

De theorie & praktijk van **Gamification**

dr. David B. Nieborg

April 2015



UNIVERSITEIT VAN AMSTERDAM



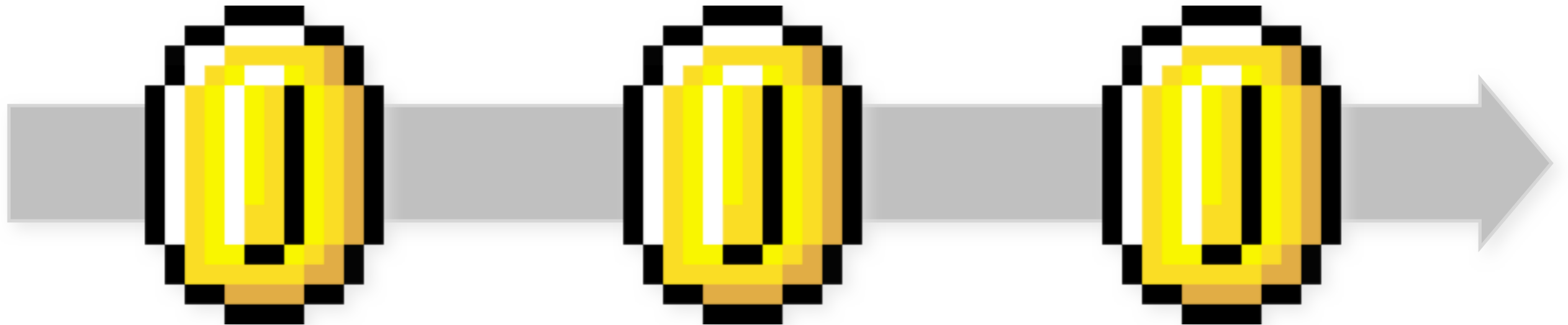
Netherlands Organisation
for Scientific Research

