GAMIFICATION

a pleading for more un-earnestness

Foto: DirkJan Ranzijn

Prof. Tim Bruysten I richtwert GmbH I brand & sense GmbH I intelligence GmbH I Mediadesign Hochschule

20 min quicklook:

GAMETHEORY
Creating Strategies
GAMIFICATION
Reaching Goals
INTELLIGENCE
Success by Data

Digitalised Network Society
GAMETHEORY
Creating Strategies
GAMIFICATION
Reaching Goals
INTELLIGENCE
Success by Data

2005
2014
micro
128MB
SanDisk
128GB
micro
XC I

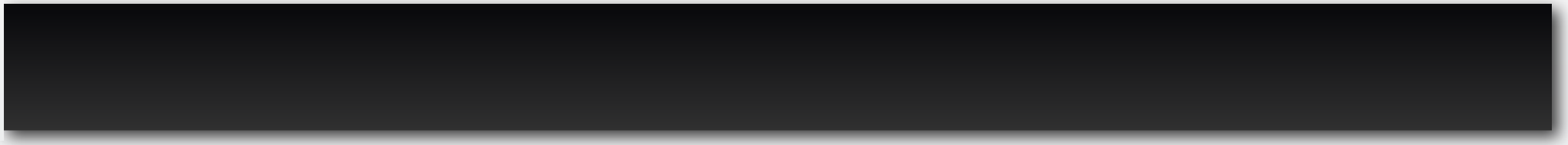
Boston Dynamics

over 50%: in Bed

over 40%: in the bath

over 30%: while eating

Loading Digitalization…



humans

Du hast dir den Titel
Speedmaker verdient

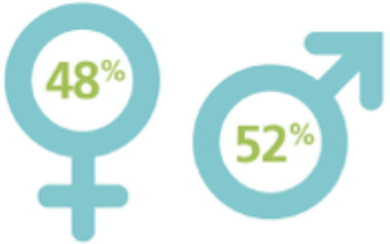
+ **10** PKT

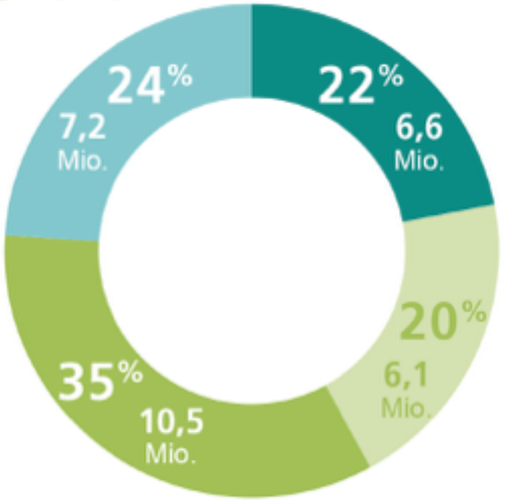
SPEEDMAKER

Foto: US Army Africa

Nutzer digitaler Spiele in Deutschland 2014

"Knapp jeder zweite Deutsche spielt mittlerweile digitale Spiele - Tendenz steigend. Das zeigt, dass Spiele für immer mehr Menschen fester Bestandteil ihres Medienalltags geworden sind."

