

## Gamification Summary and Resources

Gamification is the use of game thinking and game mechanics in non-game contexts to engage users in solving problems <http://en.wikipedia.org/wiki/Gamification>

### What Might be in a Gamified Solution?

- ★ Badges
- ★ Levels
- ★ Progress bars
- ★ Leaderboards
- ★ Recognition
- ★ “Social currencies”
- ★ Rewards

### What CAN Gamification Do?

- ★ A gamification initiative can combine both extrinsic and intrinsic motivators
  - Rewards like badges, stuff
  - Meet people’s basic needs for achievement, recognition and satisfaction
- ★ Create “Currencies” for motivating people
  - Self-esteem
  - Fun
  - Stuff
  - Social Capital

### Although many gamification solutions fail, several factors can set it up for success

- ★ Tie gamification efforts to strategic business goals
- ★ Tie gamification to user goals

### Gamification Solutions – IT based

- ★ Number of different products that offer gamification elements
  - Badges
  - Leaderboards
  - Progress bars
  - Interface with social tools in the enterprise

### There are also gamification ideas that are not necessarily IT solution-based

- ★ Crowdsourcing
- ★ Veiled learning

## Job Aid

### Application for RIM & IG

- ★ What are your goals for the program?
- ★ Do we need a gamified solution if we're the only game in town? (true loyalty vs. forced)
- ★ See if there are gamification tools already implemented or planned in the organization
- ★ If not and there's no budget, look to non-gamified solutions
- ★ Track outside of a tool (e.g. spreadsheet)

### Possible Use Cases in RIM and IG

- ★ New software implementations
- ★ Coordinator engagement
- ★ Business process improvements
- ★ Develop true program loyalty through veiled learning
- ★ Gamification-light: Incorporate game elements into regular training sessions

### Resources and References

Gamification and game theory is a complicated topic. Below are a few resources and references. Note: some links might be vendor websites, but this session doesn't promote a specific vendor. Facilitator's info: Laurie Carpenter, IGP, CRM Lcarpenter0@gmail.com

Gabe Zichermann – free online videos, author

<http://www.gamification.co/gabe-zichermann/>

On-demand Gamification webinars

<http://www.jivesoftware.com/why-jive/resources/on-demand-webcasts/>

Online articles – Gamification

Brian Burke – Gartner (multiple articles, different publishers)

<http://www.forbes.com/sites/gartnergroup/2013/01/21/the-gamification-of-business/>

CIO Magazine (multiple articles)

[http://www.cio.com.au/article/539654/gamification\\_new\\_game\\_changer/](http://www.cio.com.au/article/539654/gamification_new_game_changer/)

Game Theory and Motivation

<http://www.thinkfeelpay.com/theory-of-gaming-motivation/>

<http://learningsnippets.wordpress.com/2013/08/25/video-games-and-motivation/>

Types of Gamers

[http://en.wikipedia.org/wiki/Bartle\\_Test](http://en.wikipedia.org/wiki/Bartle_Test)

[http://badgeville.com/wiki/Personality\\_Types](http://badgeville.com/wiki/Personality_Types)

Instructional Design

<http://outreach.alleninteractions.com/poster-taxonomy-alignment-for-gaming-tag/>

App Development Platform (See Sunny Side Grill App for sample user gamified training)

<https://zebrazapps.com/#/list?visitor&zapp>