Game on! How Gamification Can Work in Government

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Fragile Earth Studios

Gamification integrates game dynamics into your site, service, community, content or campaign, in order to drive participation.

But first…
some questions about games

What is the combined usage time of all the people playing World of Warcraft?

A. 25 years

B. 2,000 years

C. 400,000 years

D. 6,000,000 years

Answer with GotoMeeting Poll

Answer:

6,000,000 Years

In total, how many pigs have been “popped” in the game Angry Birds?

A. 20 trillion

B. 3 trillion

C. 5 billion

D. 40 million

Answer with GotoMeeting Poll

Answer:

3 Trillion Pigs

Major points to cover:

- Learn how to use gamification to engage your customers
- How and why gamification motivates user behavior
- Examples of how other organizations are using games to help with their mission
- How to become involved with the Federal Games Guild

Focusing on gamification…

Types of game mechanics:

- Leveling
- Leaderboards
- Badges

Leveling

master
expert
problem solver
novice

Improve your Profile
View profile
Ask for recommendations
Create your profile in another language
100% profile completeness
Who's Viewed Your Profile?
10
Your profile has been viewed by 10 people in the past 30 days.
16
You have shown up in search results 16 times in the past 7 days.

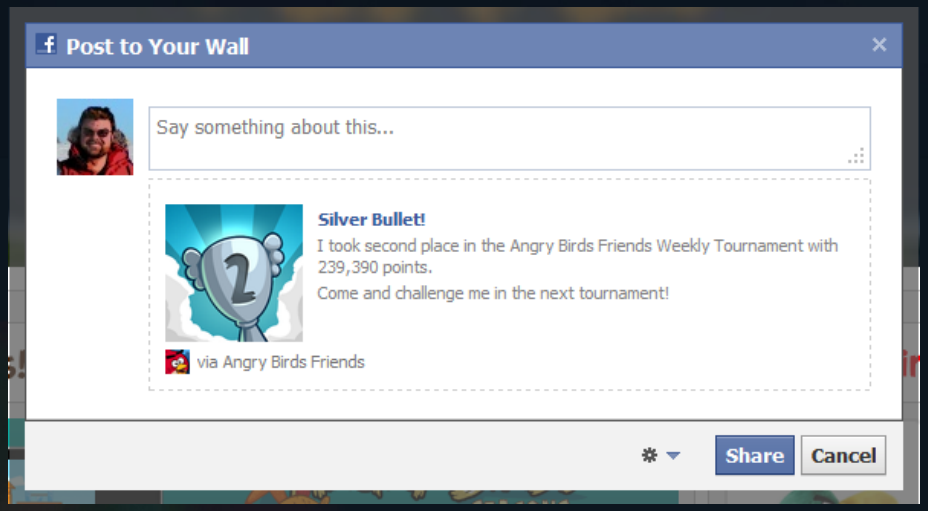
Without using metals or gems, imagine an interesting leveling system for your product.

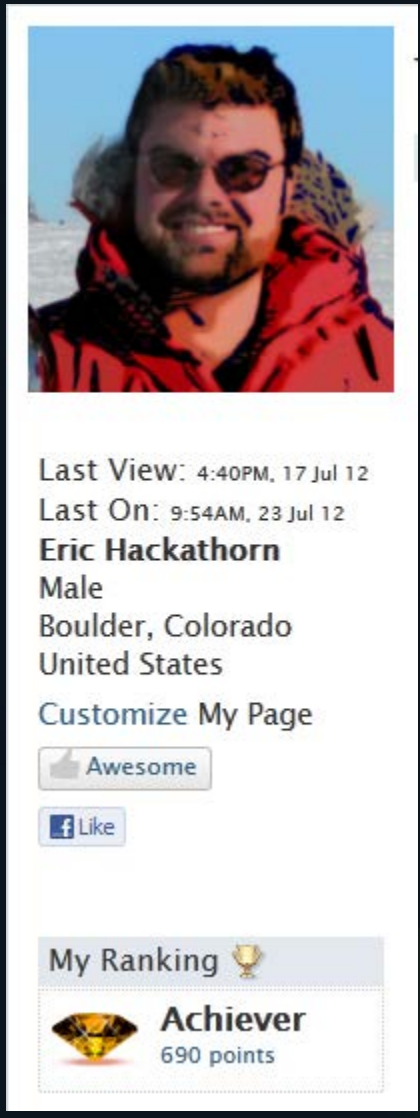
Essay question!