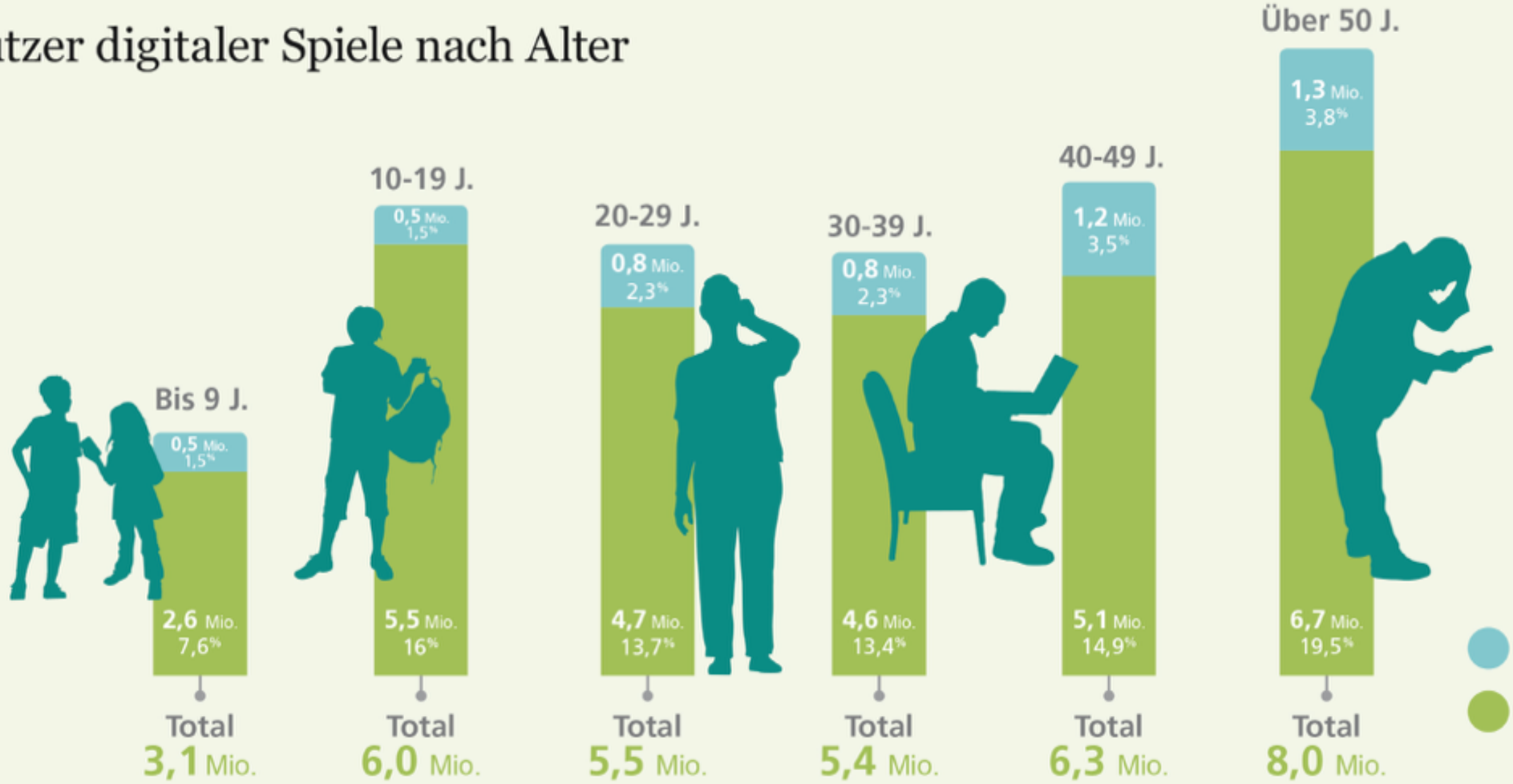




Bildungsgrad

- Hochschule
- Mittlere Reife
- Abitur
- Hauptschule

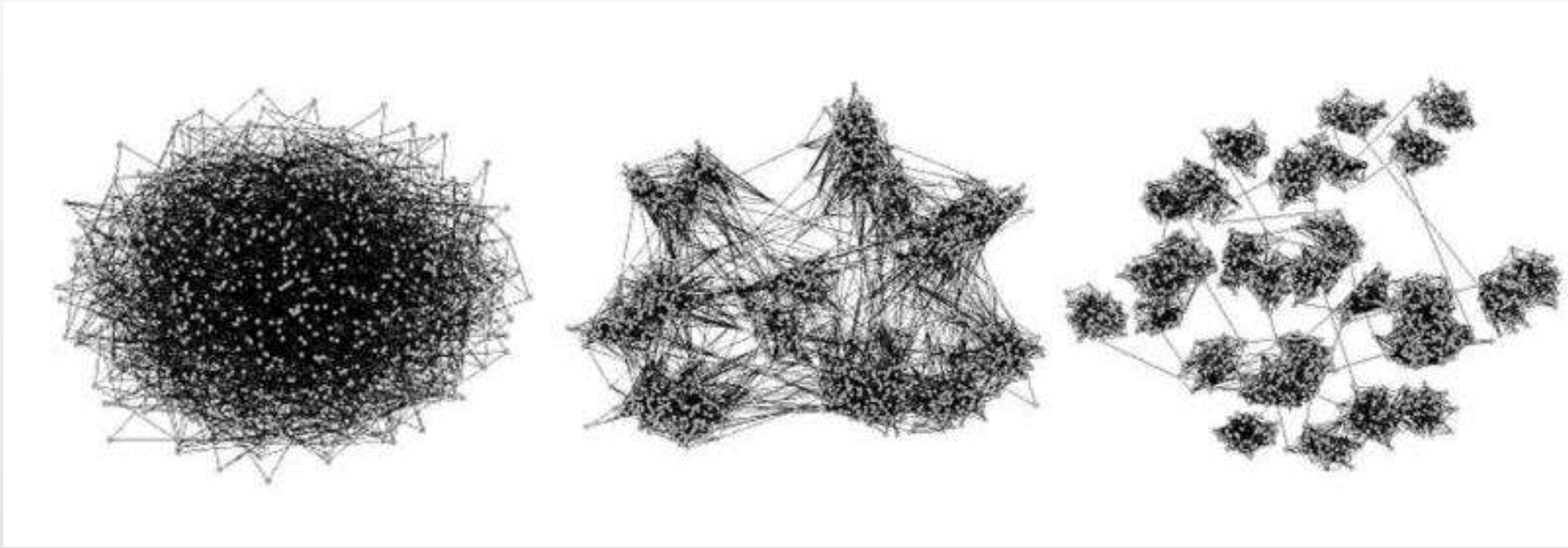
Nutzer digitaler Spiele nach Alter



Das Durchschnittsalter der Nutzer digitaler Spiele beträgt **34,5 Jahre**.

