

# **GAMIFICATION**

Definitions and usage

## USAGE OF THE TERM

- Deterding et Al – Any game element in a non-game context.
- In practice, almost all points and badges.
- Peerwise, as Badges and points.
- Coffee cards etc
- Far more broad than just points and badges.

## SIMILAR CONCEPTS

- Serious Games
- Persuasive Games
- Playful vs Gameful – Unstructured vs Structured.
- Totally vs Partially



## DIFFERENCES BETWEEN DEFINITIONS

- “Gamification is commonly defined as using elements of video games in non-game situations to **enhance user experience and engagement levels** with a product” - Wei Li et Al, 2012
- “A process of enhancing a service with **affordances for gameful experiences** in order to support user's overall value creation” - Huotari & Hamari, 2012.

## MODELS FOR ENJOYMENT

- Deterding et Als definition is not subjective – Either gamified or not
- Others are subjective – more or less gamification based on user engagement.
- Deterding discusses this in a talk in 2011 – bad gamification does exist
- Potential for a model to understand gamification to be developed.
- Gameflow – issues with flow model and gamification.