(examples: bronze, silver, gold or bachelors, masters , Ph.D.)

Answer with GotoMeeting Poll

Leaderboards



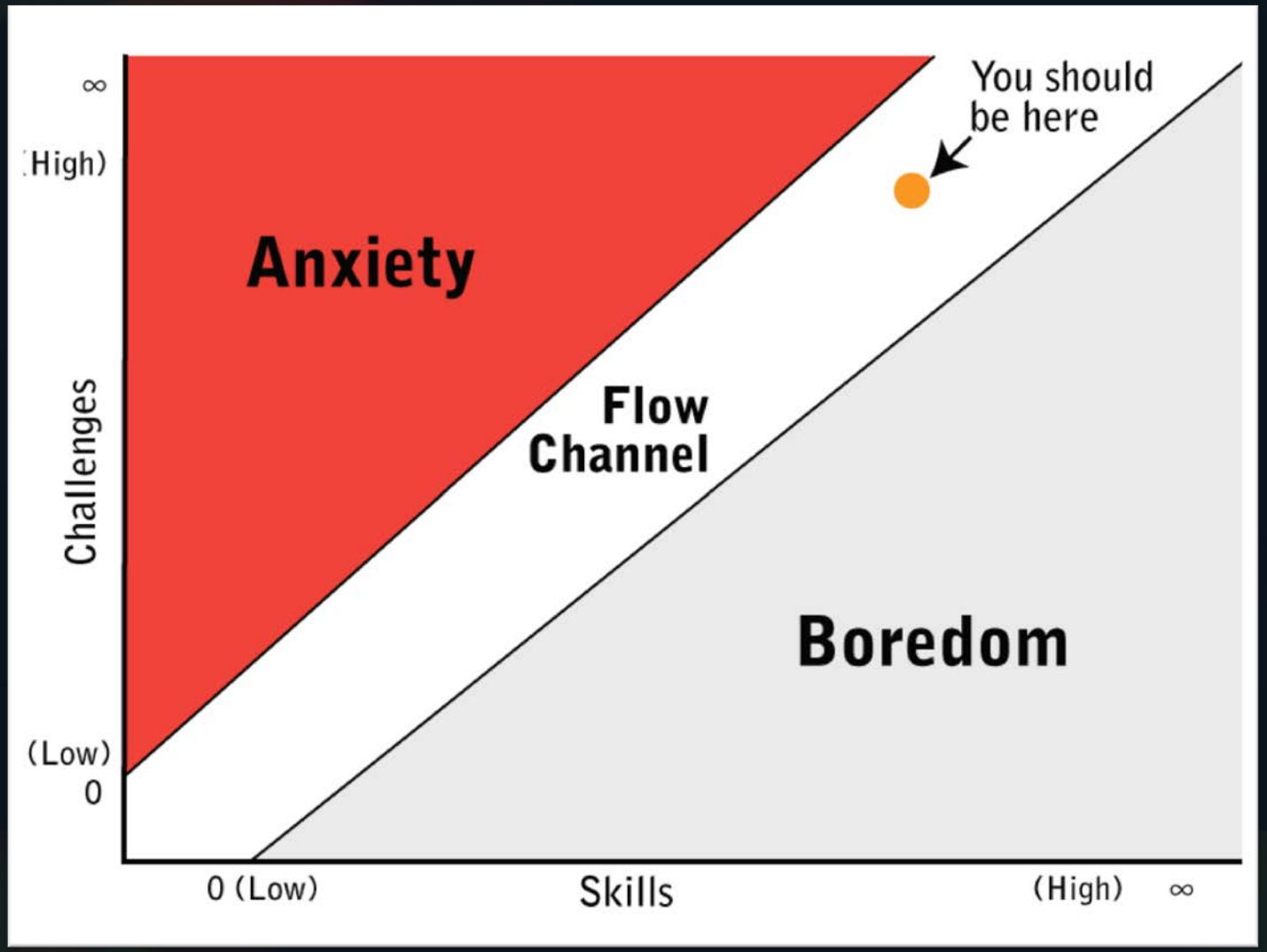


Badges

- Balance delight with predictable achievement
- Design for visual appeal
- Leverage scarcity principles
- Integrate tightly with a larger system

Focusing on motivation…

Flow


∞
(High)
Challenges
(Low)
0
Anxiety
You should
be here
Flow
Channel
Boredom
0 (Low)
Skills
(High)
∞

Killers

Defined by:
A focus on winning, rank, and direct peer-to-peer competition.

