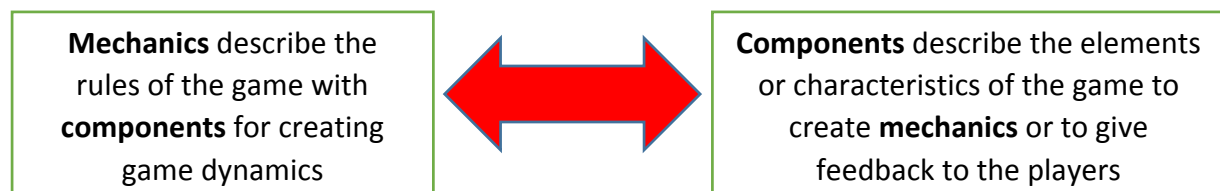




Gamification

Quick Reference Guide

There tends to be ambiguity in the terms used when discussing gamification. To help we've grouped related terms together. For example, mechanics and components are often linked.



Questions to ponder:

- How will we use the **components** to develop behaviors?
- How can we explain the **mechanics** to our players?
- How can we increase the difficulty of **mechanics** over time?

Questions to ponder:

- What components will we use to create our **dynamics**?
- What components will create game **mechanics**?
- What components will be used to provide **feedback**?

Examples

Have students

- Watch a video and get 10 points
- Answer a survey and get expert level
- Complete an assignment and unlock a badge

Have students

- Use points to buy something to complete a mission
- Read content before 15 minutes
- Recommend something and get a prize

Examples

- Points
- Badges
- Achievements
- Leaderboards
- Levels
- Countdown
- Progress Bar
- Missions
- Avatars
- Virtual Goods
- Real Prizes
- Virtual Currency

Dynamics - Describe the behavior of the **mechanics** acting on the player over time

Aesthetics - Describe the desirable emotional responses evoked in the player, when they interact with the game

Questions to ponder:

- What dynamics will we use for the **aesthetics** of our game?
- What dynamics work best for our players?
- How will these dynamics work in our game?

Examples

- Status
- Progression
- Reward
- Scarcity
- Identity
- Productivity
- Creativity
- Altruism

Questions to ponder:

- What elements will grab the attention of our players?
- Why should they play?
- How can our players have fun?

Examples

- Narrative
- Challenge
- Fellowship
- Discovery
- Expression
- Fantasy
- Sensation
- Submission

Behaviors - Describe the behaviors or actions necessary to develop in our students in order to get returns from the activity

Questions to ponder:

- What behaviors do we need to improve the challenges of the game?
- What behaviors would our players like to improve?
- What behaviors can be improved?

Examples

- Watch video
- Answer survey
- Complete form
- Buy something
- Read content
- Recommend something
- Go to a website
- Read email