nrc handelsblad >

gamespace.nl
@gamespacenl
david@gamespace.nl

De Hype

De Praktijk

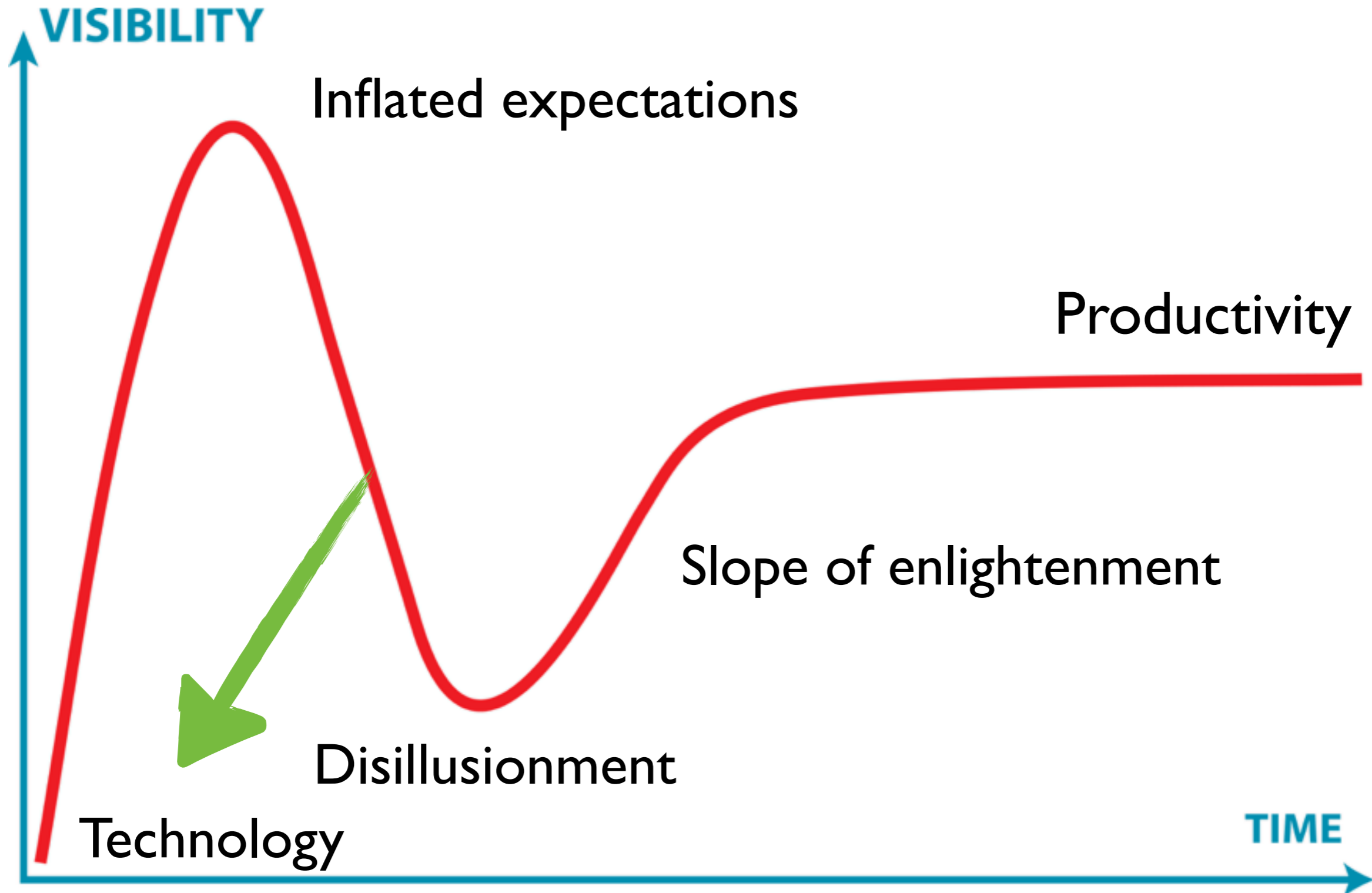


De Theorie

De Hype



Hype?





x miljoen gebruikers

1500

1125

750

375

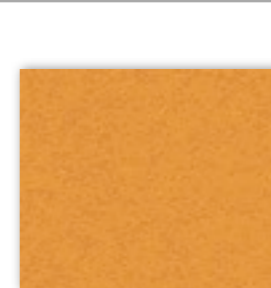
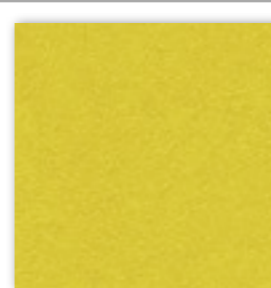
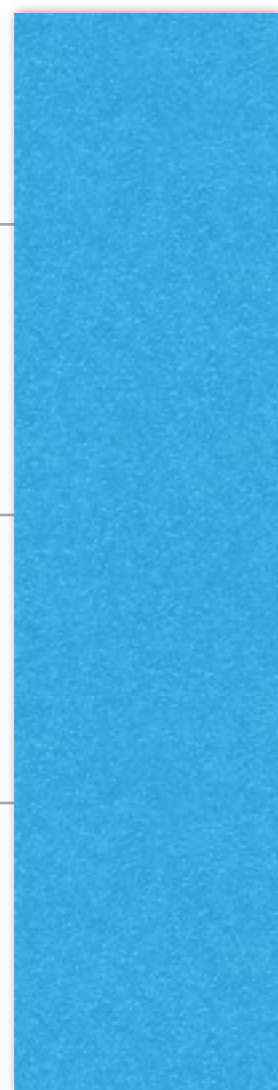
0

Facebook

?

LinkedIn

Twitter



US\$ 1.000.000.000



★ My Schedule

[Bands by Venue](#)

[Films](#)

[Speakers](#)

[Shortcuts](#)

[Th](#)

SXSW SCHEDULE

🔍 Search our events...

★ Gamifying Peace: New Solutions in an Old Conflict

Friday, March 13

3:30PM - 4:30PM

[Austin Convention Center](#)

Room 5ABC

Austin Convention Center



VENUE INFO

PEOPLE ALSO STARRED

★ [How to Rock SXSW in 4 Hours](#)

★ [Data Science Without Being a Data Scientist](#)

★ [Big Data and AI Need Each Other And You Need Both](#)

★ [Storytelling Superheroes](#)

★ [Making the Internet of Things A Reality](#)

[More like this](#)

TWO MAPS. ONE STORY.

