Chapter 1
What Is Gamification?
Overview

• What is a game?
• What is gamification?
• What are three examples of adding game-based elements to traditional learning environments to improve learning and retention?
• What are the advantages of using game-based techniques for the creation and implementation of performance improvement initiatives?
Quiz #1

• Name three countries that begin with the letter “U.”
  • In 10 seconds
Quiz #2

• Name three ways to do the gamification
  • In 10 seconds
Gamification in Action

• Why Gamification?
What is a Game?

• “A game is a system in which players engage in an artificial conflict, defined by rules, that results in a quantifiable outcome.” -- Katie Salen and Eric Zimmerman

• “A game is a system in which players engage in an abstract challenge, defined by rules, interactivity, and feedback, that results in a quantifiable outcome often eliciting an emotional reaction.” -- Raph Koster
What is Gamification

• Piano Stairs
• Zombies, Run
• Safety Training

• “Process of using game thinking and mechanics to engage audiences and solve problems.” – Gabe Zichermann
• “Gamification is using game-based mechanics, aesthetics and game thinking to engage people, motivate action, promote learning, and solve problems”
What Gameification Is NOT

• Badges, Points, and Rewards
• Trivialization of Learning
• New
• Perfect for Every Learning Situation
• Easy to Create
• Only Game Mechanics
Gamification VS Serious Games

• Serious Games
  • Games, a specific content domain, engaging and interacting with learners

• Gamification
  • Trivial use of game mechanics to artificially engage learners
  • Leaderboards and high scores tacked onto real-life situations
  • Encouraging learning using all the elements of games that are appropriate
Growth of Gamification

- The trend is growing
- USA: computer and video games sales generate over $10.5 billion a year
- 67% of American households play computer or video games.

Since its launch, coffee lovers have joined in droves

<table>
<thead>
<tr>
<th>Year</th>
<th>Program Launches</th>
<th>Members (Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Program launches</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td></td>
<td>2 million</td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td>4.5 million</td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td>6 million</td>
</tr>
</tbody>
</table>

= 500,000 people