Motivation and Engagement through Gamification

Associate Professor Daniel Johnson
The use of game design elements in non-game contexts
HOW GAMERS PLAY

34% PLAY TO KEEP THE MIND ACTIVE
Why older adult gamers play

DAILY
Typical game play frequency

1 HOUR
Typical play duration

81% of mums play video games
83% of dads play video games

FAMILIES AND GAMES

The average gamer is 32 years old
47% of gamers are female

19% of gamers are over 51
76% of gamers are over 18

GAMERS IN AUSTRALIA

26% of households use a tablet to play games
87% of game households with 3 or more screens

GAMES IN AUSTRALIAN HOMES

47% use a mobile phone to play games
63% of households use a console for games

85% of gamers say games reduce stress

CLASSIFICATION

98% of homes with children have computer games
68% of games were classified G or PG Jan-Aug 2013

BUSINESS

8% CAGR Australian Games Spending 2010-2017

$ Australian

GAMES AND BENEFITS

Digital Australia
Web searches for gamification
“By 2015, 50 percent of organisations that manage innovation will gamify those processes”

http://www.gartner.com/newsroom/id/1629214
“80 percent of current gamified applications will fail to meet business objectives primarily due to poor design”

http://www.gartner.com/newsroom/id/2251015
Basic Gamification
• Badges / Achievements
• Points
• Leaderboards
• Levels
• Goals/Feedback/Progress

Complex Gamification
• Play (freedom to explore and fail within boundaries)
• Exposition (stories integrated with real-world settings, user created stories, allows user to create identity and see relationships between past, present and future)
• Information (give the basic elements meaning by providing the user the why and how behind the gamification elements)
• Reflection (create opportunities for the user to connect what is happening in the gamified app to the real world)

(Nicholson)
Nissan Leaf: Eco Mode Software

- Constant feedback (speed, power usage)
- Achievements (trees on dashboard)
- Online profiles – compete with other drivers
- Gearshift in the style of a joystick
- HUD like a racing game
Nike+ fuel band

- Badges for achievements
- Gamified progress feedback
- Daily Goals
- Animated characters for success streaks
- Challenge friends
Our current work

• **When** and **why** does gamification lead to increased motivation and engagement?

• Systematic reviews
  • Health domain
  • Environmental sustainability
  • Theoretical underpinnings

• Working with industry partners
  • Understanding users and context
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How do you successfully apply gamification?
• Know exactly what you are trying to achieve and identify the current barriers

• Consider whether you are looking for short or long-term change
• Adapt to your target domain

• Understand your target audience, consider levels of expertise

• Informational, not controlling rewards
  • Facilitate competence, autonomy and relatedness
  • Avoid moving the locus of control
Questions / Contact

• We’re always happy to talk to folks about how they might motivate and engage employees and clients
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