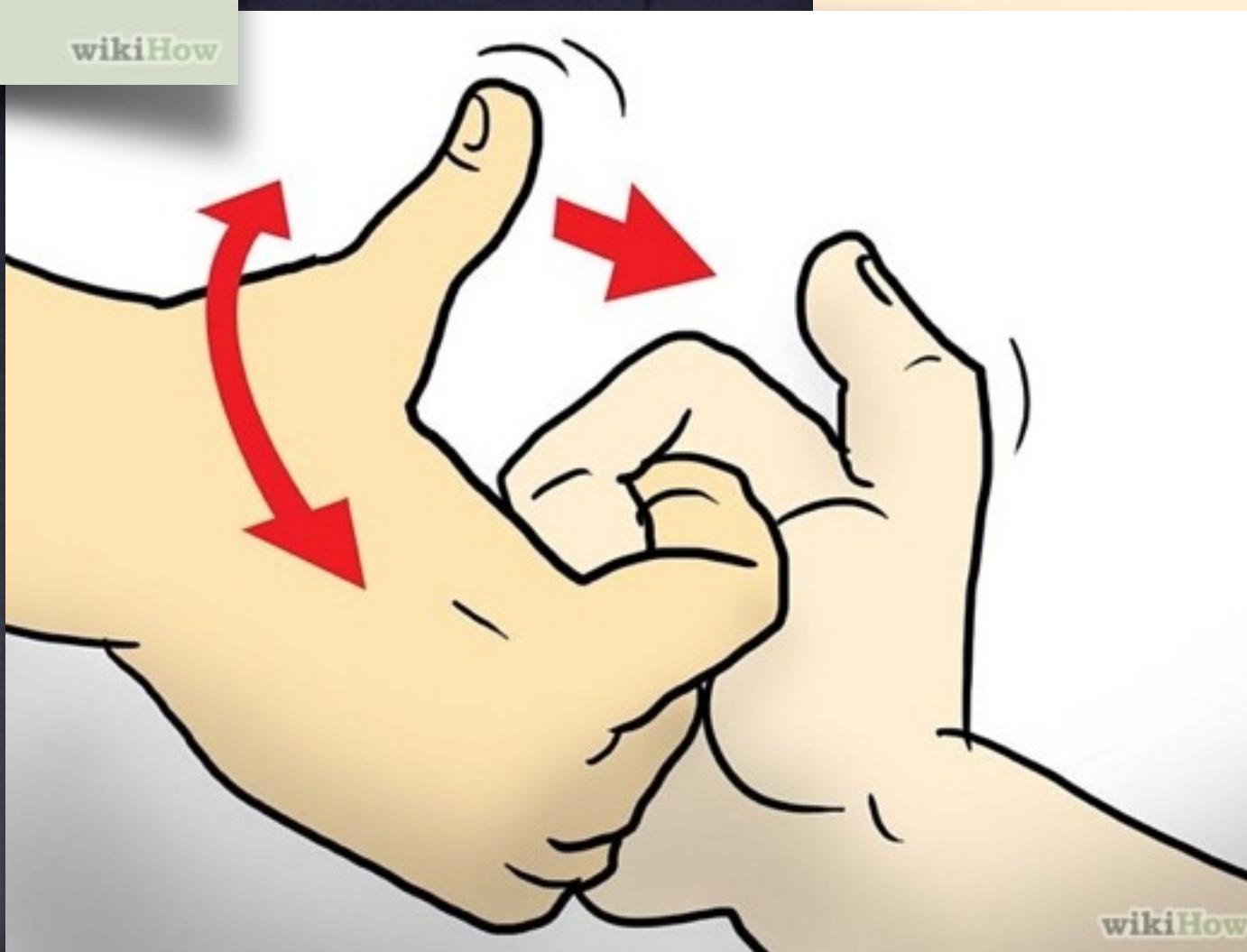
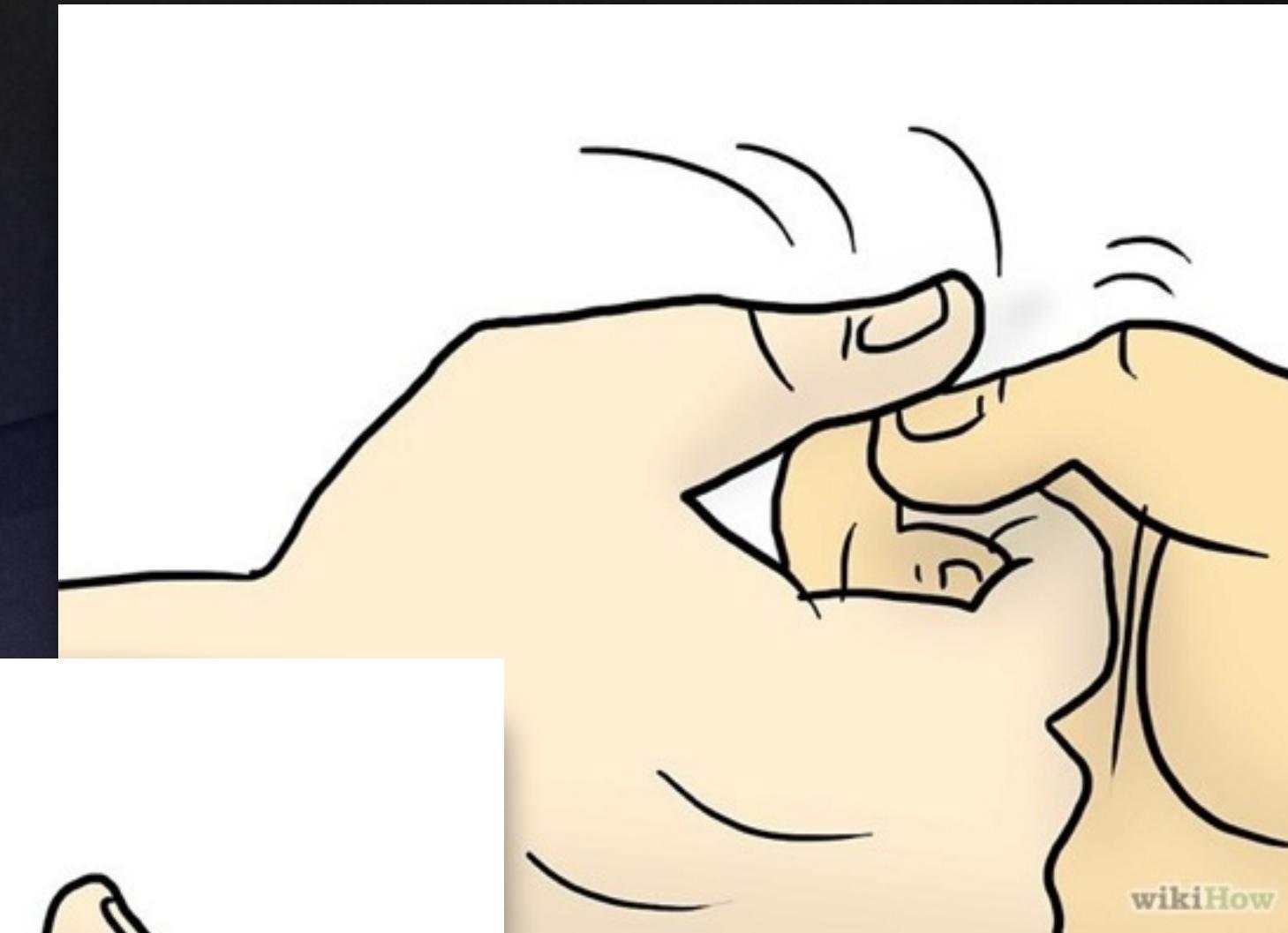
Experiment



8+ Positive Emotions
in 60 seconds

Massively -
Multiplayer Game





Massively -
Multiplayer



Monochrom

Massively -
Multiplayer





Massively – Multiplayer Emotions:

