The **Gamification**: Applications and Developments for Creativity and Education.

Dr. GIUSEPPE GALETTA
PhD Candidate in Psychology of Arts and Creativity
Department of Humanities and Social Sciences
University of Cassino and Southern Lazio, Italy
e-mail: giuseppe.galetta@unicas.it
What is Gamification?

Gamification is the use of game practices in non-gaming contexts and the application of “Game Thinking” to the real life in order to influence behaviour, stimulate engagement and increase motivation in performing a task or achieving a goal.
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How did the Gamification develop?

- Desktop Metaphor
- WYSIWYG
- Video Games
- Graphics
- Virtual Reality
- Cibernetics
What about the Gamification today?

- Smartphone
- Tablet
- Social Network
- Viral Games

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Theoretic Contaminations.

- Game Theory
- Social Learning Theory
- Behaviourism
- Stimulus/Response Model

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The Game Setting.

- **Time Limit / Deadline**
  - Long-Term Objectives

- **Rules**
  - Progress System:
    - score boards
    - status bars
    - counters
    - leaderboards

- **Mission Challenge**
  - Achievement
  - Goal

- **Reward & Incentive**
  - points, credits
  - badges

- **Community Collaboration**

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When we're playing games, we're not suffering!

- Stress reduction
- Better concentration
- Positive attention
- New ideas stimulation
- Learning improvement
- Self-correction Gratification

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The aim of the Study.

To demonstrate that the use of Game Dynamics and Mechanics in non-gaming contexts changes the individual behavior inducing engagement and motivation, stimulating Creativity and ideas generation, improving learning processes and knowledge diffusion, producing instant feedbacks and measurable results.
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Materials and Method.

The investigation method is based on the scenario analysis supported by data available online: the Gamification is generally implemented in a digital environment, because Technology is the main driver of the diffusion of “Game Thinking” in real life.

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The Scenario.

- Game applications
- Game devices/tools
- Game contexts
- Game interaction
- User experience
- User satisfaction
- Virality
- Social diffusion
- Storytelling script/plot
- Metrics Analytics
- Psychoinfluence

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Material of Analysis.

- Facebook
  - Social Games
- Cityville
- Farmville
- Social Applications
- Foursquare
- Linkedin
- Serious Games
- Health Month
- Taskville
- Home Gaming Devices
- Wii Remote
  - Move - Kinect

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Results.

Game Dynamics and Mechanics:
► Activate the user interest.
► Motivate the choices in decision making.
► Stimulate creative insight in problem solving.
► Reduce the “creative block”.
► Activate the ideas generation.
► Increase decision making activities.
► Predict future scenarios.
► Transfer know-how and social knowledge.
► Develop individual skills.
► Build communities.

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Active Stimuli.

► Reward.
► “Loss avoidance”.
► Punishment.
► Adventurous/hazardous storytelling.
► “Magic circle”.
► Competition.
► Failure.
► Sharing (crowdsourcing/peer to peer).
► Community collaboration (“Wiki” mode).
► Feedbacks and measurable results.
► “Behavioural momentum”.

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Conclusions.

The gamification: applications and developments for creativity and education.

Learning by doing

Learning by playing

Gamified Knowledge

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Gamified Knowledge

Networked
Shared
Responsive
Customized
Measurable
Self-Growing