Gamifying Peace:
New Solutions in an Old Conflict

EVGENY MOROZOV

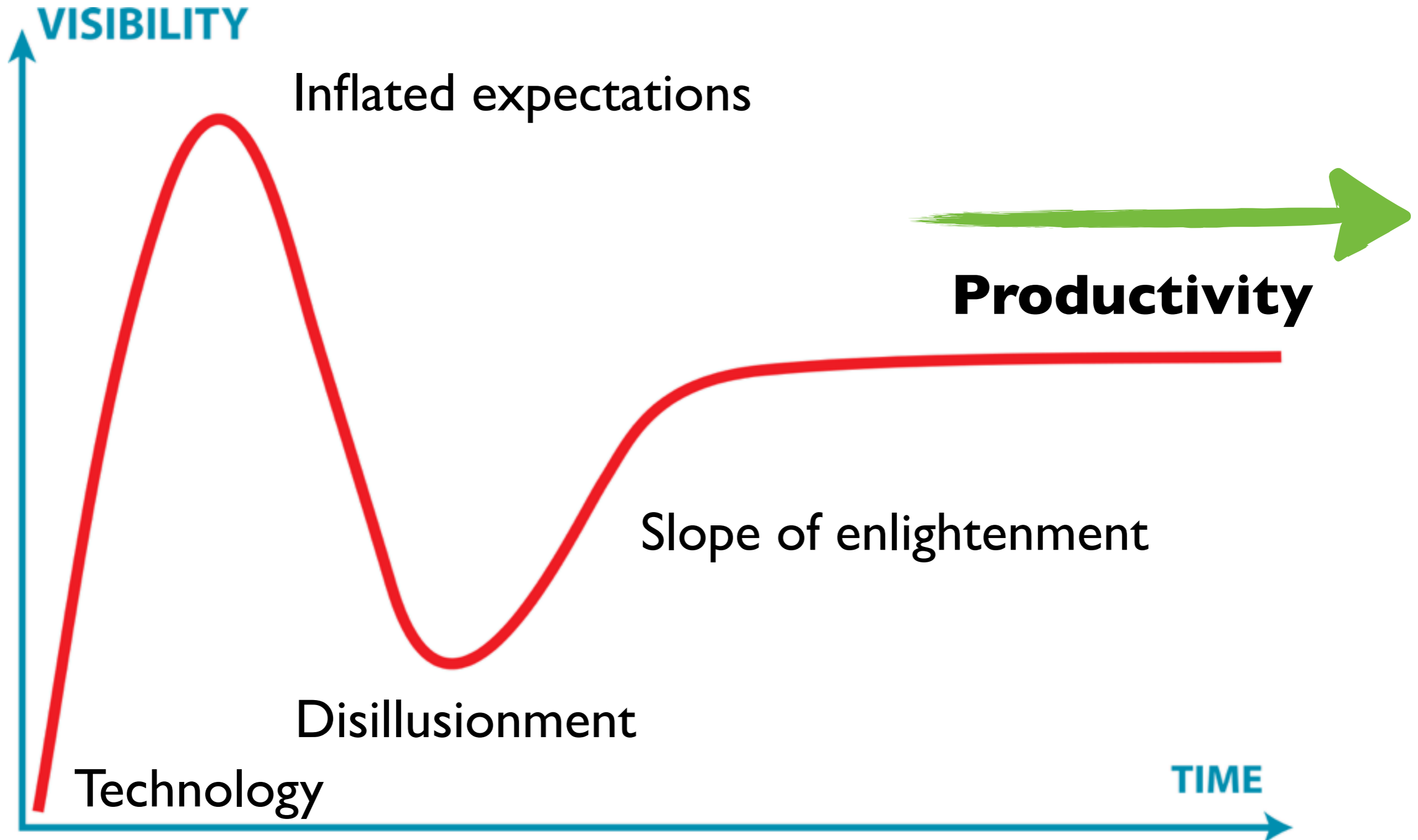
.....

The Folly of Technological Solutionism

**TO SAVE
EVERYTHING,
CLICK**

Here

Hype?



91%

81%

94%

88%

16%

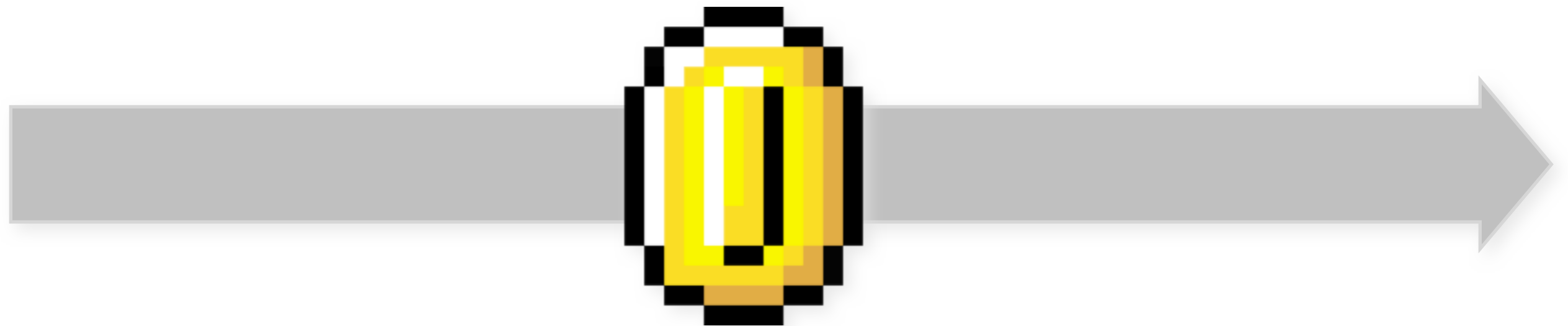
75%







**“The future is
already here –
it's just not evenly
distributed”**



De Theorie

(Betekenisvolle)