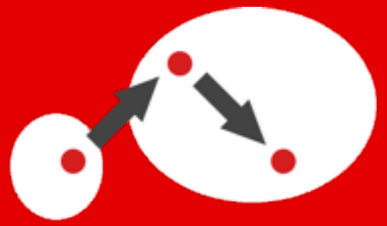
networks

IN SOCIAL NETWORKS, GROUP BOUNDARIES PROMOTE THE SPREAD OF IDEAS



http://phys.org/news/2015-06-social-networks-group-boundaries-ideas.html

LOCAL BROKER ODER KOORDINATOR



GATEKEEPER

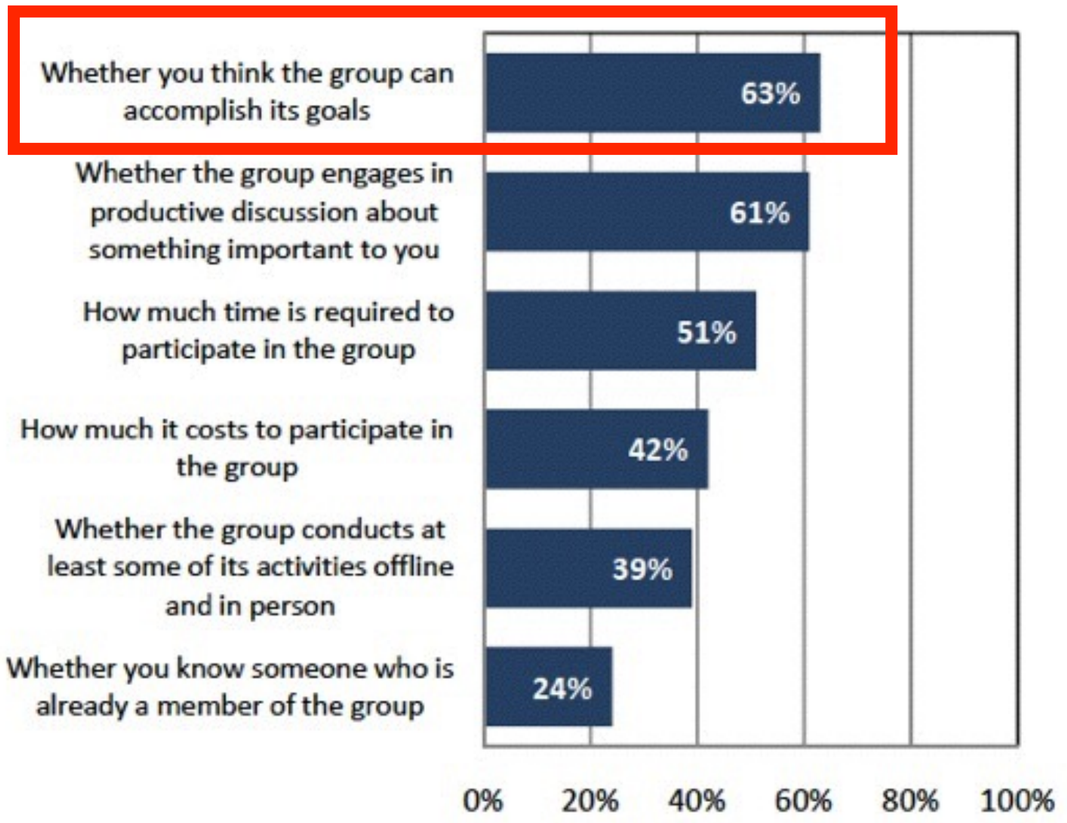
REPRÄSENTANT

KOSMOPOLIT

LIASON

What factors affect the decision to join a group

% of active social or civic group members who say each is very important in their decision to join...



Source: Pew Research Center's Internet & American Life Project, November 23-December 21, 2010 Social Side of the Internet Survey. N for active members of groups=1,833.