Engaged by:
Leaderboards, Ranks

Achievers

Defined by:
A focus on attaining status and achieving preset goals quickly and/or completely.

Engaged by:
Achievements

Socialites

Defined by:
A focus on socializing and a drive to develop a network of friends and contacts.

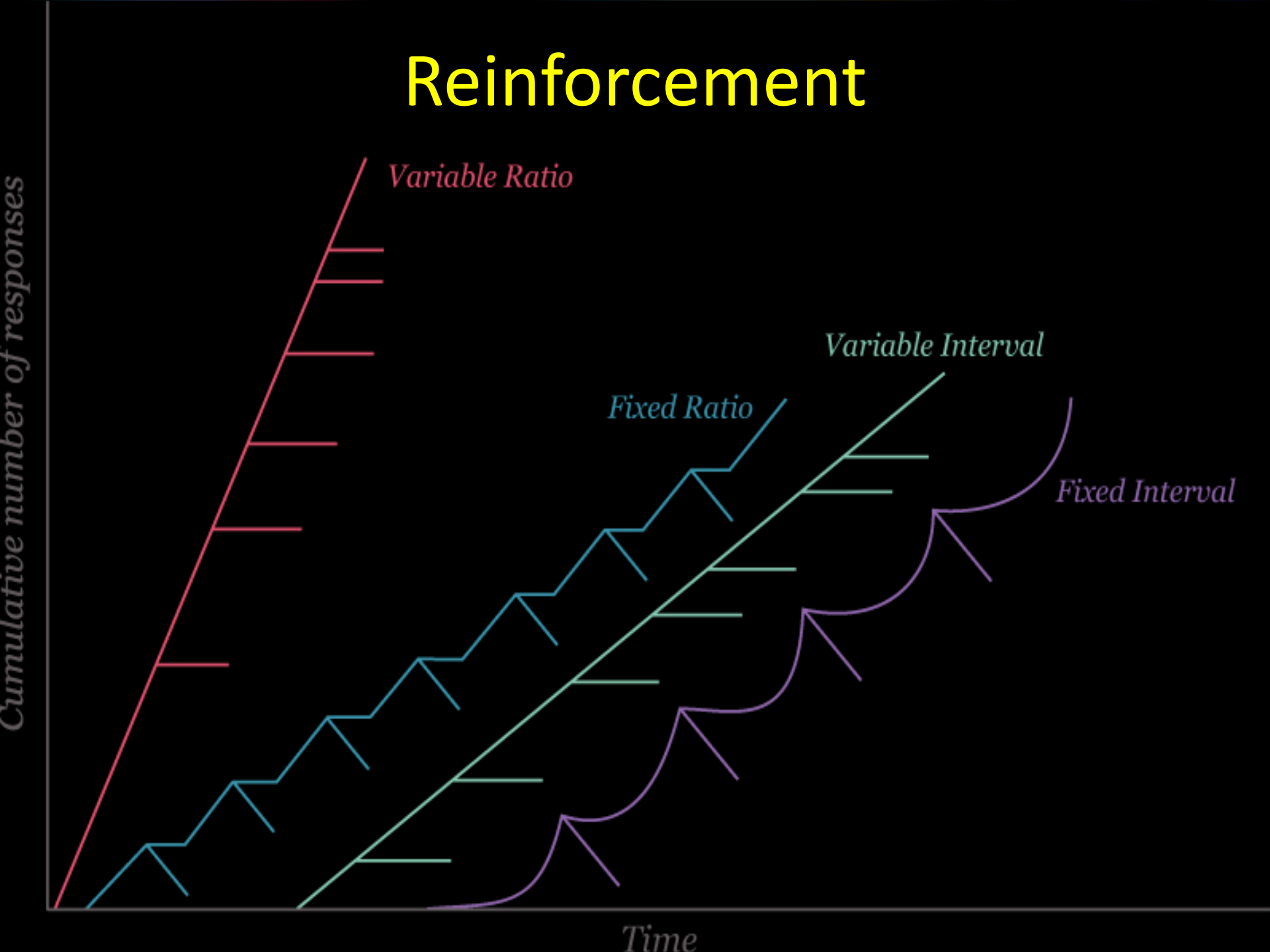
Engaged by:
Newsfeeds, Friends Lists, Chat

Explorers

Defined by:
A focus on exploring and a drive to discover the unknown.

