### 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).

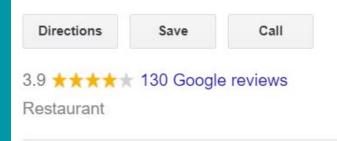
The more you fly (and spend) the more "status" and recognition you get.



Example 2: Google Maps (Local guides)

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

### Shagalinku Restaurant



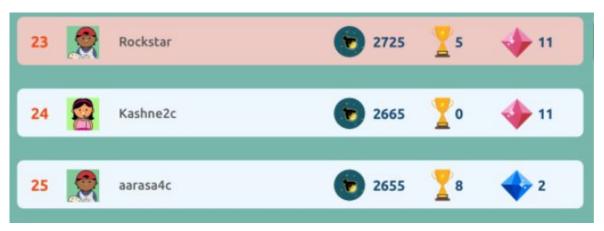
#### Local Guides levels

Reach higher levels as you earn points for your contributions.

Level	Points	Badge
Level 4	250 points	
Level 5	500 points	0

### **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



Badges

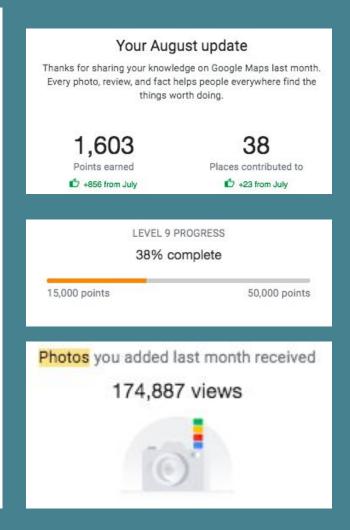


Master Photographer O

### 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!)



# 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

 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

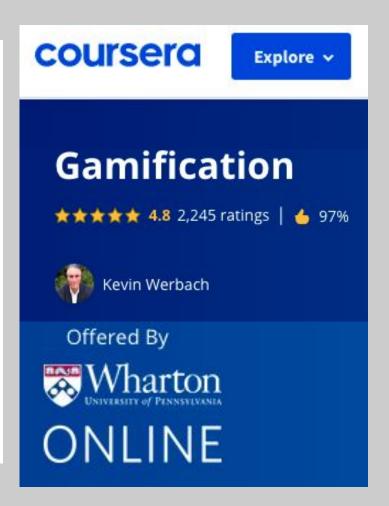
 Many programs give recognition for completion (vaccination 'diploma,' or certification of a village that is "open defecation free" (ODF). Gamification can continue for longer periods, with multiple opportunities to contribute (and gain points and recognition).





#### **Resources:**

- 1. Free course on the Coursera platform: <u>https://www.coursera.org/learn/gamif</u> <u>ication</u>
- 2. Wiki page: <u>https://en.wikipedia.org/wiki/Gamifica</u> <u>tion</u>
- 3. Many resources available by Googling



### Acknowledgements:

Our sincere appreciation to the following people for their input and suggestions on this "beta" version of the gamification mini-module:

- Mariana Palavra, UNICEF Emergency Response Team, Geneva
- Musu Mitchell Deshield, and UNICEF Liberia office program section colleagues, with additional input from Liberian government counterparts
- Mariam Maiga from the UNICEF Mali C4D team
- Charity Nikoi and colleagues from the UNICEF Ghana office, and colleagues from RISE Ghana
- Sansan Hien in the UNICEF Burkina Faso office, and government counterparts

#### Your name here?