Joy

Relief

Surprise

Curiosity

Excitement

Awe & Wonder

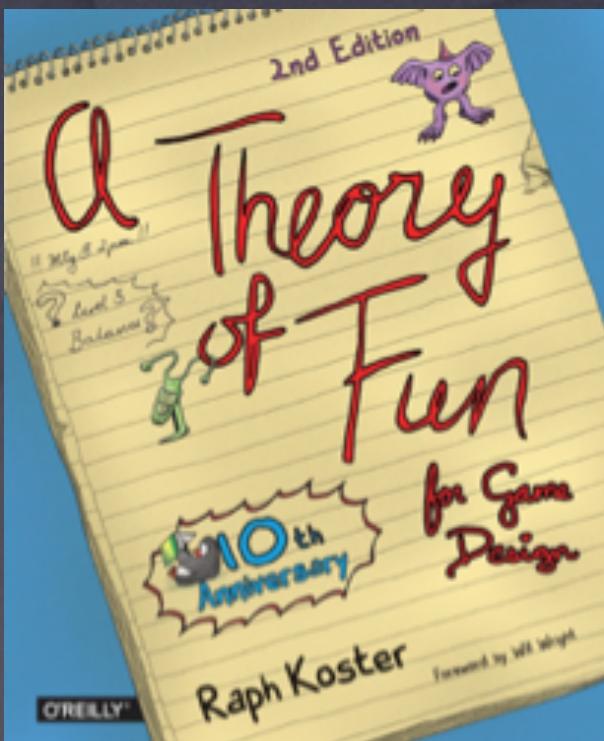
Contentment

Creativity

A close-up photograph of a dark glass bottle with a white label, tilted at an angle. A thick stream of bright red liquid is being poured from its neck into a silver-colored spoon held below. The background is a dark, textured surface.

edutainment vs entertainment

“Fun is just another
word for learning...”
(under optimal conditions)



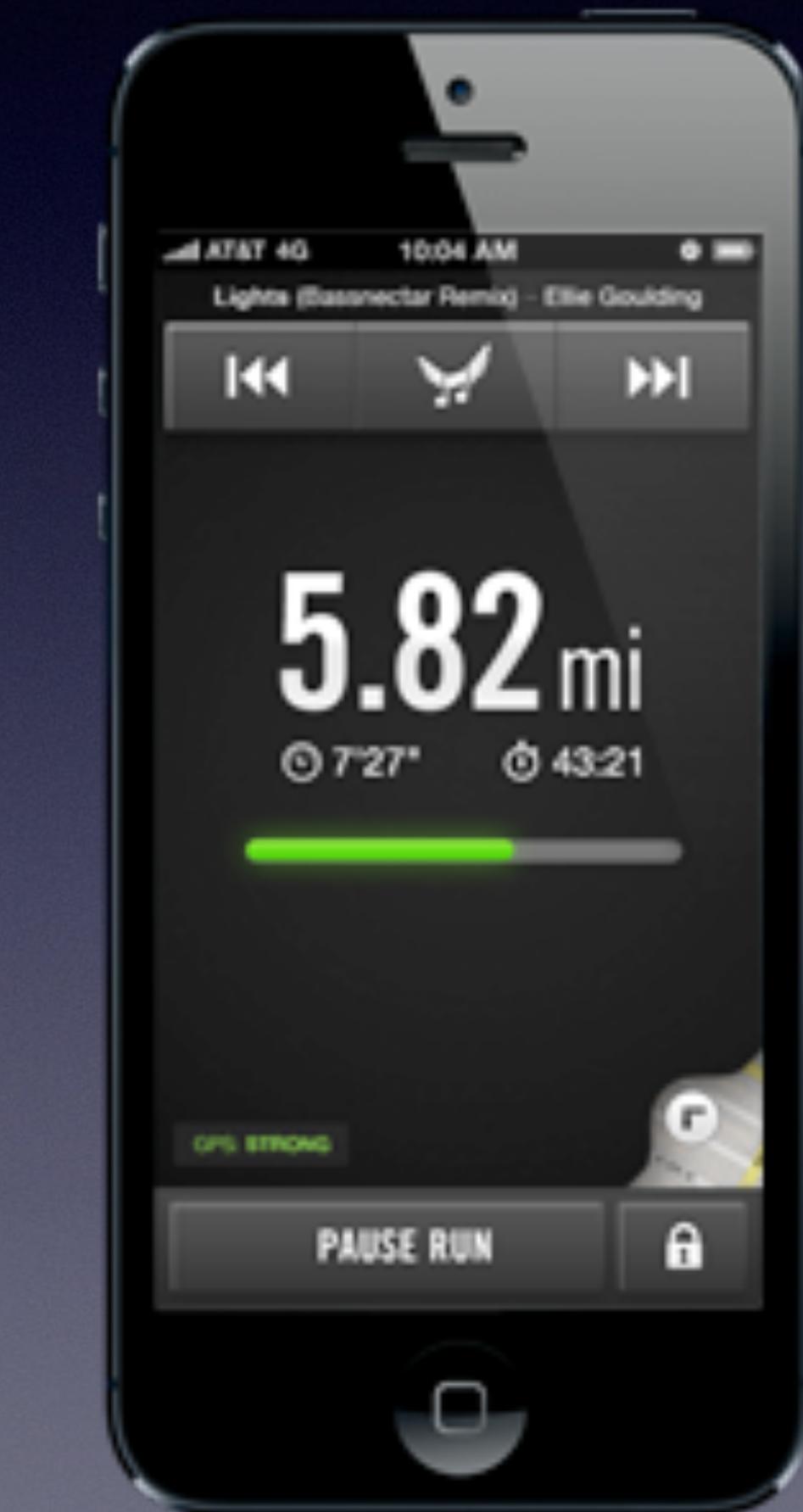
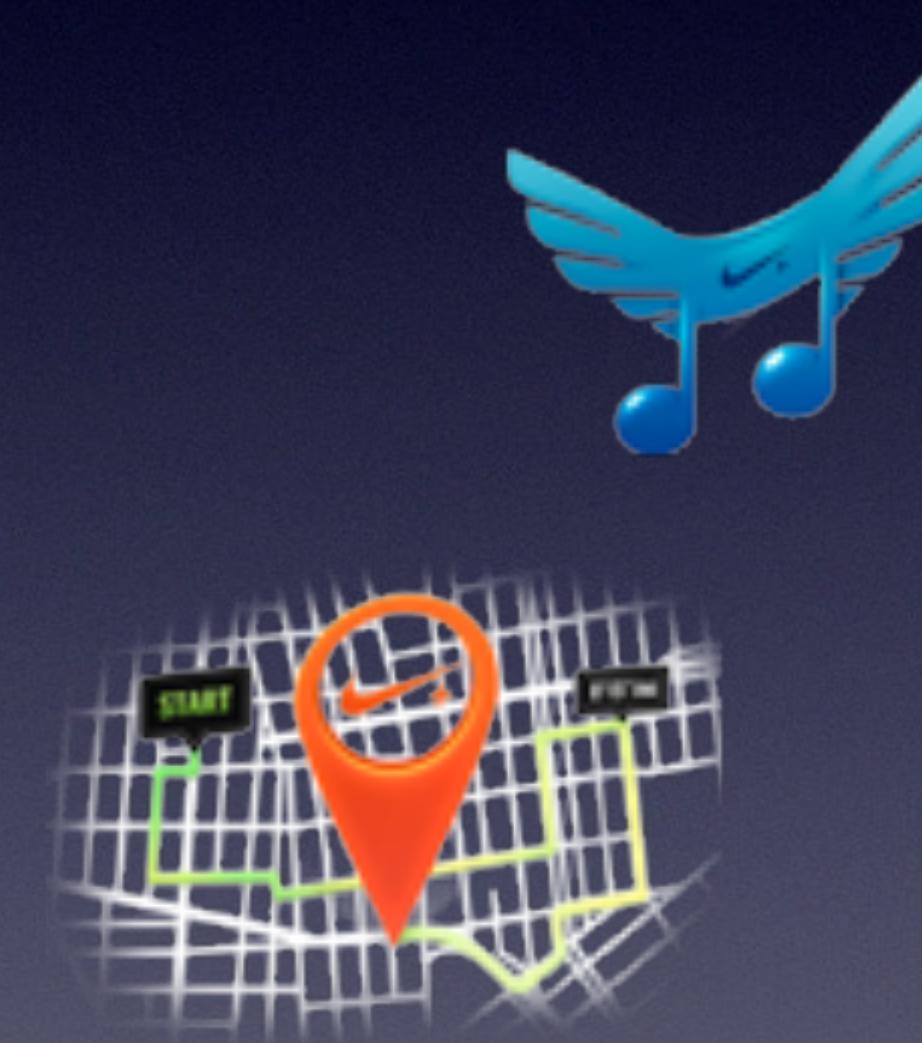
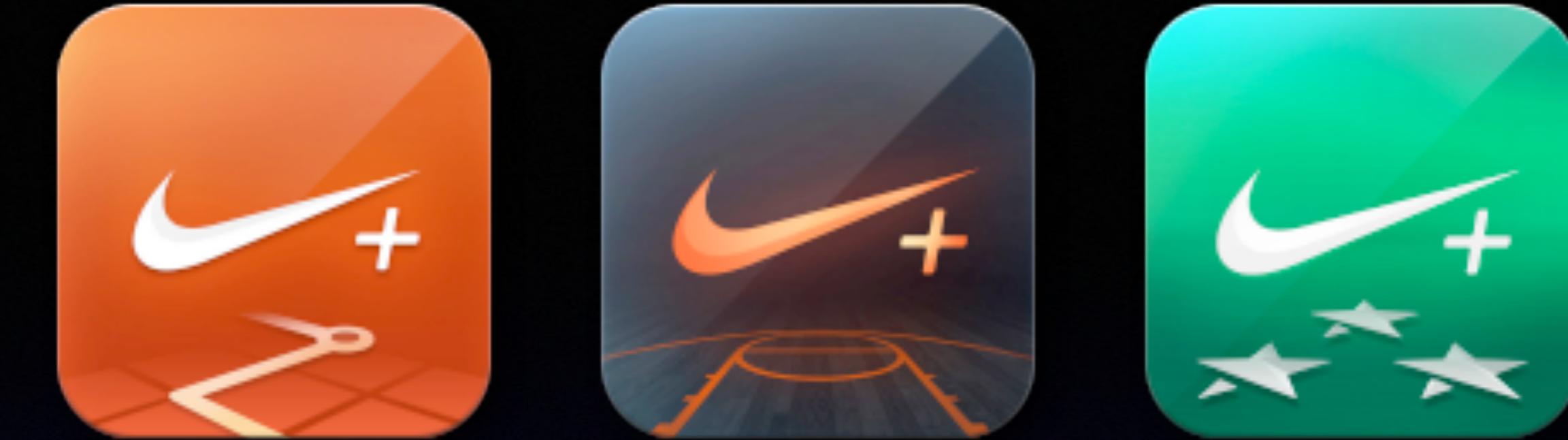
Source:

Examp

les



Examples



Examples



be global.
be one.



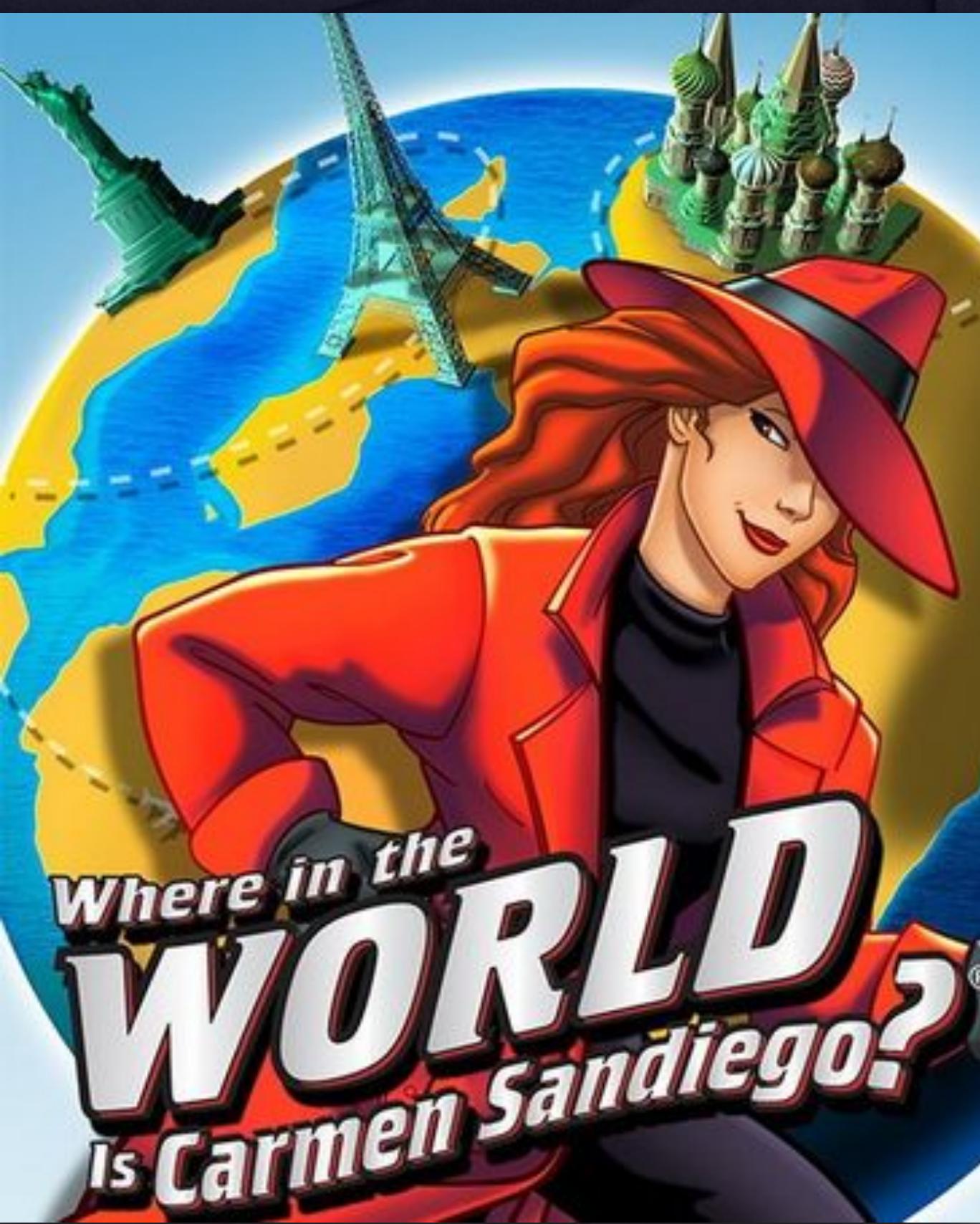
Examples



Examples



Faile Examples

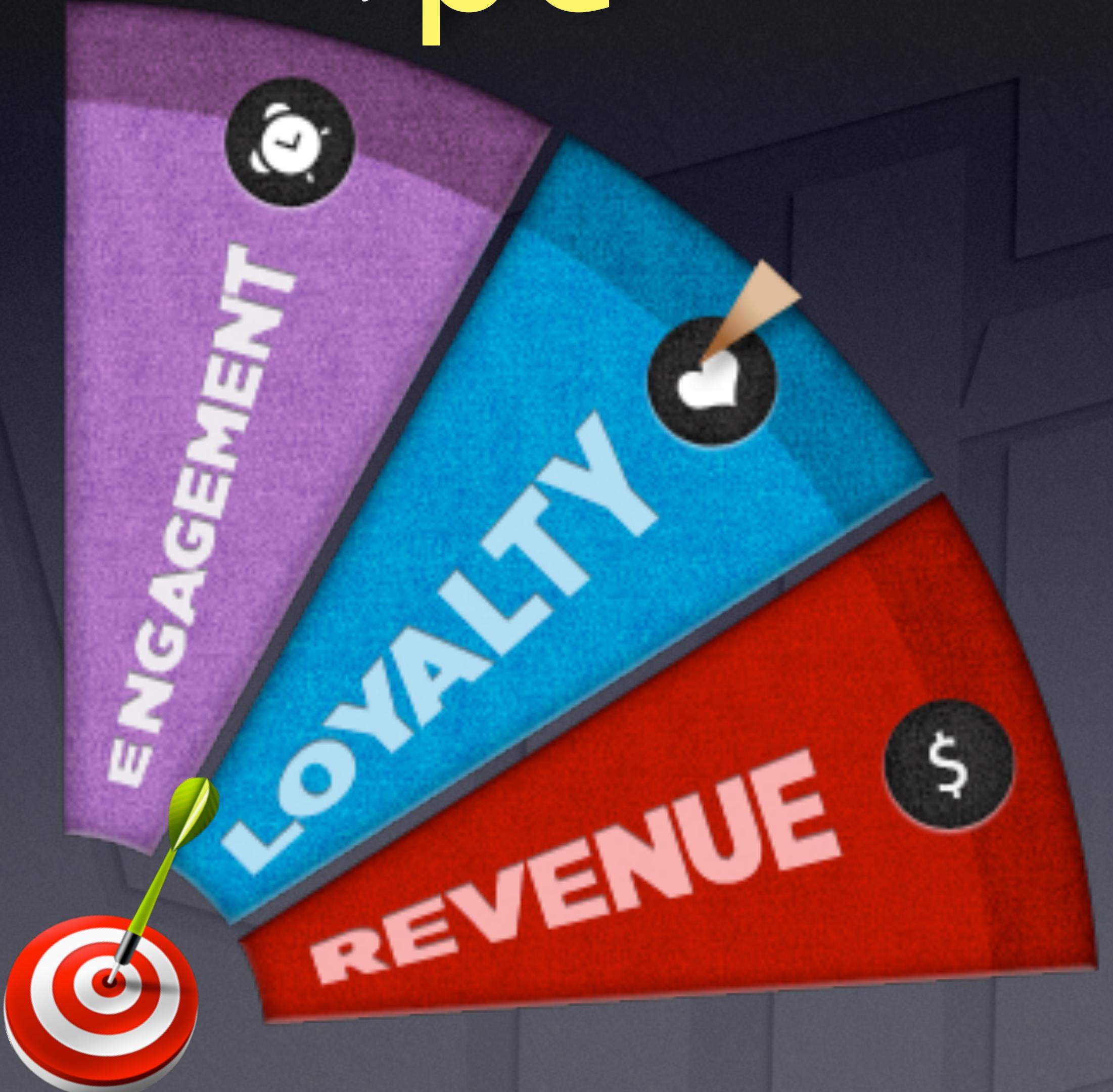


Reci pe



Reci pe

1) Goals & Boundaries



Reci

2) **pe** types of players

Killers

Play to compete with others

Achievers

Play to gain success and prestige



Socializers

Play for the social aspect
rather than the game itself

Explorers

Play to discover new