Engaged by:
Obfuscated Achievements

Reinforcement



What reward schedule offers the highest level of engagement?

A. Variable Ratio

B. Fixed Ratio

C. Variable Interval

D. Fixed Interval

Answer with GotoMeeting Poll

Answer:

Variable Ratio

Which player type focuses on direct peer to peer competition?

A. Killers

B. Achievers

C. Socialites

D. Explorers

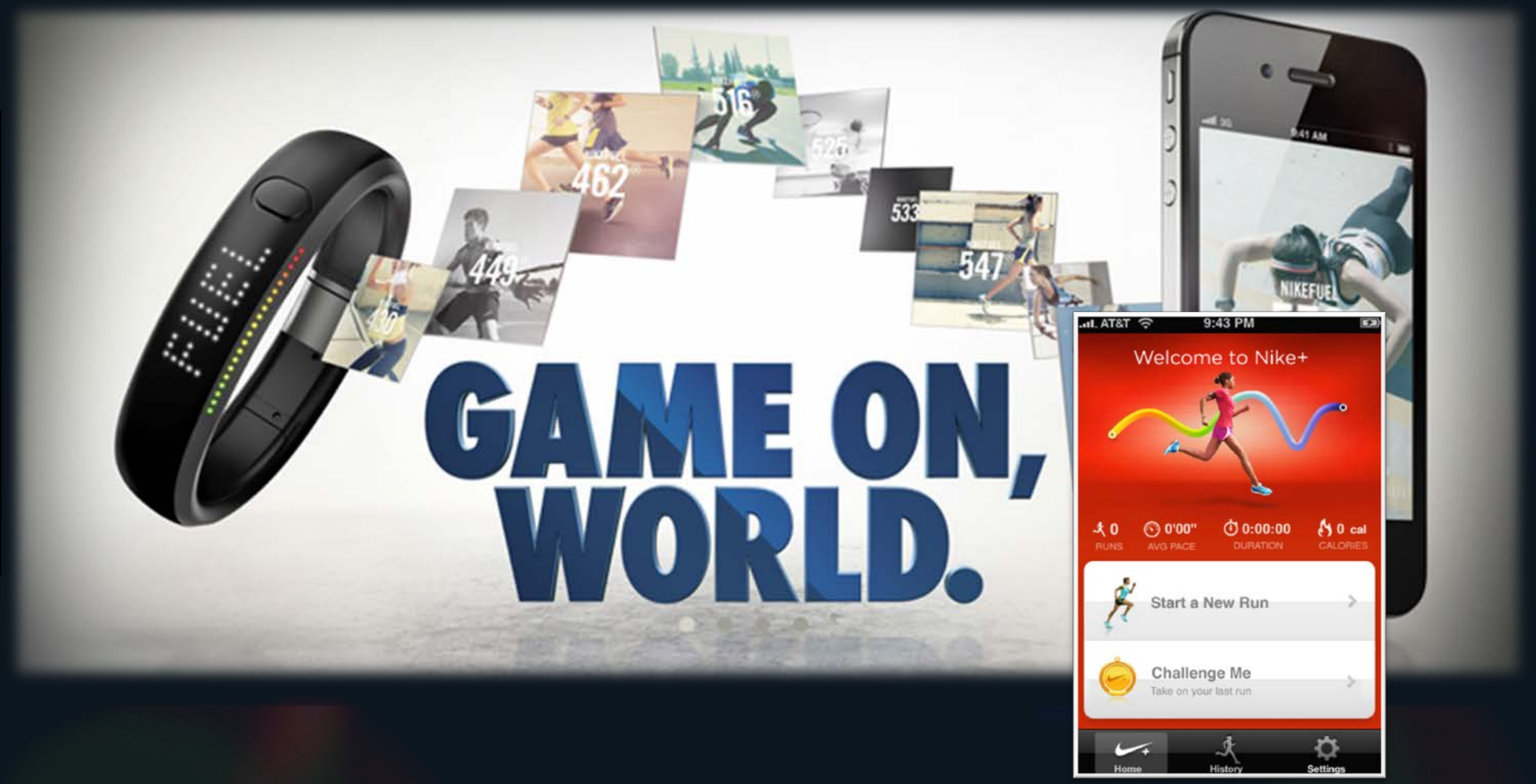
Answer with GotoMeeting Poll

Answer:

Killers

Focusing on examples…

NIKE Plus


GAME ON,
WORLD.
9:43 PM
Welcome to Nike+
Start a New Run
Challenge Me
Take on your last run
Home
History
Settings

According to the CDC more than ___ percent of Americans are overweight.