Informatie

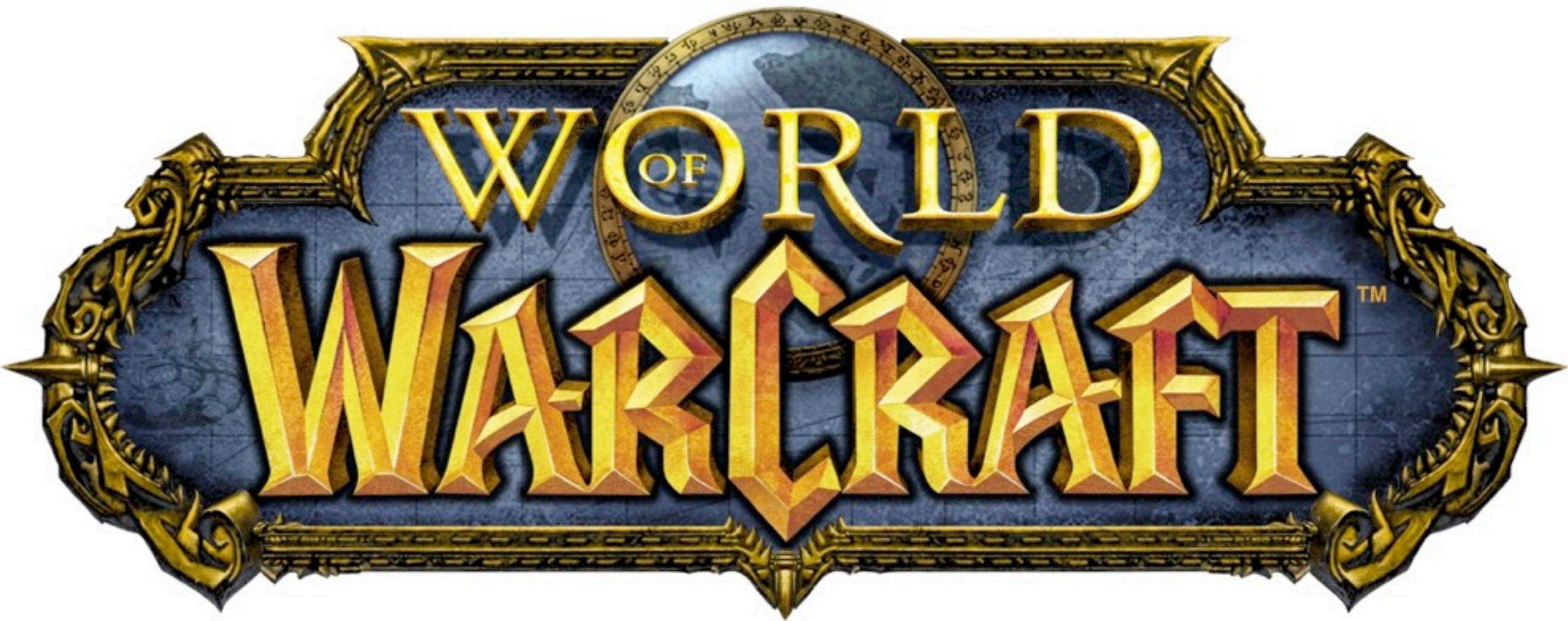


Beloning

(e.g. levels, badges etc.)

(Systeem)

Feedback



WORLD
OF
WARCRAFT

TM

Bijgogem

 Health: 
 Mana: 
 Level: 5

Bailey Stoneman...

 Health: 
 Mana: 
 Level: 45

10:27 PM

Ironforge



Map controls:     

Crysania
Clamp

Private Bedevere
<MyNC>

Mhrax
LX

Knight Gugs
<Resurrection>









SAFR>M...
...
...



All in One Inventory

			 2				 5
							
					 8		 3

54  11  50 

-  [2. Trade] [Yennifer]: 60
-  [Lóthar] says: ?
-  [2. Trade] [Bartolucci]: wts arcanite transmute
-  [4. LookingForGroup] [Tayla]: LFM LBRS 5man
-  [4. LookingForGroup] [Mug]: LFG Uldaman
-  [2. Trade] [Bartolucci]: wts arcanite transmute
-  Giml isamurai waves at Erantul.
-  [2. Trade] [Mozes]: WTS [Flask of Supreme Power]

Character action bar with various icons for spells and abilities, including a sword, fire, lightning, and a flask.

