

Serious Games and Gamification

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ICS 60: Computer Games and Society

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The ESP Game

What do you see?

taboo words

guesses



 Play Anonymously

<http://www.gwap.com/gwap/gamesPreview/espgame/>

The ESP Game: Game with a Purpose

- What's this all about?
- Need to think of words related to image
 - i.e., image tags
- a.k.a. *Google Image Labeler*



Full Mode

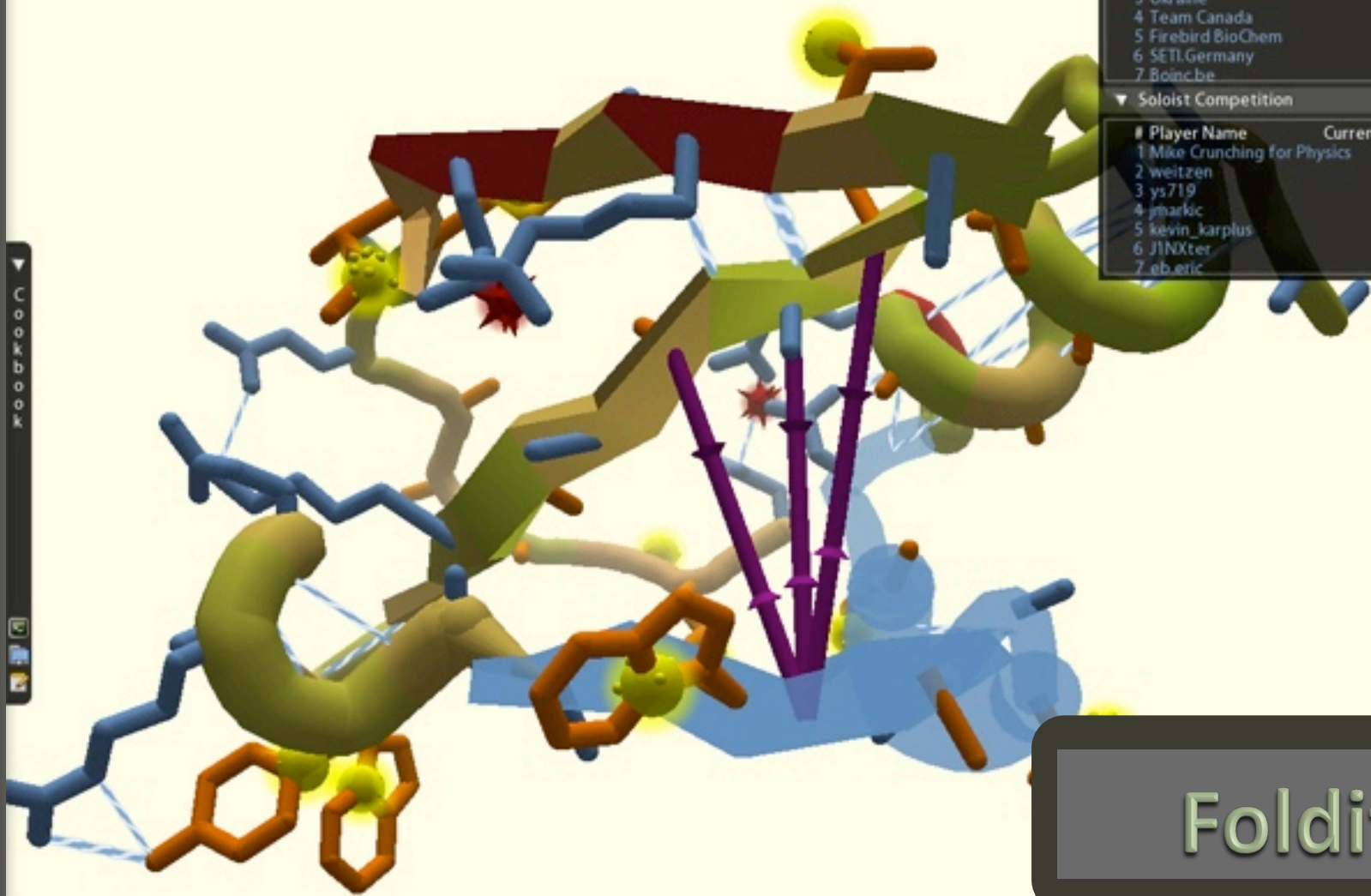
Rank: 317 Score: 2534
Soloist Beginner Puzzle 8 (<150): Fruit Fly
▶ No conditions

▼ Group Competition

#	Group Name	Score
1	Rice Biochemistry	9174
2	Team Commonwealth	9168
3	Ukraine	9088
4	Team Canada	9085
5	Firebird BioChem	9073
6	SETI.Germany	9030
7	Boinc.be	9001