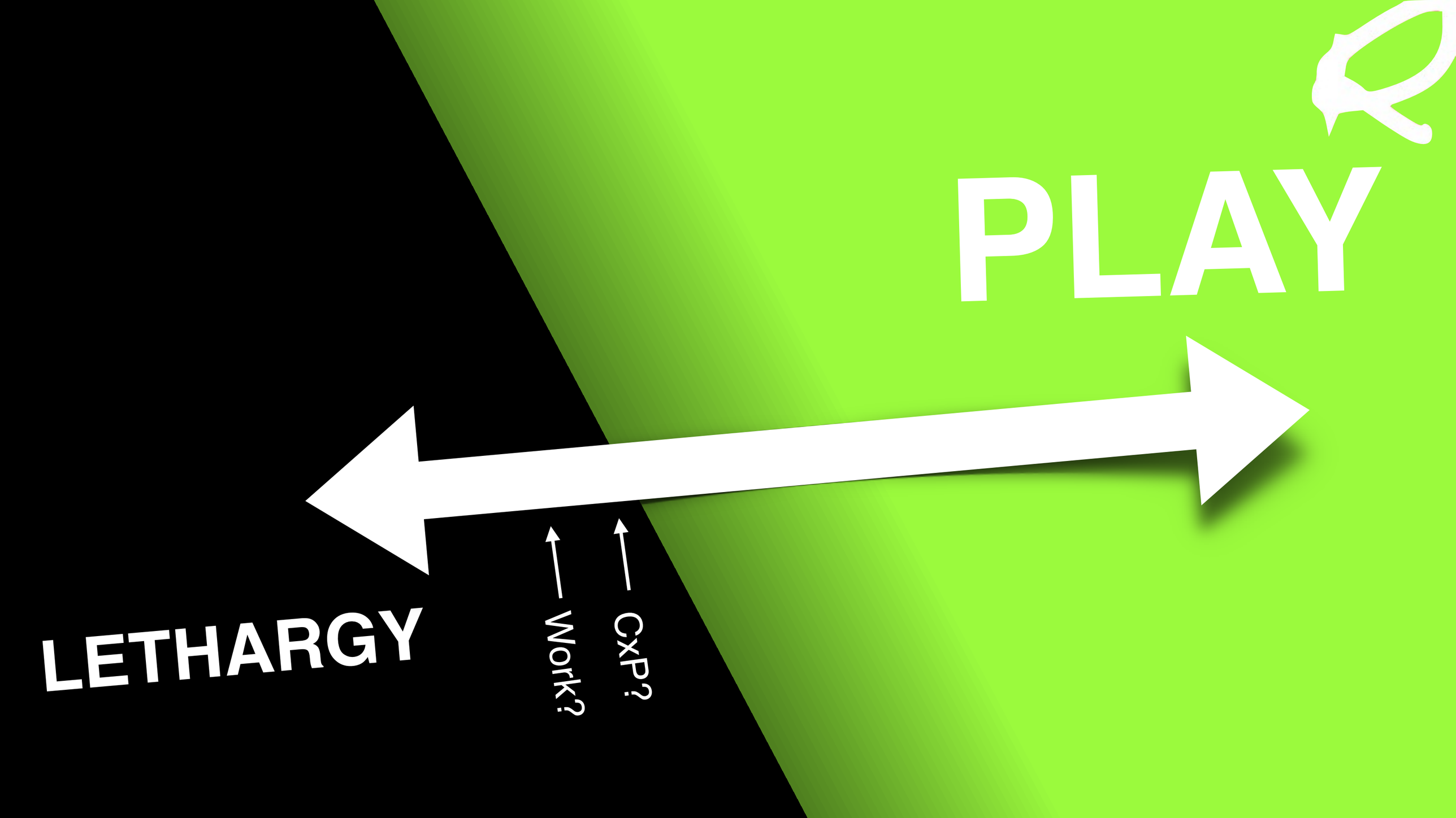
WHETHER YOU THINK THE GROUP CAN ACCOMPLISH ITS GOALS

games

WHAT IS THE OPPOSITE OF PLAY?

Foto: (c) Sabrina Nicke

LETHARGY


PLAY
LETHARGY
Work?
CxP?