Purpose

Level 1





X 10










Bloodsail Pants
Binds when picked up
Legs Cloth
11 Armor
Durability 40 / 40
Item Level 1
Sell Price: 

Quick Facts

- Cannot be disenchanting
- Repair cost: 32 
- Added in patch 1.11.1

Screenshots (2)



+1 Zilver

Autonomy



x 30



L

ooking

F

or

G

roup







Urchin's Pants

Binds when picked up



Legs Cloth

30 Armor




+1 Stamina

Durability 55 / 55

Item Level 10

Sell Price:  

Quick Facts

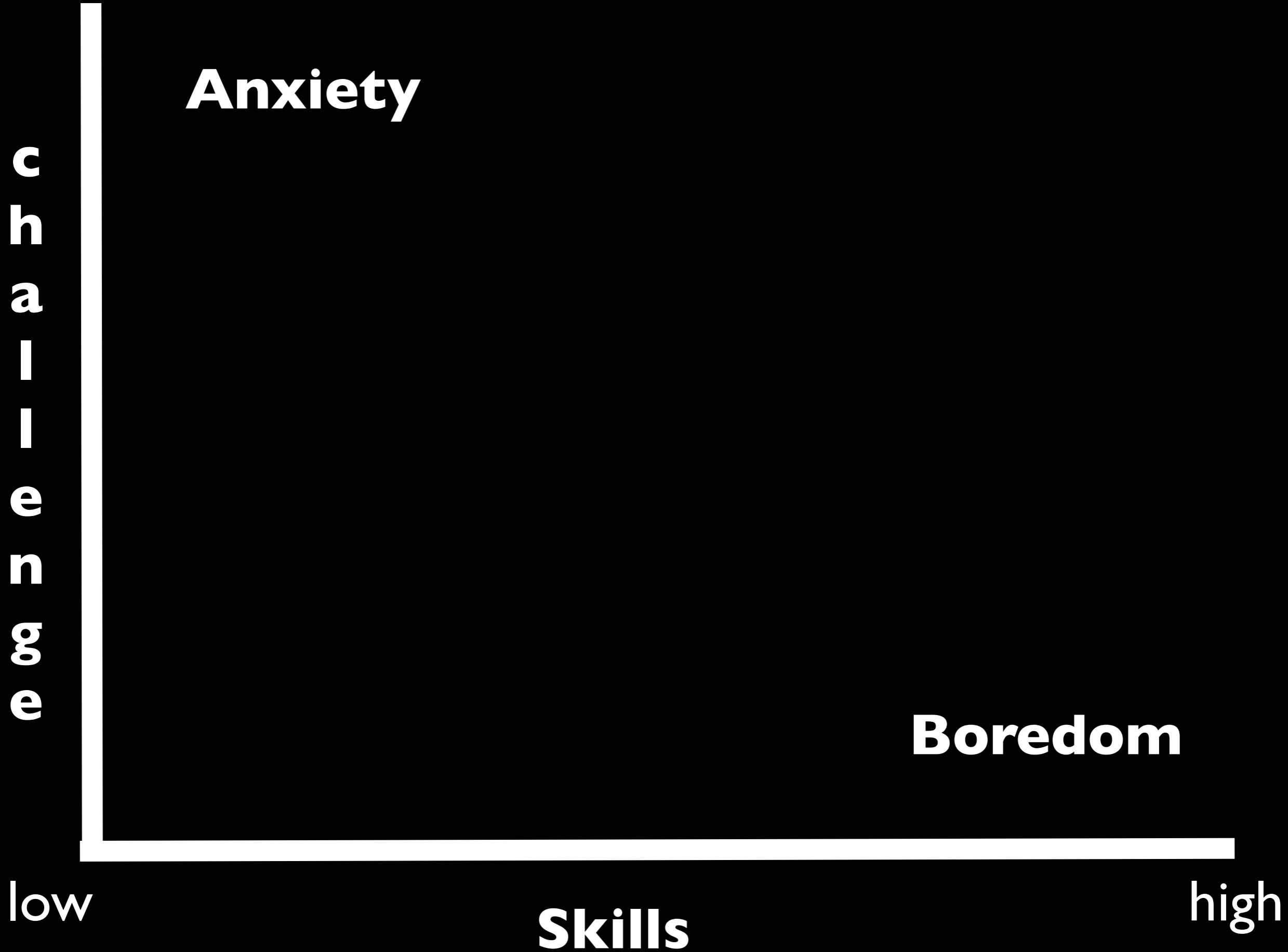
- Side:  Alliance
- Disenchantable (1)
- Repair cost: 1  10 
- Added in patch 1.11.1