▼ Soloist Competition

#	Player Name	Current	Best
1	Mike Crunching for Physics	-	9242
2	weitzel	-	9235
3	ys719	-	9222
4	markic	-	9211
5	kevin_karplus	-	9186
6	JINXter	-	9185
7	ab.eric	-	9183



▼ Cookbook

Foldit

Shake Sidechains | Wiggle All | Wiggle Backbone | Wiggle Sidechains | Freeze Protein | Remove Bands | Disable Bands | Align Guide | Reset Structures | Reset Puzzle | Help | Glossary

▶ Actions | ▶ Undo | ▶ Social | ▶ Modes | ▶ Behavior | ▶ View | ▶ Menu

Chat - Group (info icon) auto show
 Chat - Puzzle (info icon) auto show
 Chat - Global (info icon) auto show
 Notifications (info icon) auto show

Re-Mission

Chore Wars



Finally, you can claim experience points for housework.

Recruit a party of adventurers from your household or office, and whenever one of you completes a chore, you can log it and claim XP.

[Find out more.](#)

Username:

Password:

Login

CREATE A CHARACTER



Abdul

Abdul used to be a taylor, but was horribly burned by the Janjaweed. The severity of the burns mean that he will no longer be able to sew, cradle his children or wipe away his own tears.

Darfur is Dying

SUDAN [TAKE ACTION]
HELP STOP THE CRISIS IN DARFUR

GO

HELP

FORAGE FOR WATER

Threat Meter



Village Health



Day Number

2

Water Supply



Food Supply



Rahman
Age 30

by



Quest to Learn

EVOKE

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MISSIONS



URGENT EVOKE: Social Innovation

You're ready, aren't you. Ready for a real challenge.

It's not enough for you to read our story. You want to be part of the action. You want to know how you can make a difference. How you can change the world.



URGENT EVOKE: Food Security

We saved Tokyo. Now it's your turn.

More than one billion people go hungry every day. This week, YOU have the power to change at least one of those lives.



URGENT EVOKE: Power Shift

Today, less than 10% of global electricity is produced by sustainable energy sources.

This week, discover YOUR power to help change that number



Welcome to
Urgent Evoke

[Sign Up](#)
or [Sign In](#)

EVOKE

for TEACHERS and
ORGANIZATIONS



Serious Games

“Games with a purpose beyond just entertainment”

a.k.a.:

- Games for Change (G4C)
- Persuasive Games
- Gamification

Why Serious Games?

Why use games?

(to help with health, education, training, research, science, sustainability, advertising, work, etc. ...)

What makes games effective?

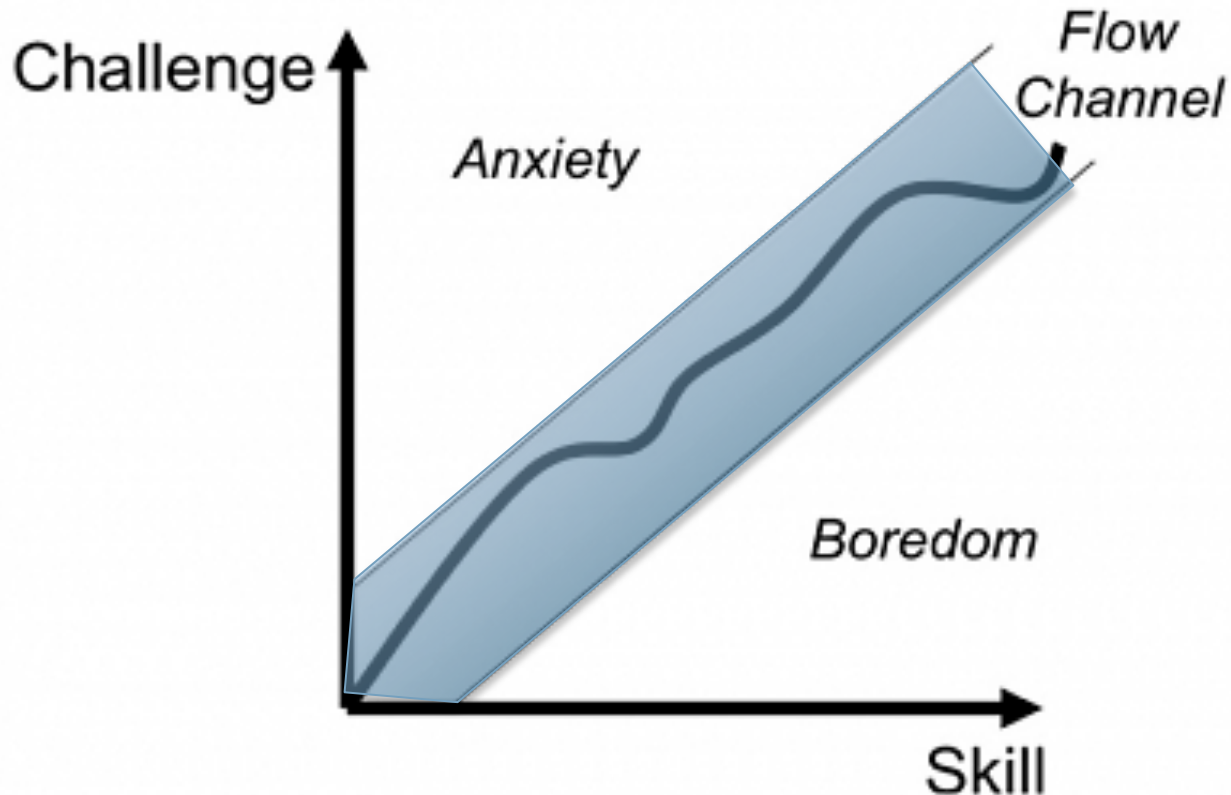
(Brainstorm with a partner)

