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Gamification Action Bound Workshop

Presentation

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Indice

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Il gioco e le sue caratteristiche

- Game as a human activity
- Characteristics of a game
- How to design a game
- Learning goals in games
- The value of collaboration
- Tips & Alerts
- Games, Play, Everyday life
- Gamification

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Provate a descrivere il gioco appena concluso

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Quale/i altro/i gioco/hi avete giocato di recente?

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Cosa provate quando giocate?

Game as human activity

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Game

Games can **engage** people, **motivate** them to learn, **inspire** them to act

Every game is an action full of signification; **every game means something** and **its applications could answer to a lot of needs.**

Johan Huizinga, *Homo Ludens*, 1938

Characteristics of a game

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THE ~~I~~MPOSSIBLE MACHINE

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Magic Circle

Magic Circle is the space of the game.
People access inside the circle by accepting all the rules of the magic circle. As on the stage, people can interpret a role, can change his own identity. It is an extraordinary world in which people can enter voluntary.
Johan Huizinga, *Homo Ludens*, 1938

Characteristics of a game

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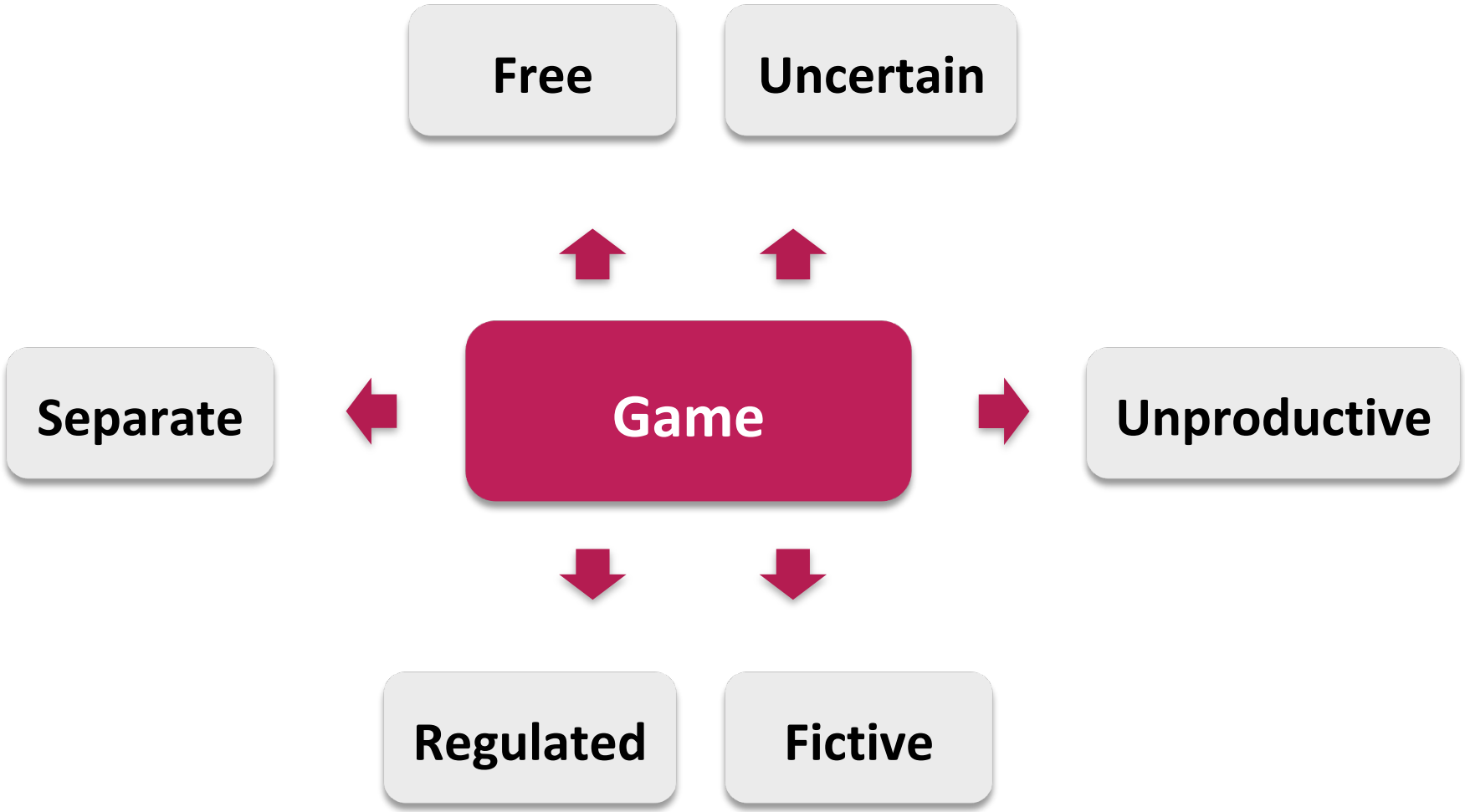