A. 15%

B. 50%

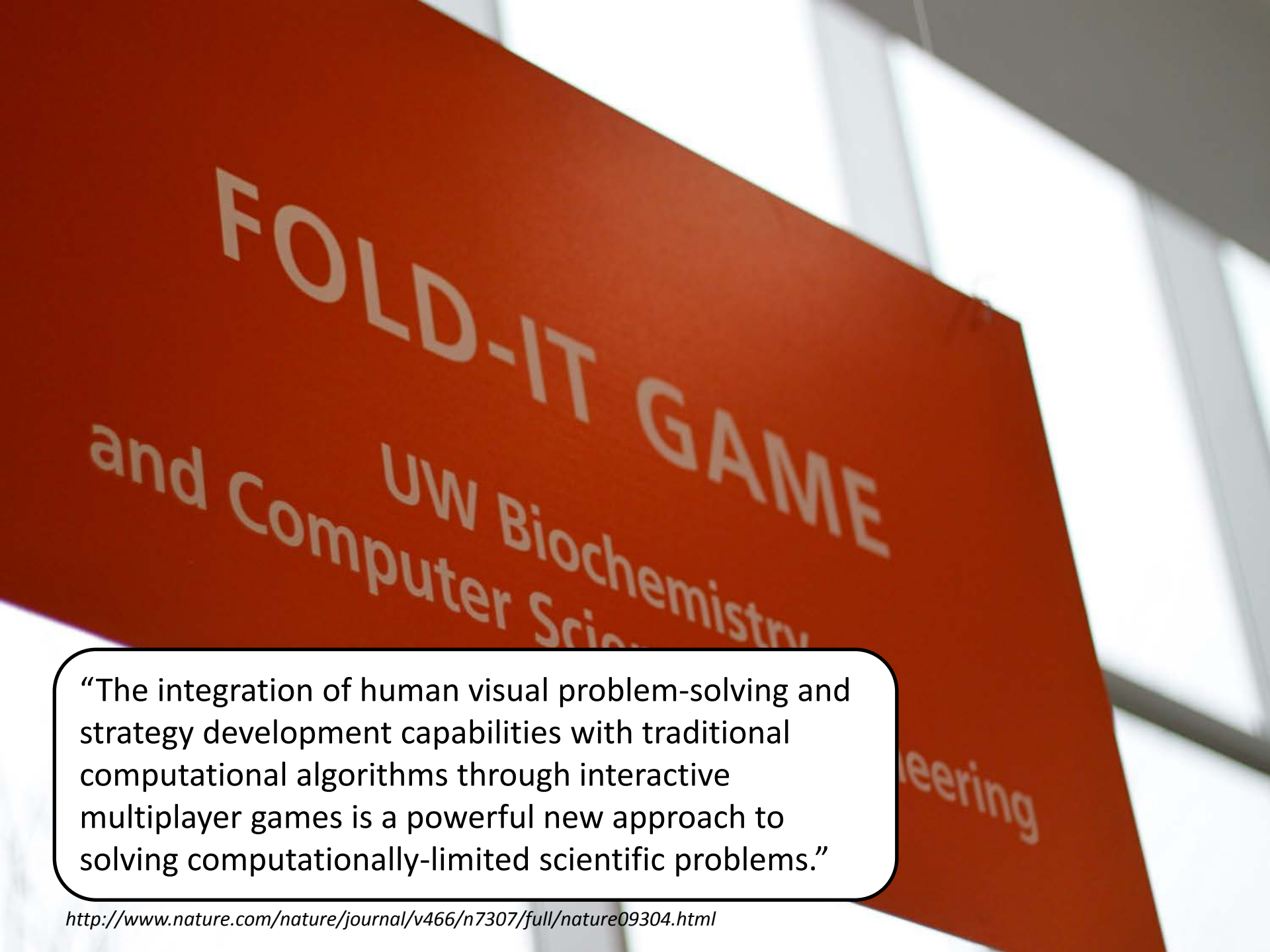
C. 66%

D. 80%

Answer with GotoMeeting Poll

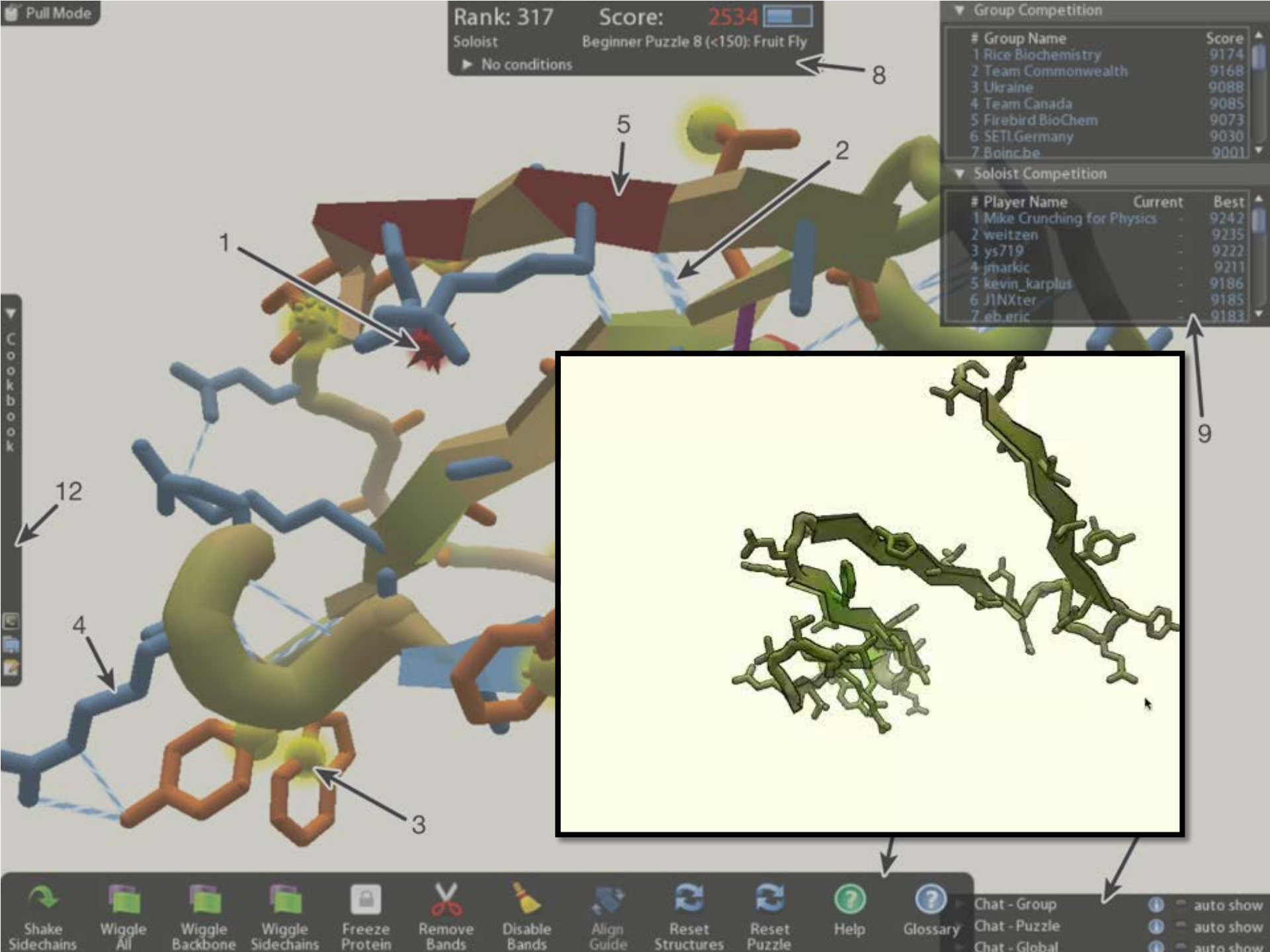
Answer:

66%



"The integration of human visual problem-solving and strategy development capabilities with traditional computational algorithms through interactive multiplayer games is a powerful new approach to solving computationally-limited scientific problems."

