

www.cs.vu.nl/~eliens/serious/gamification.html

gamification(s) – case(s) / create(s) / civic order(s) ... / resource(s)
identity / creativity

`{\rm {\bf`
`engagement...`

`\ \` ...loyalty...

`\ \` ...commitment
`}}`

create / media / art / list(s) / link(s) / dynamic(s) / utopia
serious gaming

gamification(s)

who is (y)our player?

mastery de-stress fun socialize

killer(s) socializer(s) achiever(s) explorer(s)

sex
pleasure rewards time
violence

Mechanics Dynamic(s) Aesthetic(s)

twinkle(s) / difference(s)

attitude(s)
rule(s)
player(s)
skill(s)

serious
/ gamification(s) / mechanic(s) / resource(s)

theory

gamification(s)

Status Access Power Stuff

twinkle(s) / difference(s)

number(s)
 cause(s)
 math(s)
 dilemma(s)

theory
 / gamification(s) / mechanic(s) / resource(s)

design

gamification(s)
 point(s) level(s) badge(s) leader-board(s)
 nudge(s): branding(s) < mechanic(s)

twinkle(s) / difference(s)

design(s)
 role(s)
 challenge(s)
 experience(s)

design
 / gamification(s) / mechanic(s) / resource(s)

create

gamification(s)
 motivation(s)
 personal friend(s) group(s)
 personal friend(s) group(s)
 reward(s) achievement(s) badge(s)
 beware(s): anti-gaming

twinkle(s) / difference(s)

engineer(s)
 change(s)
 human(s)
 world(s)

create
/ gamification(s) / mechanic(s) / resource(s)

twinkle(s) / difference(s)

literate(s)
 teaching(s)
 travel(s)
 time(s)

media
/ gamification(s) / mechanic(s) / resource(s)

twinkle(s) / difference(s)

artist(s)
 understand(s)
 critical(s)
 game(s)

art
/ gamification(s) / mechanic(s) / resource(s)

twinkle(s) / difference(s)

creative(s)
 destruction(s)
 kill(s)
 machine(s)

utopia
/ gamification(s) / mechanic(s) / resource(s)