areas & possibilities

+ Segments & Demographics

Reci

3) **pe** intrinsic Motivation

SOCIALIZING ENJOYMENT
PURPOSE LEARNING GROWING
RECOGNITION
STATUS ACHIEVING COMPETING
DISCOVERY SHARING WINNING POWER



Reci

4) **pe** Captivating Story / Message



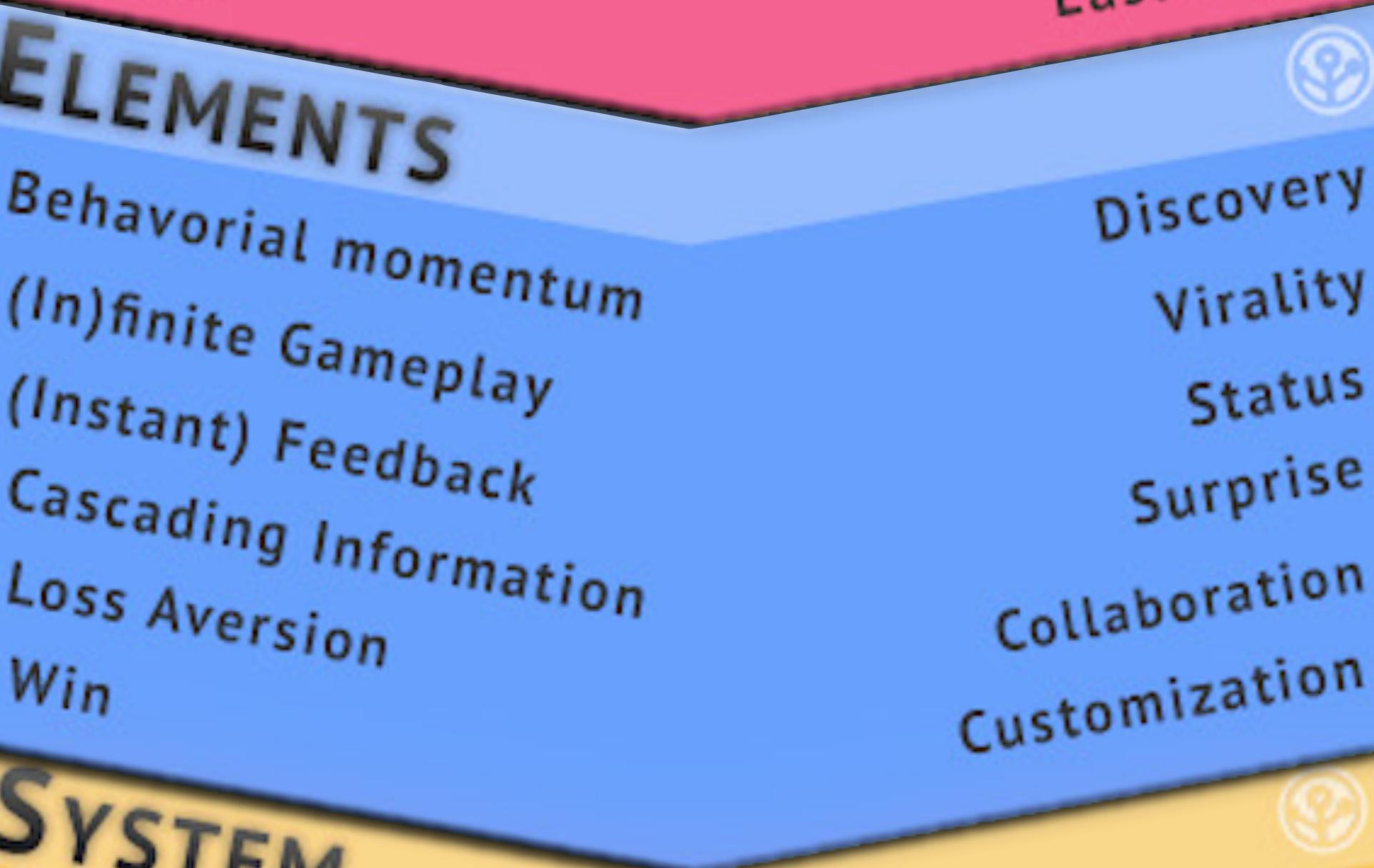
Reci pe

5) Design



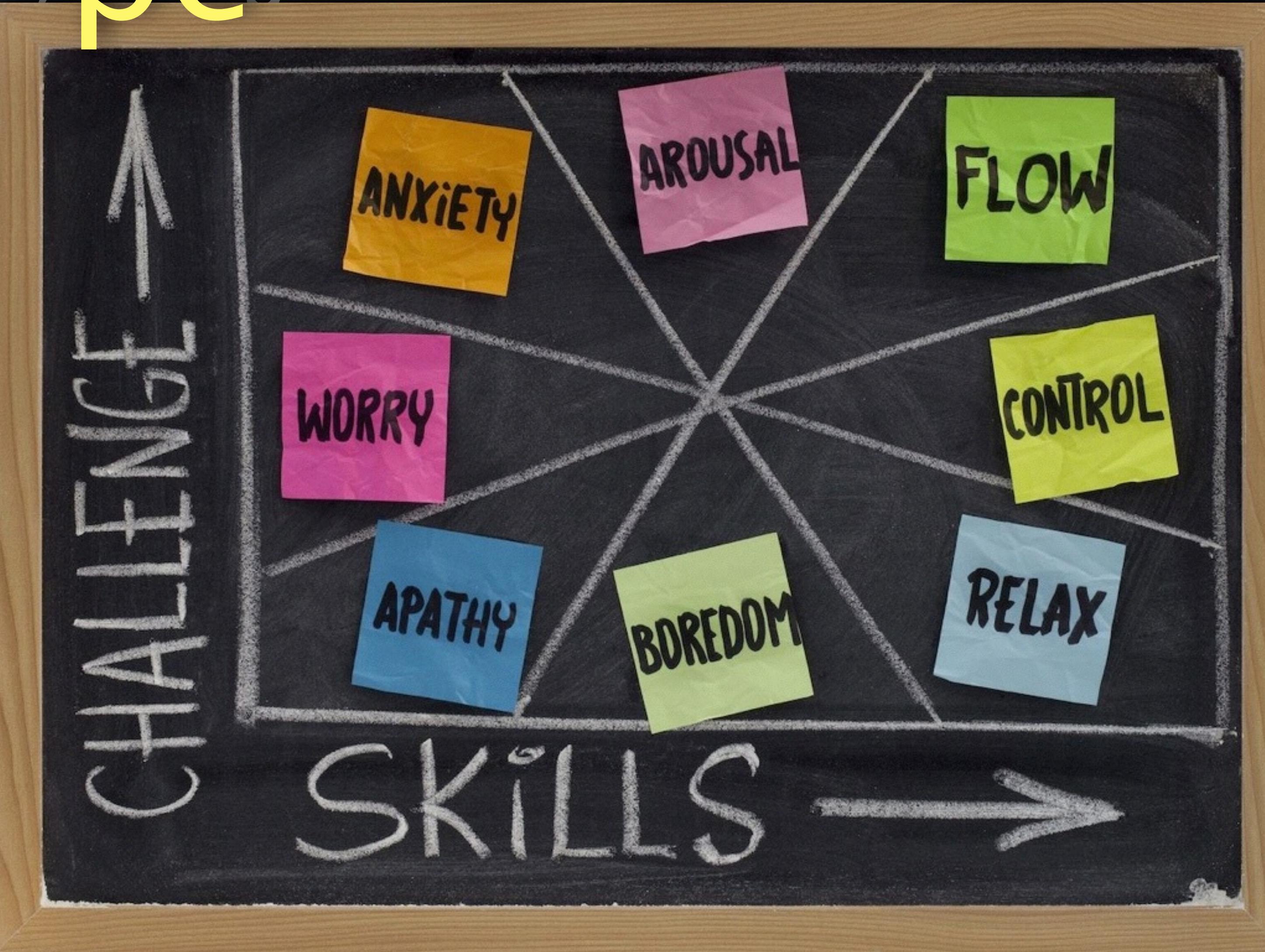
Recipe

5) Design



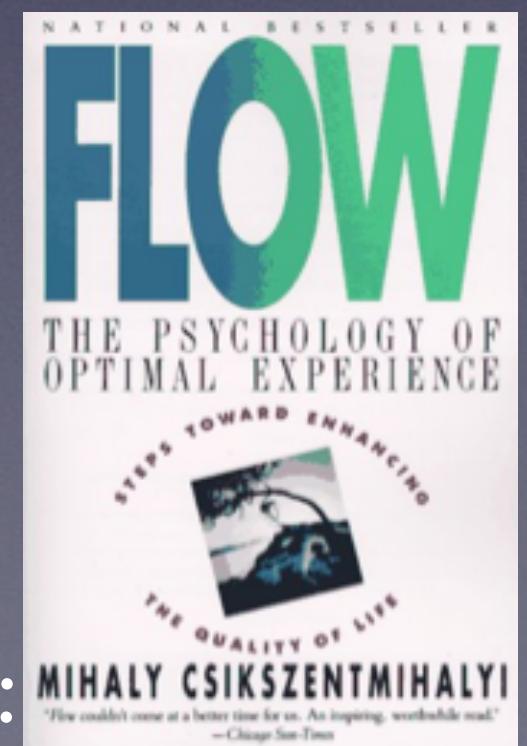
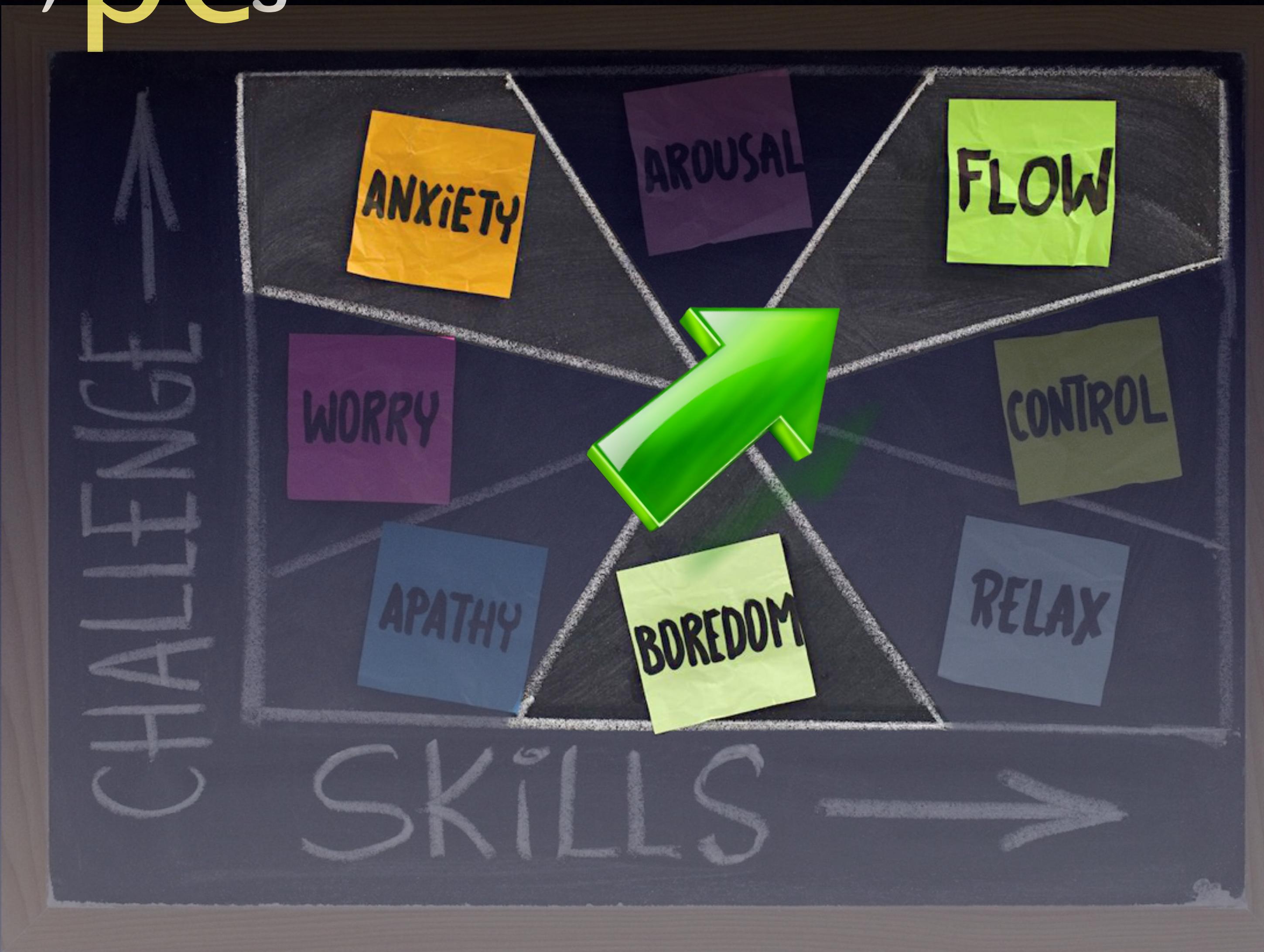
Reci pe