http://www.nature.com/nature/journal/v466/n7307/full/nature09304.html


Pull Mode
Rank: 317
Score: 2534
Soloist
Beginner Puzzle 8 (<150): Fruit Fly
No conditions
8
Group Competition
Group Name Score
1 Rice Biochemistry 9174
2 Team Commonwealth 9168
3 Ukraine 9088
4 Team Canada 9085
5 Firebird BioChem 9073
6 SETI.Germany 9030
7 Boinc.be 9001
Soloist Competition
Player Name Current Best
1 Mike Crunching for Physics - 9242
2 weitzen - 9235
3 ys719 - 9222
4 jmarkic - 9211
5 kevin_karplus - 9186
6 J1NXter - 9185
7 eb.eric - 9183
9
Cookbook
12
4
5
2
1
3
Shake Sidechains
Wiggle All
Wiggle Backbone
Wiggle Sidechains
Freeze Protein
Remove Bands
Disable Bands
Align Guide
Reset Structures
Reset Puzzle
Help
Glossary
Chat - Group
Chat - Puzzle
Chat - Global
auto show
auto show
auto show

Planet Stewards

Focusing on gamification in government…

Games to Address National Challenges

Constance Steinkuehler Squire
White House Office of Science & Technology Policy
presented by Eric Hackathorn

Games for Learning

"I'm calling for investments in... **educational software that's as compelling as the best video game**. I want you guys to be stuck on a video game that's teaching you something other than just blowing something up."

Barak Obama
TechBoston
March 8, 2011

Games for Health

"I can attest to **Dance, Dance Revolution**. We got it at Camp David, and it will make you sweat. And it is addictive in a very good way. The President still can't do it."

Michelle Obama
Feb 20, 2010

Games the First Family plays.

Barak Obama
Holiday Shopping
Dec 2011

Research on Games

- FPS gameplay improves **visual acuity & attention**.
- Good games aid **systems understanding** in history & geography.
- Fandom discussion boards evidence **scientific reasoning**.
- FoldIt crowd sources **scientific discovery**.
- Online gameplay aids **literacy** (digital and print).
- Health games improve **health behavior patterns.**
- Casual games **decrease stress and depression.**

1st Federal Games Guild convening in November: 70+ attendees, 23 agencies.

(current count: 186, 33+4)

https://sites.google.com/a/noaa.gov/federal-games/

AND NOW FOR

THE FINAL QUESTION

What video game was Obama checking out in the store?

A. Call of Duty

B. Super Mario Kart

C. Just Dance

D. Pacman

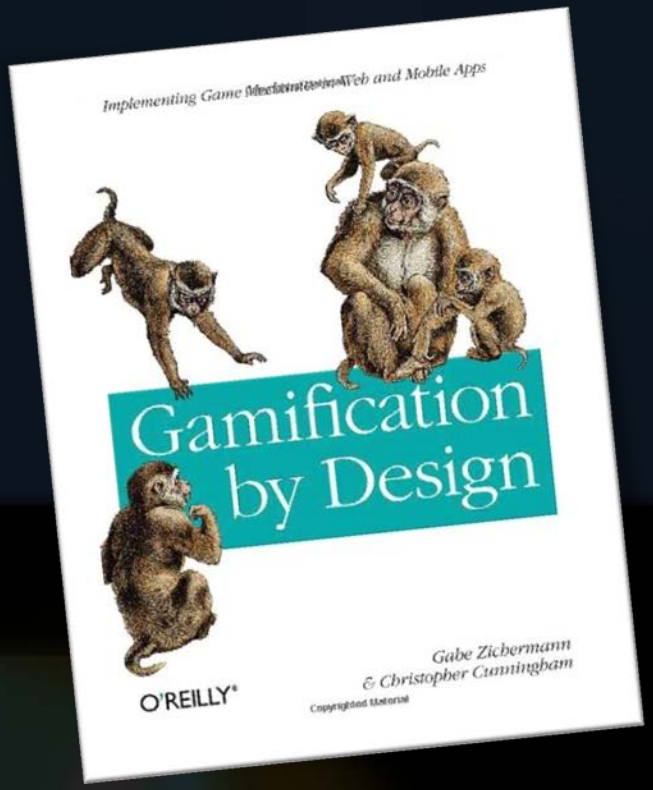
Answer with GotoMeeting Poll

Answer:

Just Dance

http://en.wikipedia.org/wiki/Just_Dance_(video_game)

Additional Resources:
Gamification by Design, O'Reilly
http://GamificationU.com/
https://www.coursera.org/course/gamification



gamificationU
LEARN, EXPLORE, ENGAGE

THANKS FOR PLAYING