Fun & Engagement

“Fun from games arises out of mastery. It arises out of comprehension. It is the act of solving puzzles that makes games fun. With games, learning is the drug.” (Koster 2005)

- Games provide a framework for clearly achieving goals

Structured Challenges



"Flow" concept by Mihaly Csikszentmihalyi. Drawn by Senia Maymin.

Safe Exploration



Games as Rehearsals

- Games have people try out (rehearse) actions *in-game*
 - e.g.: SimCity, A World Without Oil
- What happens when you move the action *outside the game*?

Pervasive Games

“Games that are integrated with everyday life”

- e.g.: PacManhattan, Chore Wars
- “Direct-Action Games”



Pervasive games for change -- what I study

Work vs. Play

- Are Serious Games still playful?
- If Serious Games involve work, are they still games?

On Games...

Games are **Autonomous**

- “The *voluntary* attempt to overcome unnecessary obstacles” (Suits 1978)
- Games are what people *choose* to play

Games are **Meaningful**

- Play: “...but at the same time *absorbing the player* intensely and utterly” (Huizinga 1950)
- “The goal of successful game design is meaningful play” (Salen & Zimmerman 2004)

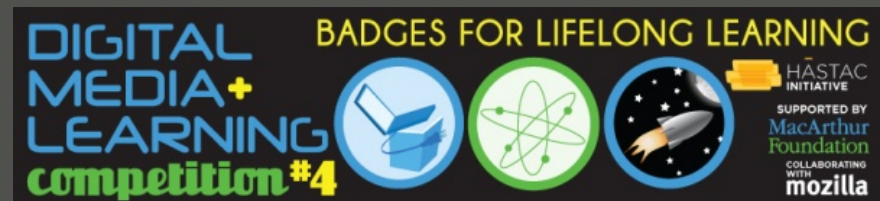
Gamification

“Integrating game dynamics into your website, service, community, content, or campaign in order to drive participation” (Bunchball via Detering)

- Implications of the term
 - (compare to “serious games”)
- “-ification” => existing, proven techniques