6) the right balance



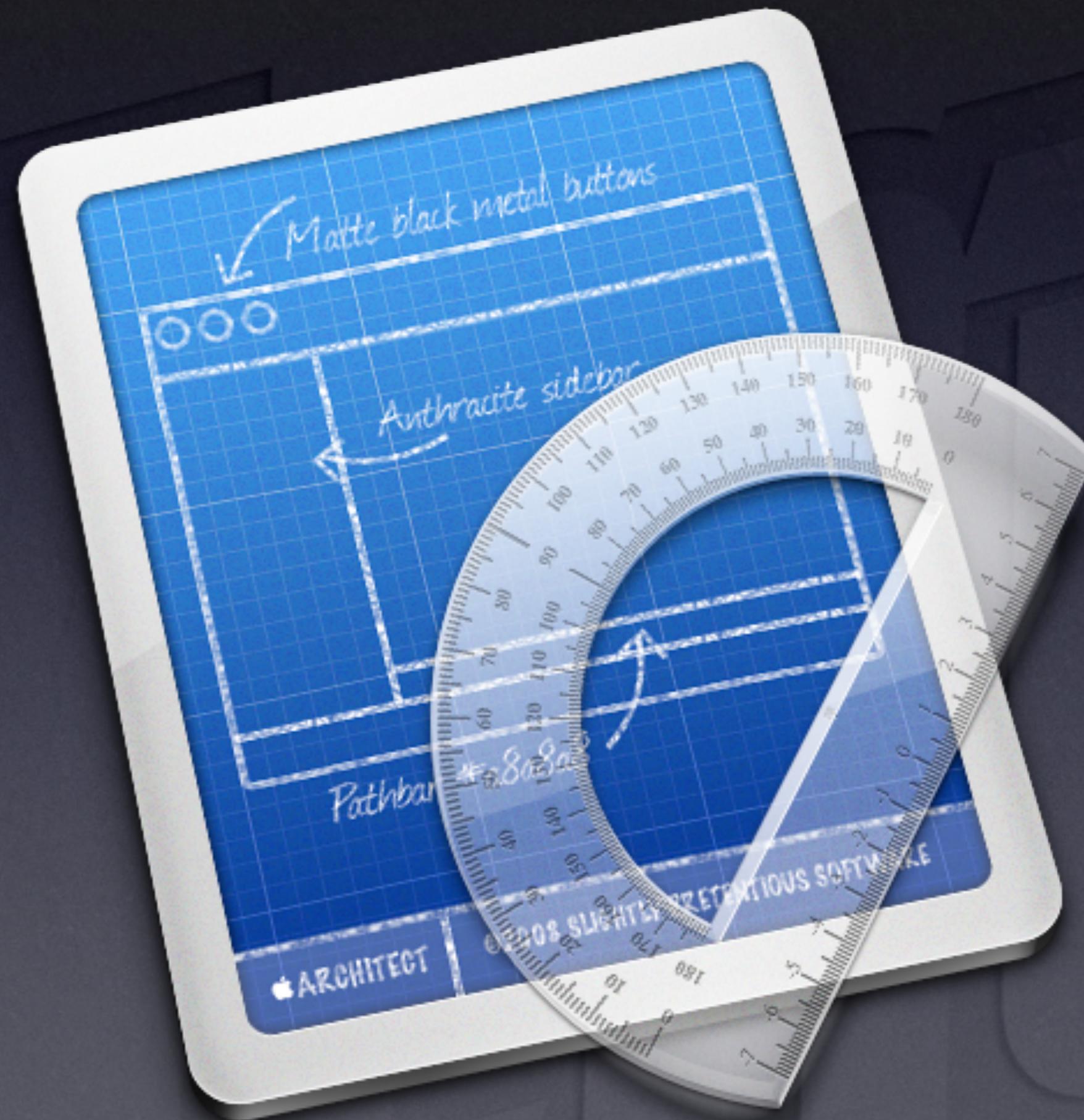
Reci

6) the right balance



Source: Mihaly Csikszentmihalyi

Reci 7) plementation



Reci pe





Massively – Multiplayer

Emotions:

Joy

Relief

Surprise

Curiosity

Excitement

Awe & Wonder

Contentment

Creativity

Exampl
es



Examp les



The screenshot shows a vibrant, cartoon-style landscape scene on a tablet screen. The scene features a large, ornate yellow castle with a blue dome on the left, a green hillside with white sheep in the foreground, and a pink building with a red door in the background. Several small figures of people are scattered throughout the scene, some near the castle and others on the hillside. A blue sky with white clouds is visible above. On the right side of the screen, there is a vertical toolbar with several options: "Share to Facebook", "Share to Twitter", "Send Email", "Teacher Content" (with a toggle switch set to "OFF"), "Help", "Contact Us", and "Credits". Below these, there are two more options: "Draw" and "Settings". At the bottom of the screen, there is a black bar with the word "Locker" on it. The iPad itself has a grey frame and a home button at the bottom right. The time "9:41 AM" is visible on the left edge of the iPad.