Characteristics of a game

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A game is an activity that must have the following six characteristics:

1. **Free:** playing is not obligatory; if it were it would at once lose its attractive and joyous quality as diversion
2. **Separate:** it is circumscribed in time and place, defined and fixed in advance
3. **Uncertain:** its course cannot be determined, nor the result attained beforehand
4. **Unproductive:** creating neither goods, nor wealth or new element of any kind except for the exchange of property among the players
5. **Regulated**: governed by rules (different from everyday life)
6. **Fictive**: make-believe (it is accompanied by the awareness of a different reality)

Roger Caillois, *Les jeux et les hommes*, 1958

Characteristics of a game

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Roger Caillois, *Les jeux et les hommes*, 1958

Four basic type of game:

- Agon (rules)
- Alea (chance)
- Mimicry (imitation)
- Ilinx (vertigo)

Design a game

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6 structural key of games (M.Prensky, *Digital Natives, Digital Immigrants*, 2001)

Rules	**Magic Circle**
Goals	**How to win**
Feedback	**Game journey**
Competition	**Human feelings**
Interaction	**Game Play**
Story	**Context**

Design a game

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6 structural key of games (M.Prensky, *Digital Natives, Digital Immigrants*, 2001)

- **Rules**
- **Goals**
- **Feedback**
- **Competition**
- **Interaction**
- **Story**

Learning goals in games

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Game

Learning

We **learn** first of all **thanks to the experience** and the **game** is a particular **form of experience**

Learning goals in games

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Goal setting

- Game goal
- Single Player goal
- Team goal

Learning goals in games

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Goal setting

- How to win
- Learning content
- Collaboration, relationship-wise aspect

The value of collaboration

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Collaboration in games

- High level motivation
- Time and space management
- Parallel activities

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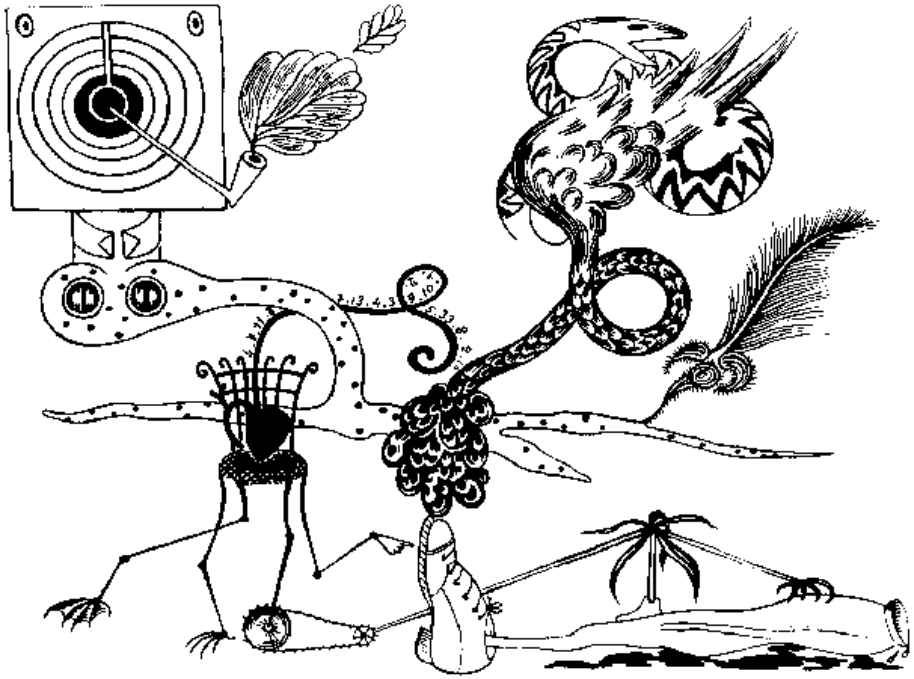
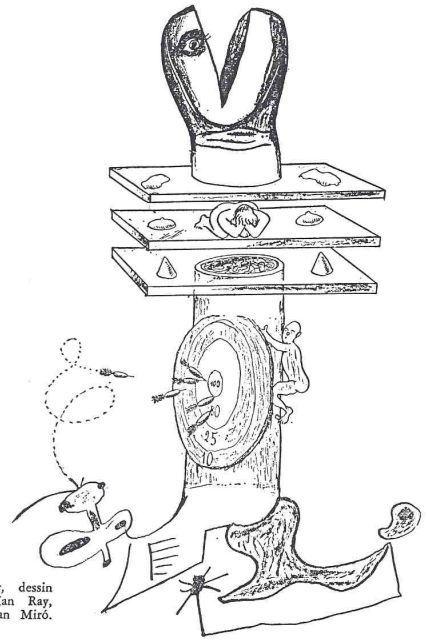
Cadavre exquis

