

What is “Gamification”?

Five Minute Academy

Social and Behavior Change Lab

BETA V11: 20-7-21

[For external sharing/feedback]



Gamification = Using the logic and techniques of video games to inform the design of programs and/or interventions.



Why “Gamify”? To motivate participants and encourage loyalty to a brand, program or process. Used frequently in marketing (commercial sector) and only recently used in social change contexts.



**Example 1: Air Senegal.
Loyalty cards (Frequent
flyers).**

**The more you fly (and spend)
the more “status” and
recognition you get.**



Teranga Gold

Teranga Diamond

Teranga Ivory

Teranga Silver

Example 2: Google Maps (Local guides)

Invites and recognizes
contributions from volunteer
members (ratings, reviews)

Shagalinku Restaurant

Directions

Save



Call

3.9  130 Google reviews

Restaurant













Local Guides levels

Reach higher levels as you earn points for your contributions.

Level	Points	Badge
Level 4	250 points	
Level 5	500 points	

Tactics:

1. **Points** : Giving points for specific actions, achievements, contributions or participation in “challenges.”
2. **Levels** : The more points you get, the higher the level
3. **Badges**: To recognize specific actions
4. **Leaderboards**: To give recognition and show progress in points

23		Rockstar	 2725	 5	 11
24		Kashne2c	 2665	 0	 11
25		aarasa4c	 2655	 8	 2

Badges



Master Photographer ©

**A few things to do and to avoid +
two general tips**

To do:

1. Make actions/contributions visible
2. Make progress visible
3. Encourage action through frequent communication
4. Celebrate milestones
5. Be generous with recognition (why not, it's free!)

Your August update

Thanks for sharing your knowledge on Google Maps last month. Every photo, review, and fact helps people everywhere find the things worth doing.

1,603

Points earned

 +856 from July

38

Places contributed to

 +23 from July

LEVEL 9 PROGRESS

38% complete

15,000 points

50,000 points

Photos you added last month received

174,887 views



To avoid:

1. Avoid giving economic or material incentives* because: 1) it motivates people for the wrong reasons, and 2) when you run out of incentives, the actions/contributions stop. *One exception: Doing raffles, where everyone has the chance to win. Use this sparingly. Better to motivate with symbolic things like public recognition.
2. Avoid designing a system you cannot sustain. Think carefully about how much time and person-power you have



How is gamification different from...

1. **Games or “Serious games”** - Educational games are another “ludic” approach but actual video or real-life games rather than “game-inspired.” Gamification is more about motivation, rather than direct “play.”
2. **Contests**
 - a. Gamification aims for longer term motivation than a one-time contest. Also, in gamification, everyone can “win” by getting points over time.
3. **Certification programs**
 - a. Many programs give recognition for completion (vaccination ‘diploma,’ or certification of a village that is “open defecation free” (ODF). Gamification can continue for longer periods, with multiple opportunities to contribute (and gain points and recognition).



Resources:

1. Free course on the Coursera platform:
<https://www.coursera.org/learn/gamification>
2. Wiki page:
<https://en.wikipedia.org/wiki/Gamification>
3. Many resources available by Googling

The image shows a screenshot of a Coursera course page. At the top left is the Coursera logo, and at the top right is a blue button with the text 'Explore' and a downward arrow. The main title of the course is 'Gamification' in large white font. Below the title, there are five yellow stars, a rating of '4.8', '2,245 ratings', and a thumbs-up icon with '97%'. Below this is a circular profile picture of Kevin Werbach and his name. At the bottom, it says 'Offered By' followed by the Wharton University of Pennsylvania logo and the word 'ONLINE' in large white letters.

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- Your name here?