Examples



Examp les



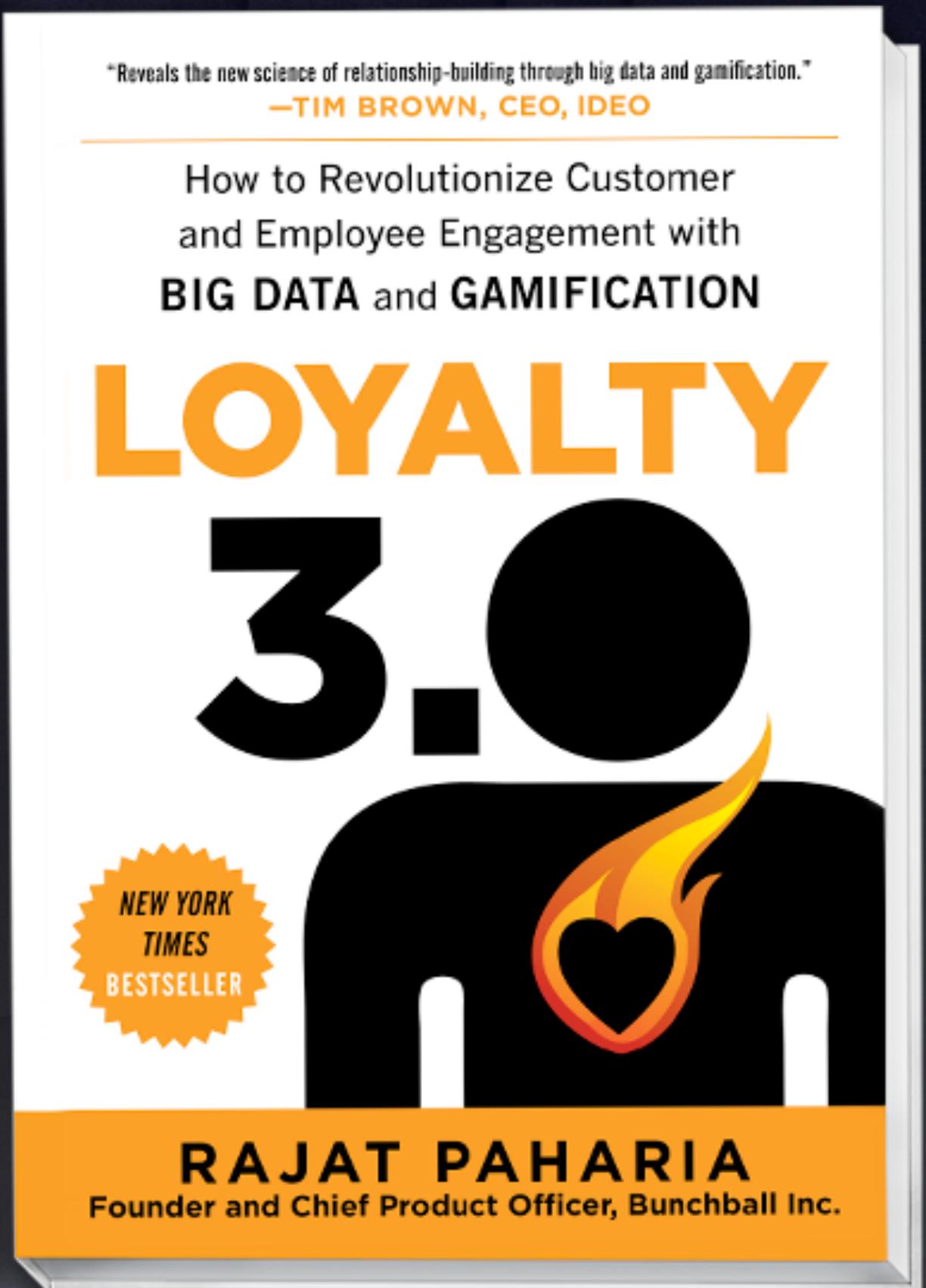
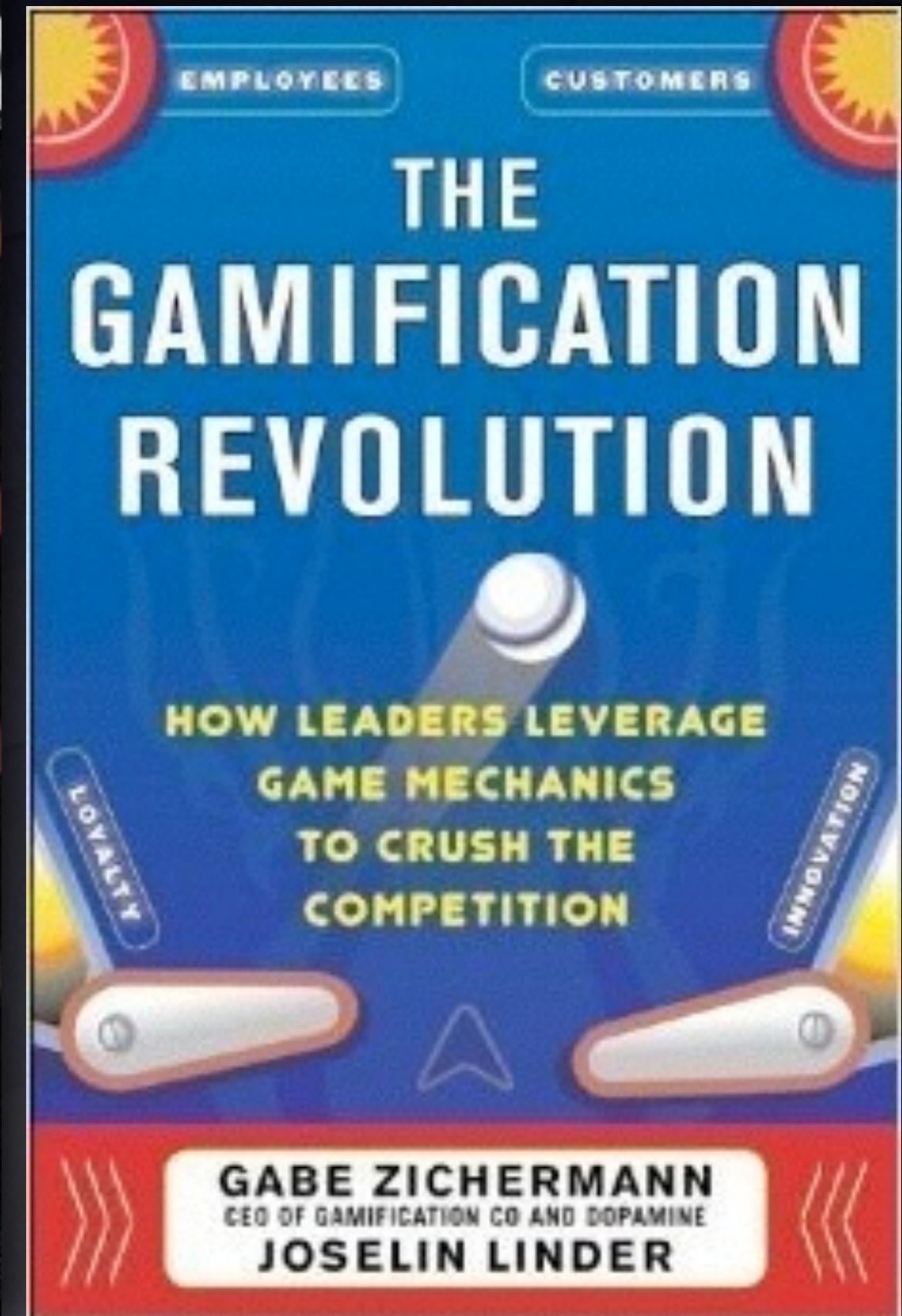