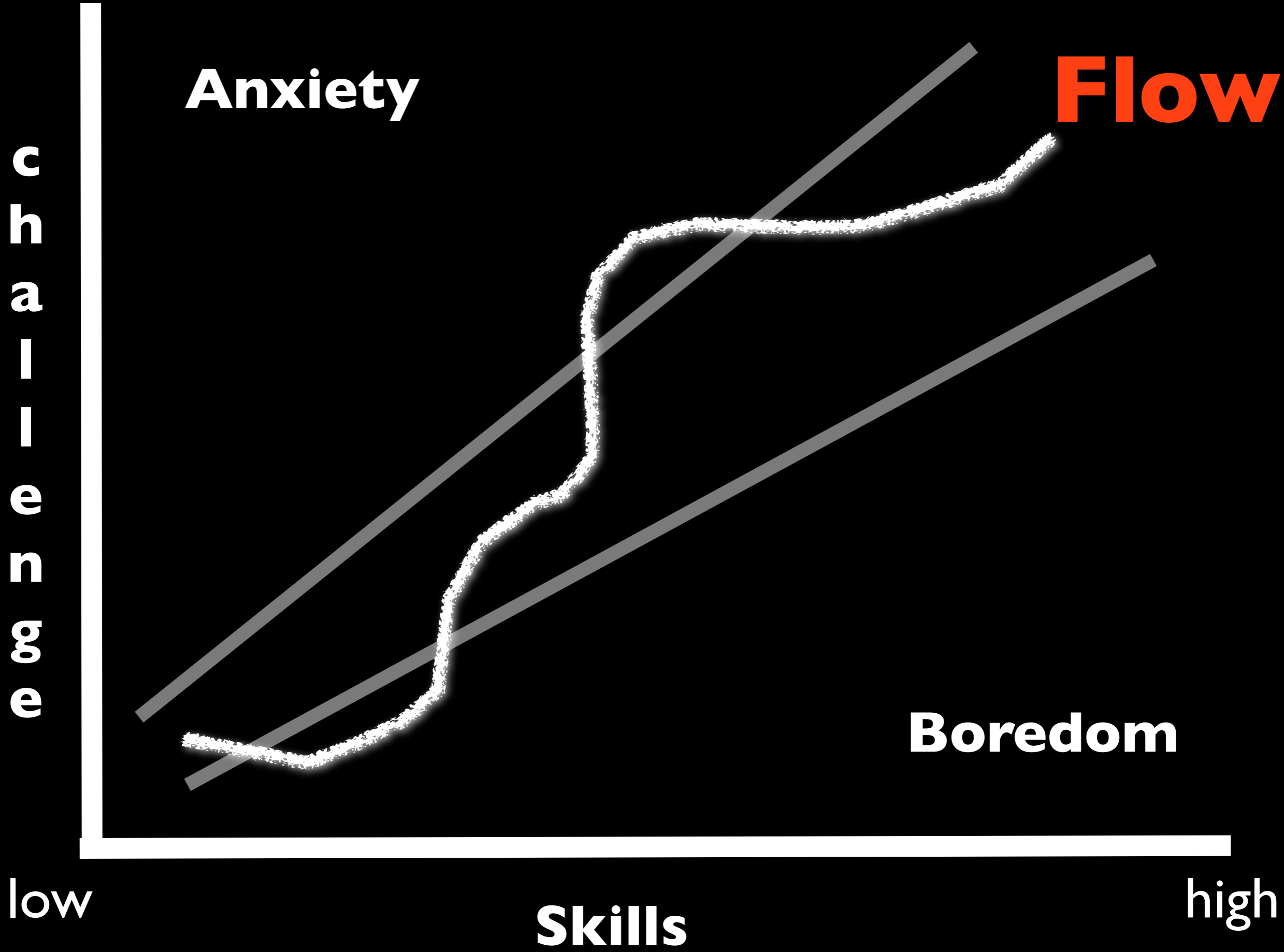
Screenshots (2)



