Class 37:

Gamification
Mon

11/26
Gamification

Wed

11/28
Games with a Purpose

Fri

11/30
Games for Learning

12/3
Kongregate Release

by 10:10am: Submit to CMS

12/10
Kongregate Report

by 11:59pm:

12/12
Final Peer Evaluations

by 11:59pm:
This week

Gamification

Games with a Purpose

Games for Learning
Wednesday: Games with a Purpose
Friday: Games for Learning

Image source: Wired
Outline

- Gamification
- Case study: 3D reconstruction
- Does gamification work?
Outline

- Gamification
- Case study: 3D reconstruction
- Does gamification work?
10-min pair discussion

- What do you think?
- How accurate are his predictions?
  - Which predictions have become true?
  - Which predictions have not become true?
- Have you participated in any kind of promotion like what he is describing? (e.g. hotel rewards)
  - Has this “gamification” influenced your behavior?
What is “gamification”? 

the use of game design elements in non-game contexts

Deterding et al. MindTrek 2011
Games have:

- Players
- Challenges
- Rules
- Goals
- Decisions
Outline

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Outline

- Gamification
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- Does gamification work?
Case study: 3D reconstruction

Agarwal, Snavely, et al. ICCV 2009
Case study: 3D reconstruction

Agarwal, Snavely, et al. ICCV 2009
Activity: 3D reconstruction game

- Can we incentivize people to take pictures?
- Can we get pictures from less common angles?
- Can we make this fun?

Tuite et al. CHI 2011
PhotoCity

Tuite et al. CHI 2011
Photocity
Expert strategies
Outline

- Gamification
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- Does gamification work?
Outline

- Gamification
- Case study: 3D reconstruction
- Does gamification work?
Does gamification work?

<table>
<thead>
<tr>
<th>Result</th>
<th>Papers</th>
</tr>
</thead>
<tbody>
<tr>
<td>All positive</td>
<td>2</td>
</tr>
<tr>
<td>Partially positive</td>
<td>13</td>
</tr>
<tr>
<td>Nothing significant</td>
<td>0</td>
</tr>
<tr>
<td>Only descriptive statistics</td>
<td>7</td>
</tr>
</tbody>
</table>

Hamari et al. Hawaii International Conference on System Science 2014
Battleship Numberline

Lomas et al. CHI 2013
What is “gamification”?

take an existing set of activities
say banking, or exercise, or rote schoolwork (the more mundane the better, apparently)
apply a set of “game rewards” in the form of points (or leveling, or badges), and as if by magic
the world will become more fun, workers more efficient, and learning more effective

Michael John
Senior Creative Director
Electronic Arts