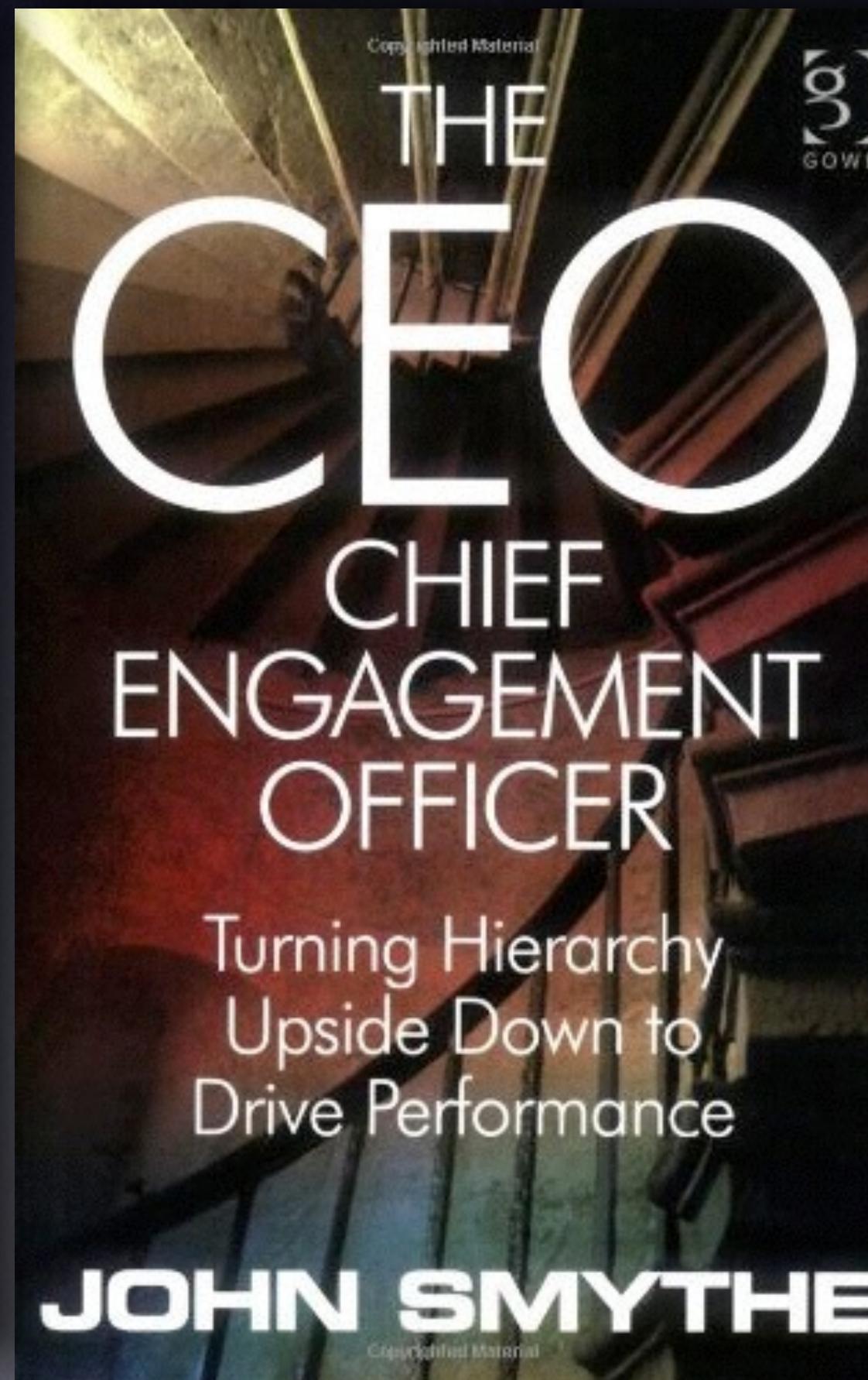
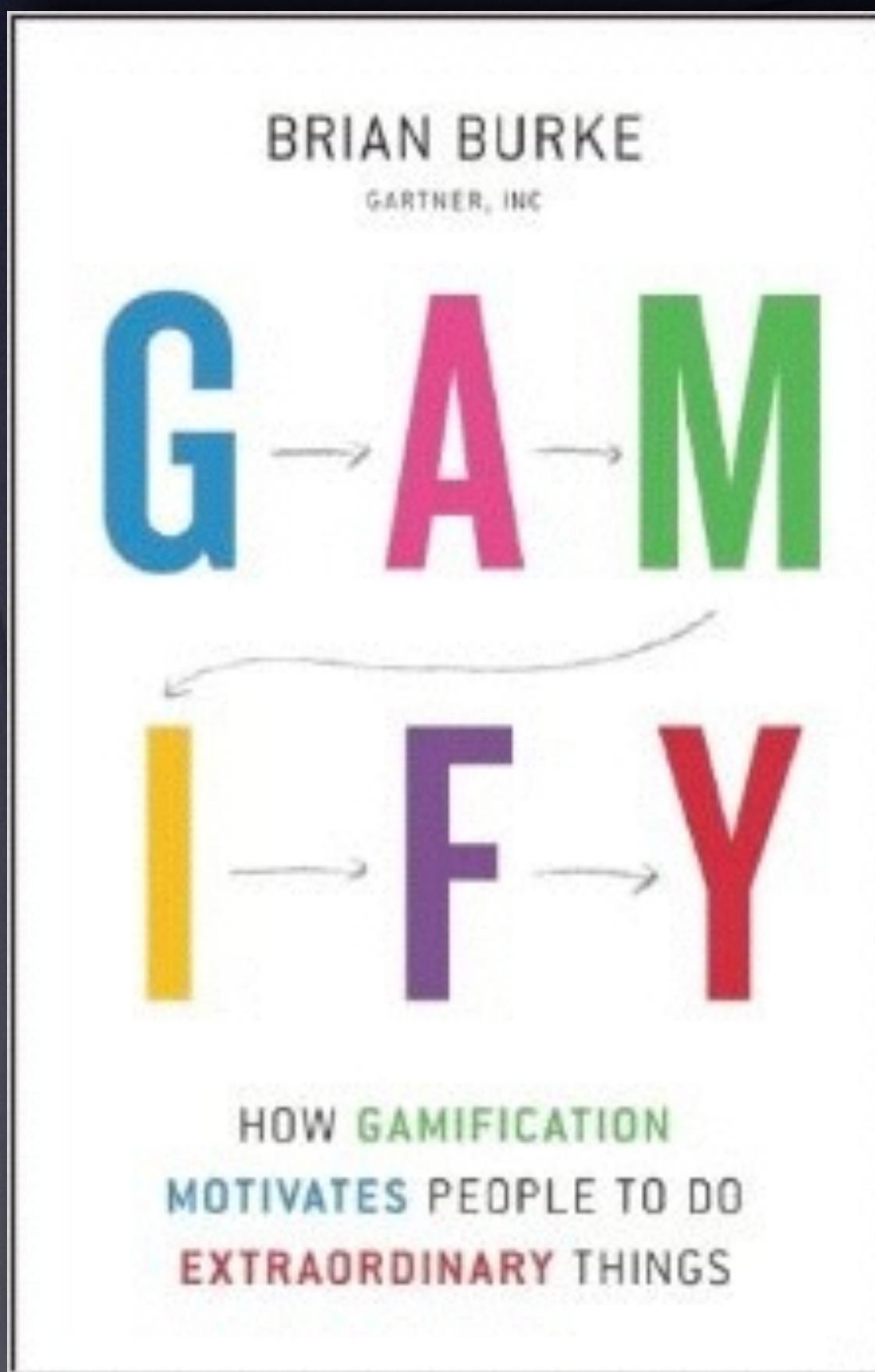
Exercis

