

# “Gamification”

António Câmara

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# THE EVOLUTION OF GAMING

## EVOLVING INTERFACES



## ALTERED REALITIES



## NEW DIMENSIONS



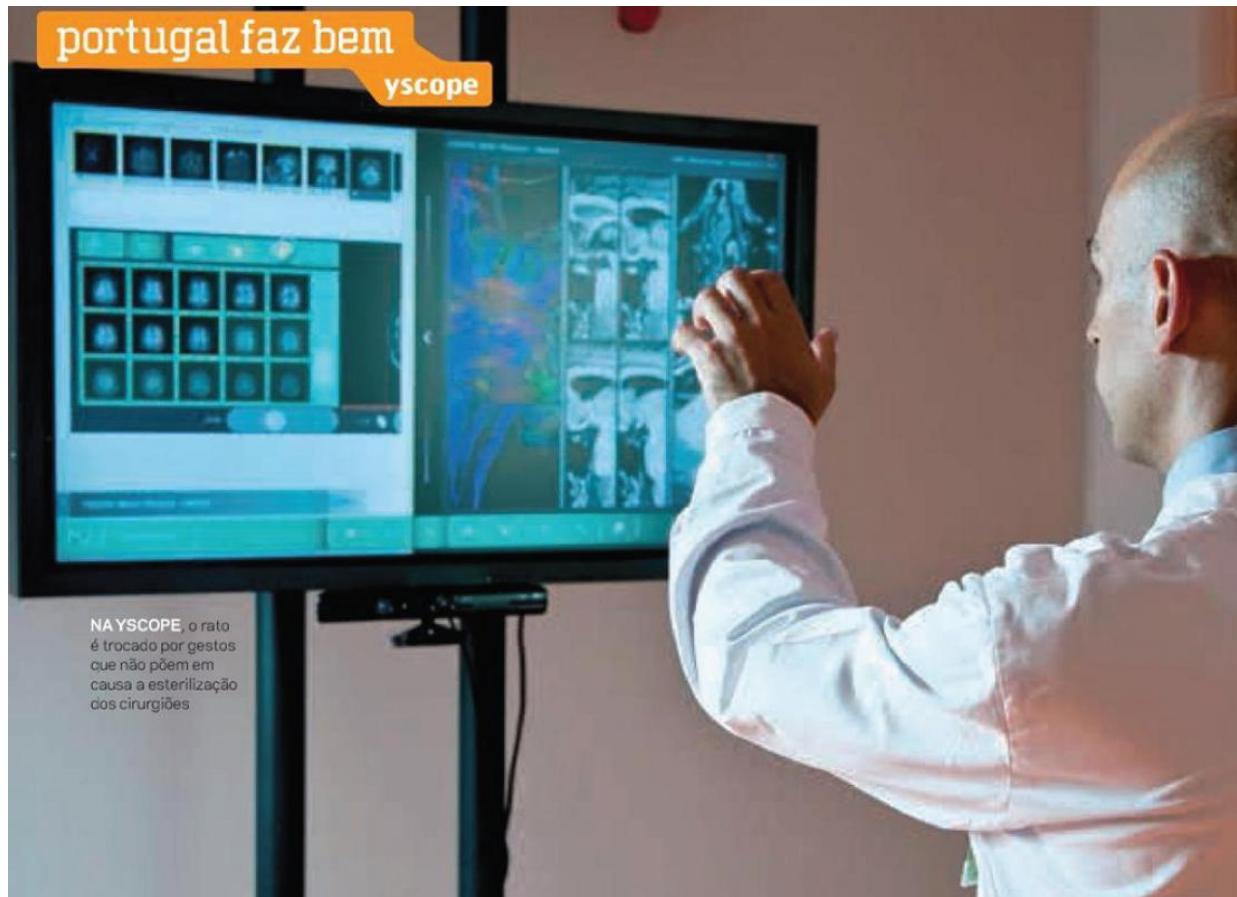
# Games as sources of inspiration

Games based on gestual interfaces ...



# Games as sources of inspiration

... inspired interfaces for neuro-surgeons



# Games as sources of inspiration

Location based games ...



# Games as sources of inspiration

... inspired emergency and police applications



# Games as sources of inspiration

Audience games are inspiring educational applications

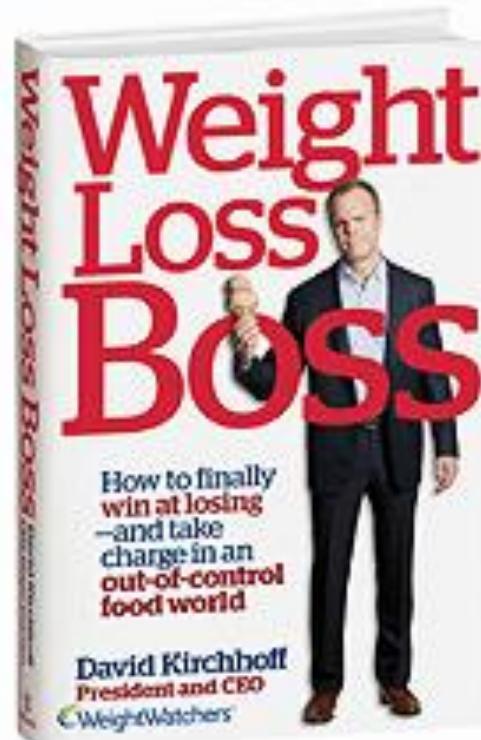


IQ CINEMA

# “Gamification”

Use game-like mechanics in non-gaming activities

- Points
- Badges
- Levels
- Challenges
- Leader Boards



# “Gamification”

<http://www.khanacademy.org/about>

Complete custom self-paced learning tool

A dynamic system for getting help

A custom profile, points, and badges to measure progress



# “Gamification”

“...Gamification efforts have come under criticism from many in the games industry for being shallow — that is, lacking the narrative quality of games made with a pure entertainment motive”