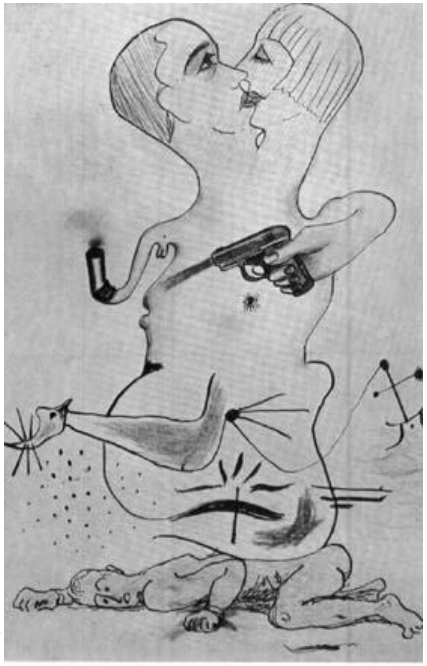


Cadavre exquis. Tzara, Hugo, Knutsen, Breton



Le Cadavre exquis, dessin d'Yves Tanguy, Man Ray, Max Morise et Joan Miró. Vers 1926.

95



Man Ray, Yves Tanguy, Joan Miro, and Max Morise
Cadavre exquis. 1928

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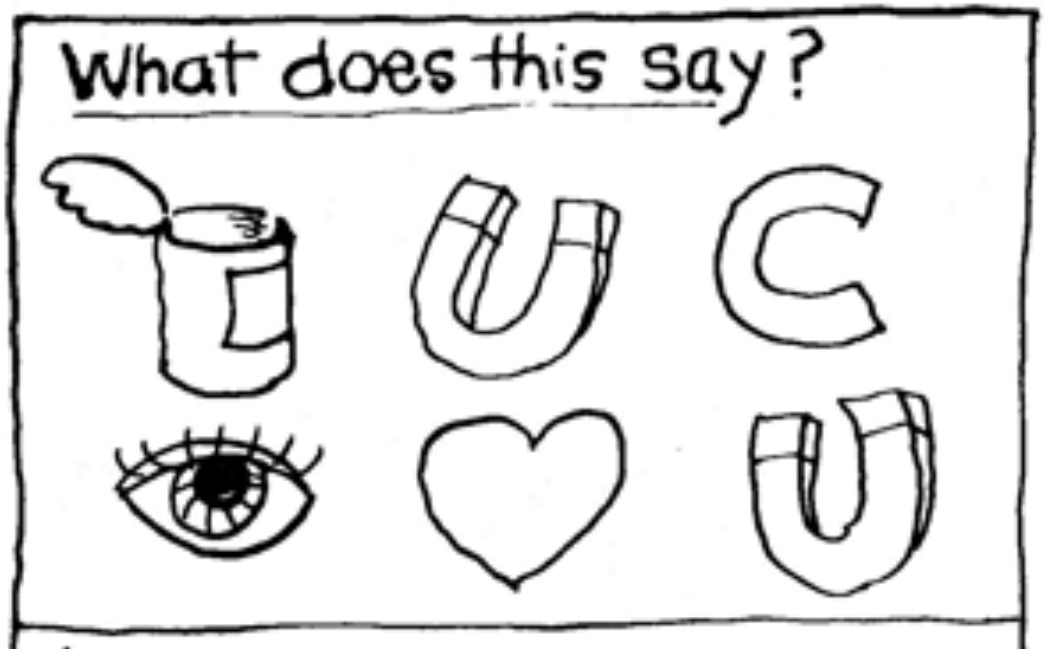
Creativity Fair