Engage the Audience ^ethrough Gamification

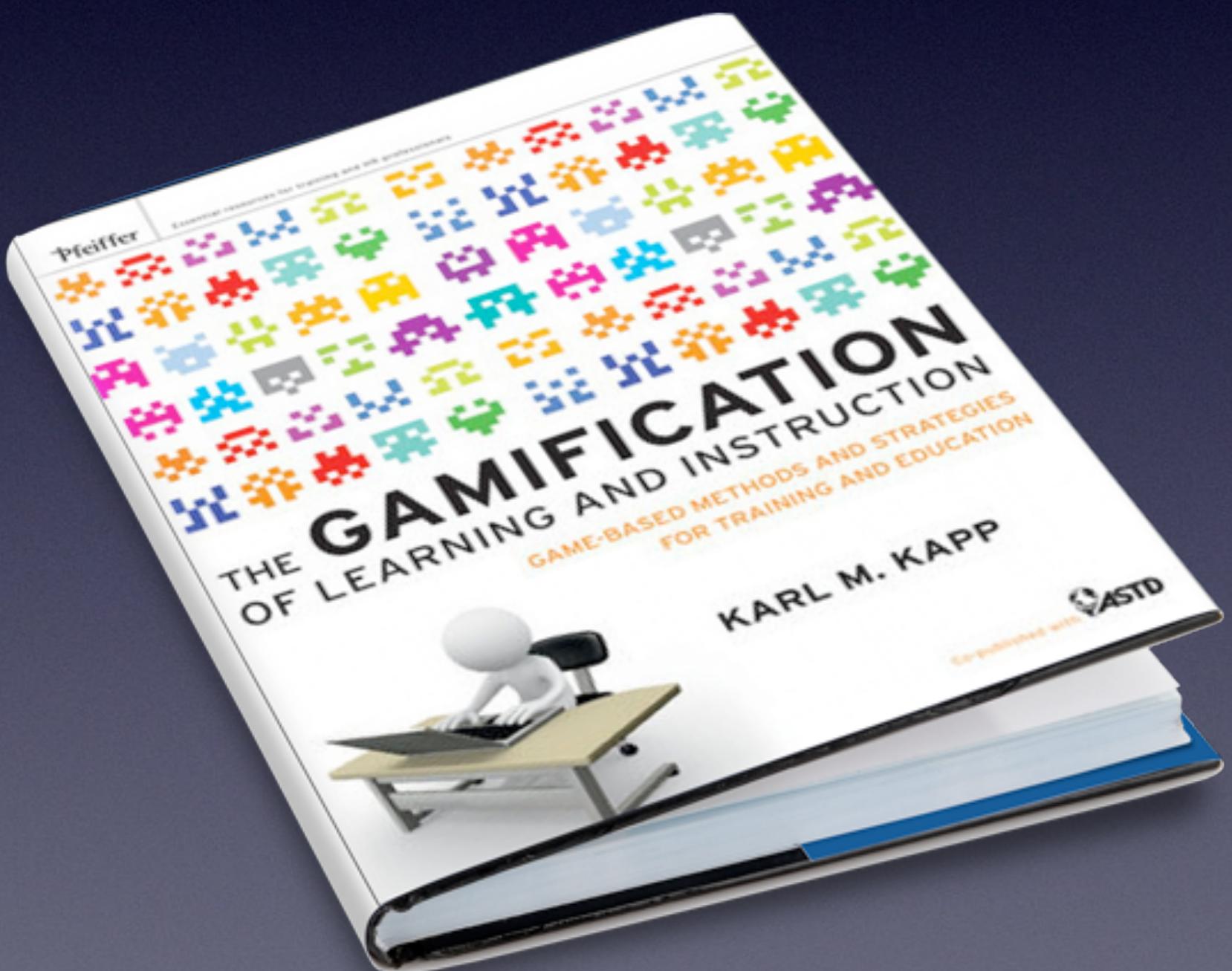


Analyse Competition
Collaboration Dynamic

Engage the Audience through Gamification



Engage the Audience through Gamification



The graphic features a teal-colored background with a white silhouette of a human head facing left. Inside the head, a white video game controller is positioned. To the right of the head, there's a mathematical equation and some handwritten notes on a chalkboard-like surface. The text 'PLAY TO LEARN:' is written in large, bold, orange letters, with 'TO LEARN:' stacked below 'PLAY'. Below this, the text '100 GREAT SITES ON GAMIFICATION' is written in white. In the bottom left corner of the graphic, there is a QR code.

**PLAY
TO LEARN:**
100 GREAT SITES ON GAMIFICATION

www.gamifeye.com
bit.ly/lbROOc7

Thanks
For
Listening
obrigado gracias