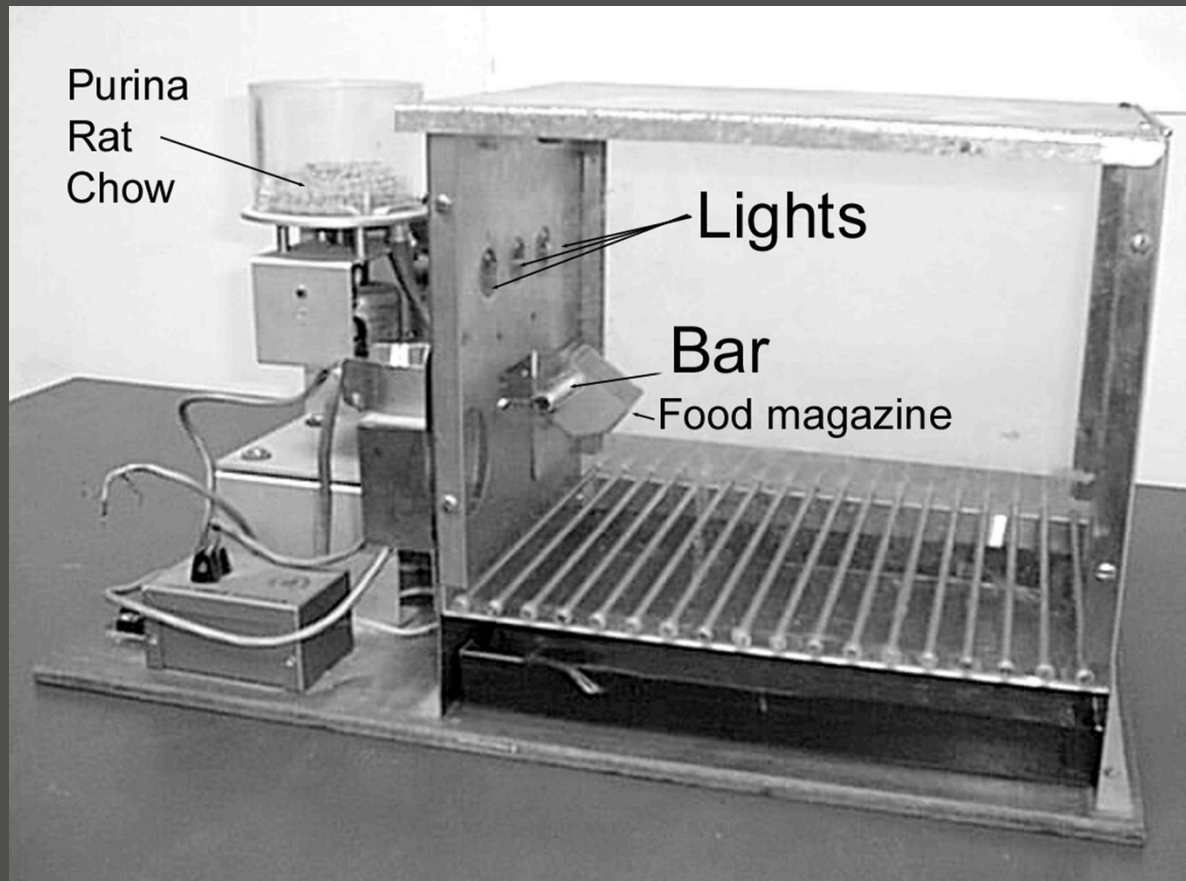
Points, Badges, Leaderboards, Incentives

- Based on Foursquare
 - successful example
- Examples:
 - MyCokeRewards
 - DML Competition
- Is this a game?



Feedback Mechanisms

- Behaviorism: Action => Reward => Action



Rewards & Motivation

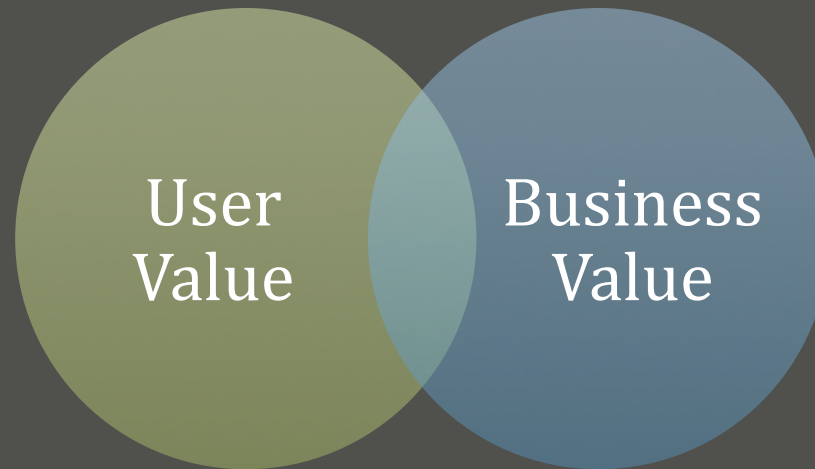
- *Intrinsic Motivation*: internal enjoyment of the task itself
- *Extrinsic Motivation*: external rewards or threats



Gamification. . .

. . .or Exploitationware?

- Bogost: Gamification is **bullshit**
 - Suggests making games is easy [it's not]
 - Replaces real incentives with fictional ones



- What do **YOU** think?

Points Everywhere



Jesse Schell, DICE 2010, http://www.ted.com/talks/jesse_schell_when_games_invade_real_life.html

What do you think?

- Is this vision inspiring or terrifying?
- Why?

Conclusion

- Games can be used for things other than entertainment
 - e.g., health, education, advertising, social good
- But Serious Games also need to be *good games*.
 - give players autonomy and meaning
- Take-away -- always ask

Is this a game, or just a reward?

What is the purpose of this game?

Any Questions?



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ACHIEVEMENT UNLOCKED
Attended Gamification Lecture

Some Further Reading

- ◉ <http://www.slideshare.net/dings/meaningful-play-getting-gamification-right>
- ◉ http://www.gamasutra.com/view/feature/6366/persuasive_games_exploitationware.php?page=1