+28 Silver

Mastery





Anxiety

Flow

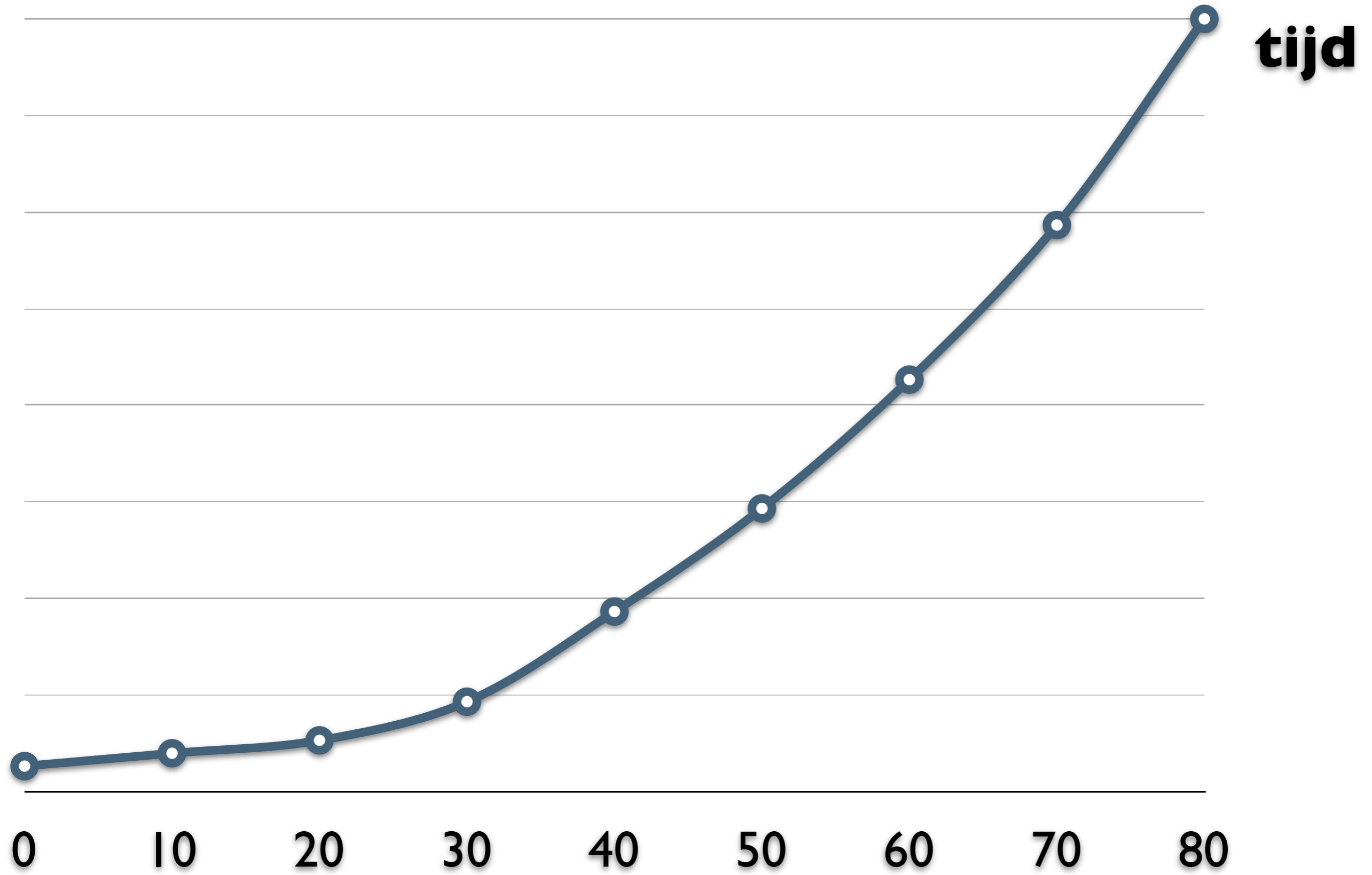
Boredom

challenge

Skills

low

high



Bijgogem

 Health: 
 Mana: 
 Level: 5

Bailey Stoneman...

 Health: 
 Mana: 
 Level: 45

10:27 PM

Ironforge



Crysania
Clamp

Private Bedevere
<MyNC>

Mhrax
LX

Knight Gugs
<Resurrection>

SAFR>M...
...
...



All in One Inventory

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Group 1

Lokos

70

Fathom-Lord Kar...

29:52

25:33

28:34

25:30

28:36

28:38

21:23

28:40

Setrinos

Hurtmemore

Ceropegia

Laluna

Decursive P S X

Resurrection Monitor

Hurtmemore <Impulse>

Montyro <Impulse>

Field Marshal Lill <Impulse>

Knights-Lieutenant Shamonu <Impulse>

Knight-Captain Challenger Nathrezim <Impulse>

- Sultanhönen
- Delucia
- Setrinos
- Carsel
- Eltopee
- Shamonu
- Hurtmemore
- Landoe 505
- Ankelgnas...
- Hadess
- Oakenfold
- Montyro
- Nathrezim
- Ceropegia
- Nekari
- Koyotee
- Altena
- Ferel
- Laluna
- Jikozani
- Lillesol
- Gregaurius
- Kakarott
- Groingnas...
- Lokos

MT Targets

Setrinos's Target	<No Target>
Hurtmemore's Target	<No Target>
Groingnasher's Target	<No Target>
Jikozani's Target	<No Target>
Groingnasher's Target	<No Target>

Healing Done R S X

1	Carsel	449440 (15%)
2	Lokos	418590 (13.9%)
3	Oakenfold	416705 (13.9%)
4	Gregaurius	390668 (13%)
5	Ferel	370213 (12.3%)
6	Hadess	357202 (11.9%)
7	Shamonu	288047 (9.6%)
8	Hurtmemore	49625 (1.7%)
9	Setrinos	48426 (1.6%)
10	Jikozani	37630 (1.3%)

16 40 7 0 1 82 19

3-1 3-2 3-3 3-4 1/2 5

1 2 3 4 5 6 7 8 9 C-F C-G

Omen - Fathom-Lord Karathress

Name	TPS	Threat	%
Omen			
Skinner			

74% Bartender3 Prat2.0 SWStats2Fu Big Wigs 3665 37 56 cyCircled

20:36 [Guild] <Delucia:3>: didnt dare to move a inch :o

20:36 [R] <Shamonu:4>: like landoe

20:36 [R] <Shamonu:4>: WIN

20:37 [Guild] <Litsaki>: what he dropped then ??^A

20:37 Dominique has gone offline.

