

WHAT IS GAMIFICATION?

THE IMPLEMENTATION OF TOOLS FOR MEASURING AND REWARDING PROGRESS



GAME MECHANICS

Most simply stated as the rules of the game, game mechanics are the various actions, behaviors, and control mechanisms that are used to “gamify” an activity. Game mechanics can be powerful tools for influencing players to engage in an experience. Some fundamental game mechanics are points, levels, challenges, leaderboards, progress bars, virtual goods, and charity.



GAME DYNAMICS

The emergent behavior arising from engaging in the game mechanics and desiring its incentives. This can work to increase focus, recognize incremental achievements, incentivize results, and generate enhanced performance.



INCENTIVES/AESHETICS

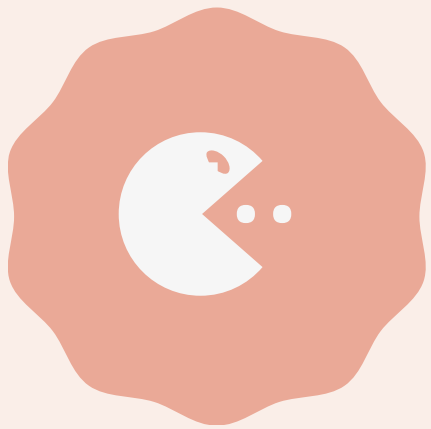
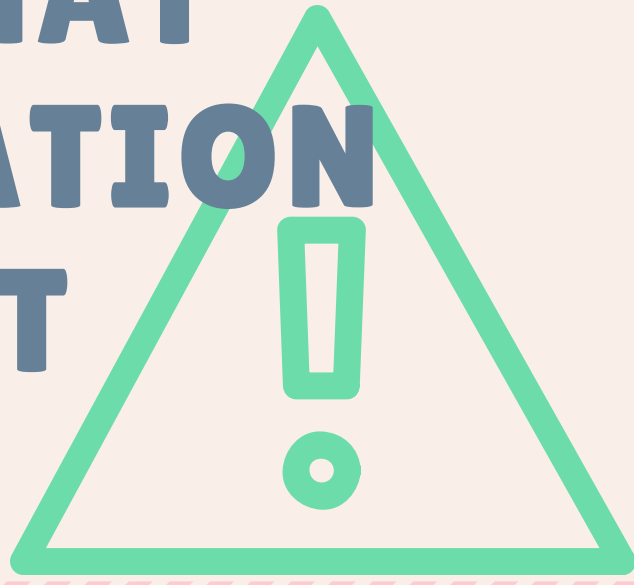
Rewarding the user for engaging in a task. Examples of core incentives are reward, status, achievement, self-expression, competition, and altruism.

EXAMPLES OF SUCCESSFUL GAMIFICATION

Fold.it, FitBit, Kiva.org, and Headspace



AND WHAT GAMIFICATION IS NOT



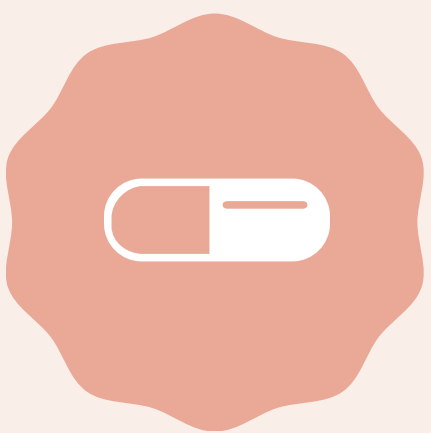
A GAME

Gamification is not making work a game, but rather the implementation of successful game mechanics and dynamics to make the real-world task more attractive, engrossing, and natural.



A SIMULATION

Gamification is not playing games that teach us about work. The purpose of simulations is to imitate real-world processes, whereas gamification takes elements from games and places them into a business context.



THE SOLUTION TO ALL YOUR PROBLEMS

Throwing gamification at problems will not automatically lead to a solution. In particular, problems with marketing aesthetic, process, or structure will not only go unsolved but will likely become magnified by useless gamification.



Missed the full blog post on gamification or want to subscribe for more science marketing content? Visit cenmediakit.org/subscribe