Gabe Zichermann

# “Serious” Gamification

Describe a problem (narrative)

Define a causal diagram based on that narrative

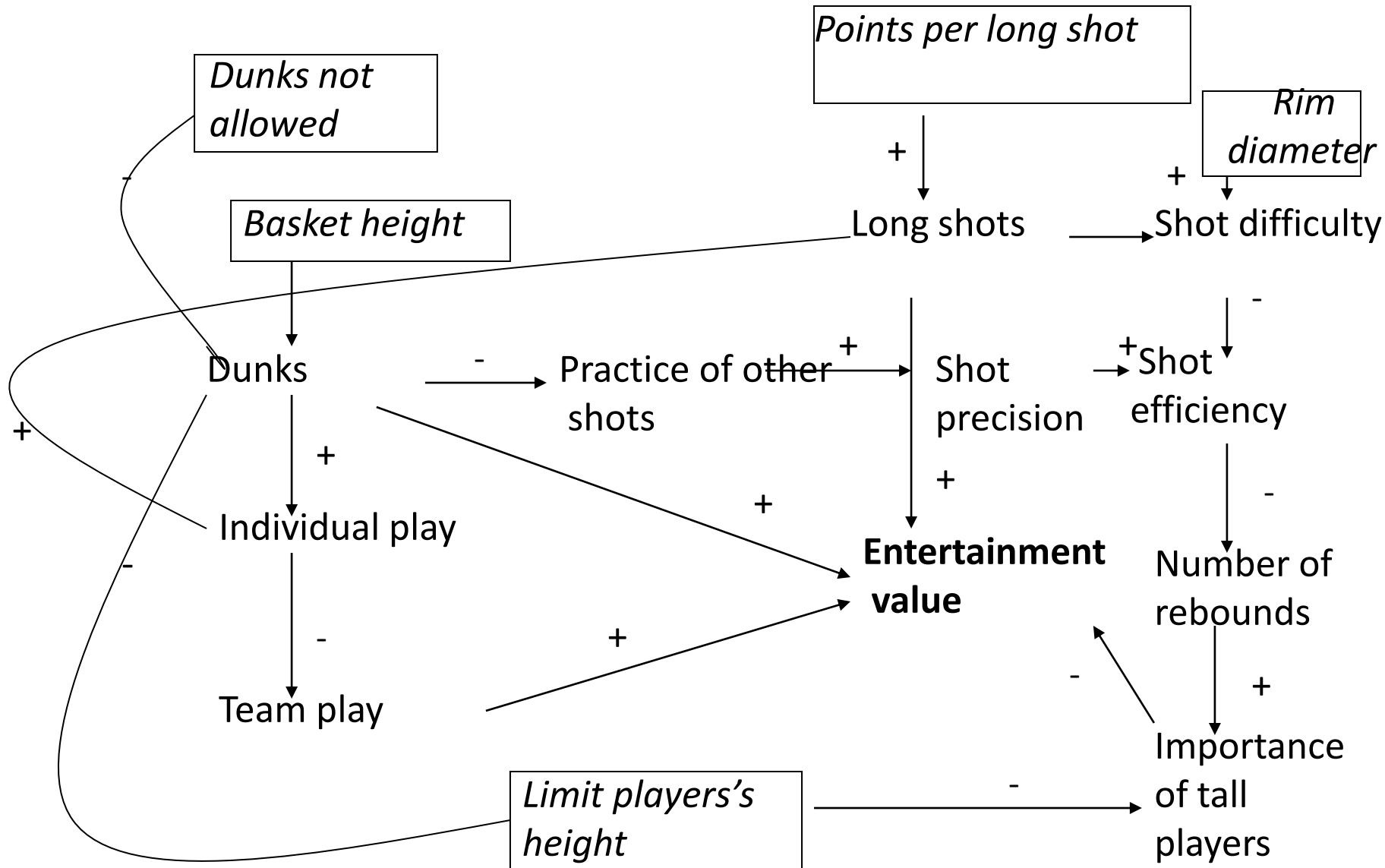
Identify plays (control variables) and outcomes (impact variables)

# “Serious” Gamification

The entertainment value of a basketball game increases with team play, long shots and dunks. However, many people feel that the growing importance of tall players decreases that value. They think that to privilege dunking encourages individual play, rather than team play.

Players that tend to dunk the ball, practice less other shots, reducing their precision.

Shot efficiency also depends on the shot difficulty which is influenced by opponents or the basket characteristics. If the efficiency is low, there will be a large number of rebounds and consequently the importance of tall players.



“All the best games are easy to learn  
and difficult to master”

Nolan Bushnell