20:37 [Guild] <Delucia:3>: can link

20:37 [Guild] <Delucia:3>: 3 sec

20:37 <Domenique> has come online.

20:37 Your share of the loot is 4 Silver, 65 Copper.

20:37 [Guild] <Delucia:3>: [Ranger-General's Chestguard] [Fathomstone]

Map showing raid location with icons for players and the boss.

20:28 [S] <Delucia:3>: ur calling me a lier? :(

20:28 [S] <Jikozani:2>: now accept :p

20:28 [S] <Delucia:3>: why? :O

20:28 Hurtmemore licks Setrinos.

20:29 [S] <Delucia:3>: ?

20:29 Jikozani gently pats Delucia.

20:29 [S] <Landoe:5>: im here

20:29 [S] <Hadess:2>: here

20:33 Altena cries on Serpentshrine Parasite's shoulder.

Fathom-Lord Karathress

Level ?? Humanoid (Boss)

De Praktijk



gale \ 'gai
or other
wind b
damag

gallant
or cou
adversit
by rescu

game \ 'gaim
engages partic
learning purpose
that required phys
the team with the m

gamification

adding immersive exper
to attract and engage

\ 'gaim-if-eh-ca
won.

the quality of being brave
Of a challenge or
sed his gallant quality
m the dragon.

competition that
recreation or
played a gam
and exer



Gamification is:

Geen playification



Gamification is:

“Badification”

Just got
a badge
for
having a
badge



Intrinsieke

vs.

Extrinsieke

Motivatie

Gamification is:

Geen invuloefening

Presentation1

Search in Presentation

Home Themes Tables Charts SmartArt Transitions Animations Slide Show Review


Slides Font Paragraph Insert Format Slide Show

New Slide Section Layout

1

Game elements are your toolbox for gamification

- Achievements
- Avatars
- **Badges**
- Boss fights
- Collections
- Combat
- Content unlocking
- Gifting
- **Leaderboards**
- Levels
- **Points**
- Quests
- Social graph
- Teams
- Virtual goods



Click to add notes

Normal View Slide 1 of 1 88%

Gamification is:

Complex (en duur)

**“Using games earnestly
would mean changing
the very operation of
most businesses”**



menu



next



challenges

2	48	3	3
192	1	2	
3	96	6	
24	6	3	1

3,642

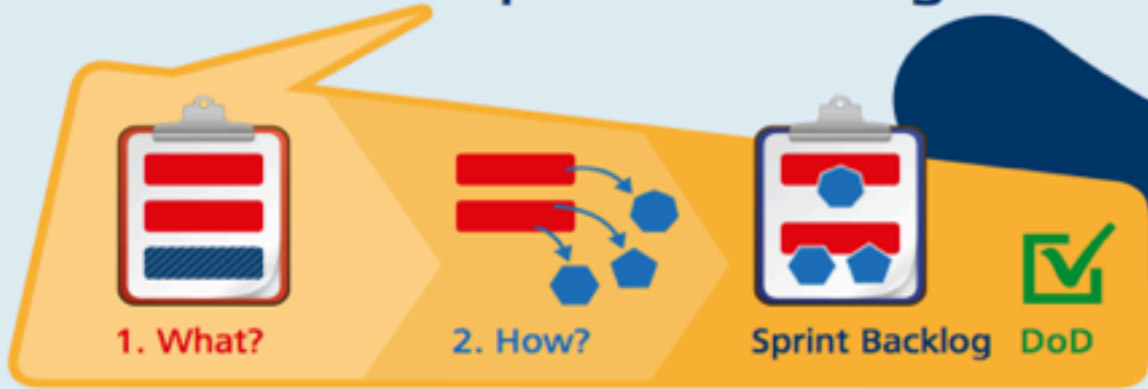
+3 3	+27 12	+243 48	1
+9 6	+729 96	+81 24	1
+27 12	+243 48	+2,187 192	+9 6
2	+81 24	2	+3 3

Scrum



yes

not yet



Gamification:

**Hoeft niet “leuk”
te zijn**

The Art of Failure

An Essay on the Pain of Playing Video Games

Jesper Juul



Gamification?



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Fathom-Lord Kar...

Setrinos

Hurtmemore

Ceropegia

Laluna

Decursive P S X

Resurrection Monitor

74%

Bartender3

Prat2.0

SWStats2Fu

Big Wigs

3665 37 56

cyCircled

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Map

346

Knights-Lieutenant Shamonu

<Impulse>

Montyro

<Impulse>

Knight-Captain Challenger Nathrezim

<Impulse>

Field Marshal Lill

<Impulse>

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- Delucia
- Setrinos
- Carsel
- Eltopee
- Shamonu
- Hurtmemore
- Landoe 505
- Ankelgnas...
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Fathom-Lord Karathress

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