Tips & Alerts

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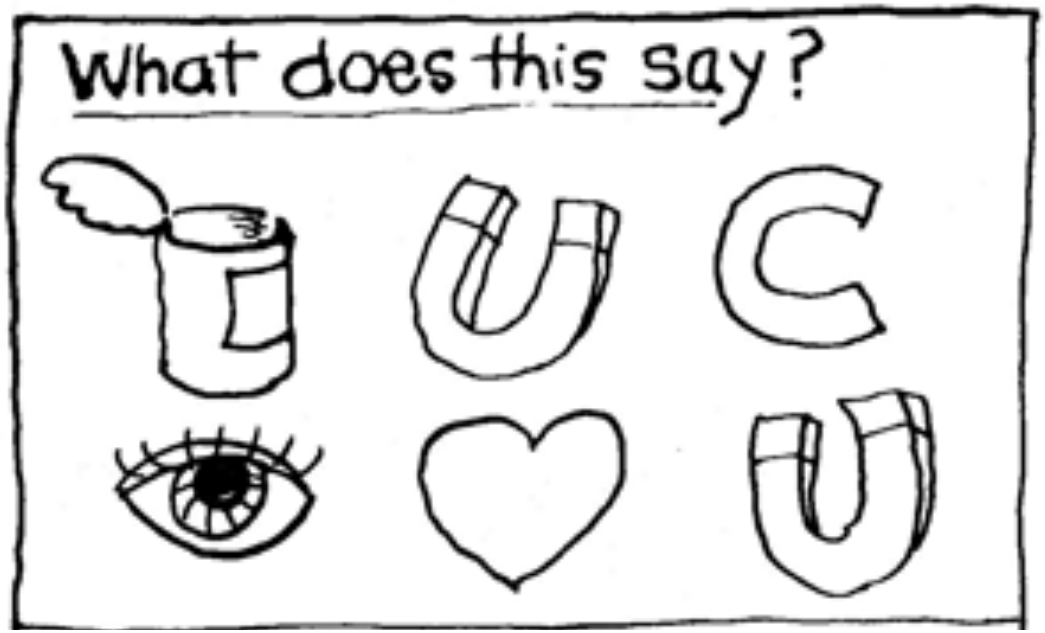

Tips & Alerts

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Start from target

- **Engagement**
- **Activity and Instruments**
- **Game Play**

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The **use of games' elements**, if carefully planned taking into account users' needs, expectations and context of fruition, can **became a powerful tool to increase users' engagement**, participation, motivation and even produce behavioral changes.

Gamification

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Gamification is the process of **using game mechanics and game thinking to engage users** and to solve problems.
Gamification is radically changing the way companies do business, driving unprecedented engagement with customers, employees and stakeholders.
(Gamification Summit, http://www.gsummit.com/)

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Quali sono gli elementi di gioco che tengono alto il coinvolgimento?

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Design elements

Gartner identified four principal means of driving engagement using gamification:

1. **Accelerated feedback cycles**. In the real world, feedback loops are slow (e.g., annual performance appraisals) with long periods between milestones. Gamification increases the velocity of feedback loops to maintain engagement.
2. **Clear goals and rules of play**. In the real world, where goals are fuzzy and rules selectively applied, gamification provides clear goals and well-defined rules of play to ensure players feel empowered to achieve goals.
3. **A compelling narrative**. While real-world activities are rarely compelling, gamification builds a narrative that engages players to participate and achieve the goals of the activity.
4. **Tasks that are challenging but achievable**. While there is no shortage of challenges in the real world, they tend to be large and long-term. Gamification provides many short-term, achievable goals to maintain engagement.

http://www.gartner.com/it/page.jsp?id=1629214

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Design elements

Points	Levels	Progression	Status
Points are a running numerical value given for any single action or combination of actions. Points can drive users to participate in activities. Weighting points around specific activities can motivate players to participate more.	Levels are a system by which players are rewarded an increasing value for an accumulation of points. Features or abilities are unlocked as players progress to higher levels. Leveling is one of the highest components of motivation for gamers.	A dynamic in which success is granularly displayed and measured through the process of completing itemized tasks.	The rank or level of a player. Players are often motivated by trying to reach a higher level or status. Also relates to envy.

Achievements	Reward Schedules	Quests	Bonuses
Achievements are a virtual or physical representation of having accomplished something (badges) Achievements can accomplished alone or as a group and are often considered "locked" until you have met the series of tasks required to "unlock" them.	The timeframe and delivery mechanisms through which rewards (points, prizes, level ups) are delivered.	Also known as Challenges. Challenges usually implies a time limit or competition whereas quests are meant to be a journey of obstacles a player must overcome.	Bonuses are a reward after having completed a series of challenges or core functions. Can be from completing a Combo or just for a specific special task.

http://techcrunch.com/2010/08/25/scvngr-game-mechanics/

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GRAZIE!

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