Jane McGonigal, reality is broken, 2011

Focus

Foto: Tony Brooks

Team

Foto: Jamie McCaffrey

Rules

Foto: Doha Stadium Plus Qatar

Progress

Foto: greg westfall

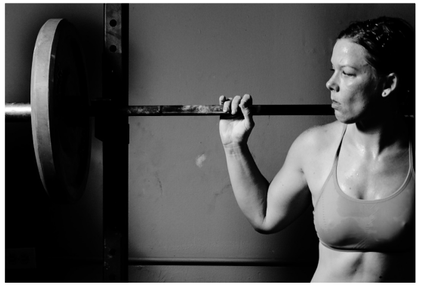
Identification

Fokus

Team

Rules

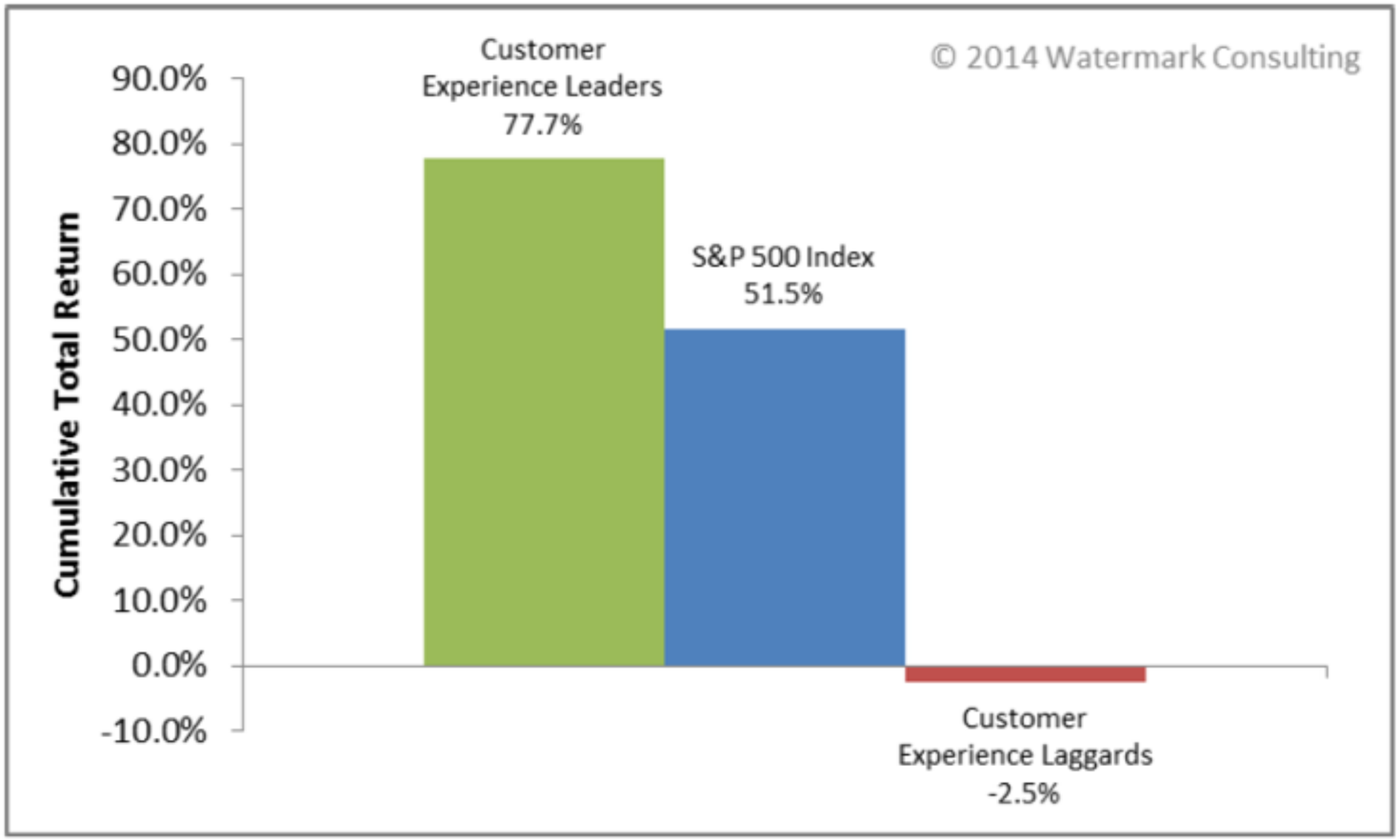
Identification



Progress

Customer Experience Leaders Outperform the Market

7-Year Stock Performance of Customer Experience Leaders vs. Laggards vs. S&P 500 (2007-2013)



Watermark defines Customer Experience Leaders and Laggards as the top ten and bottom ten rated public companies in Forrester Research's 2007-2014 Customer Experience Index studies. Comparison is based on performance of equally-weighted, annually readjusted stock portfolios of Customer Experience Leaders and Laggards relative to the S&P 500 Index.

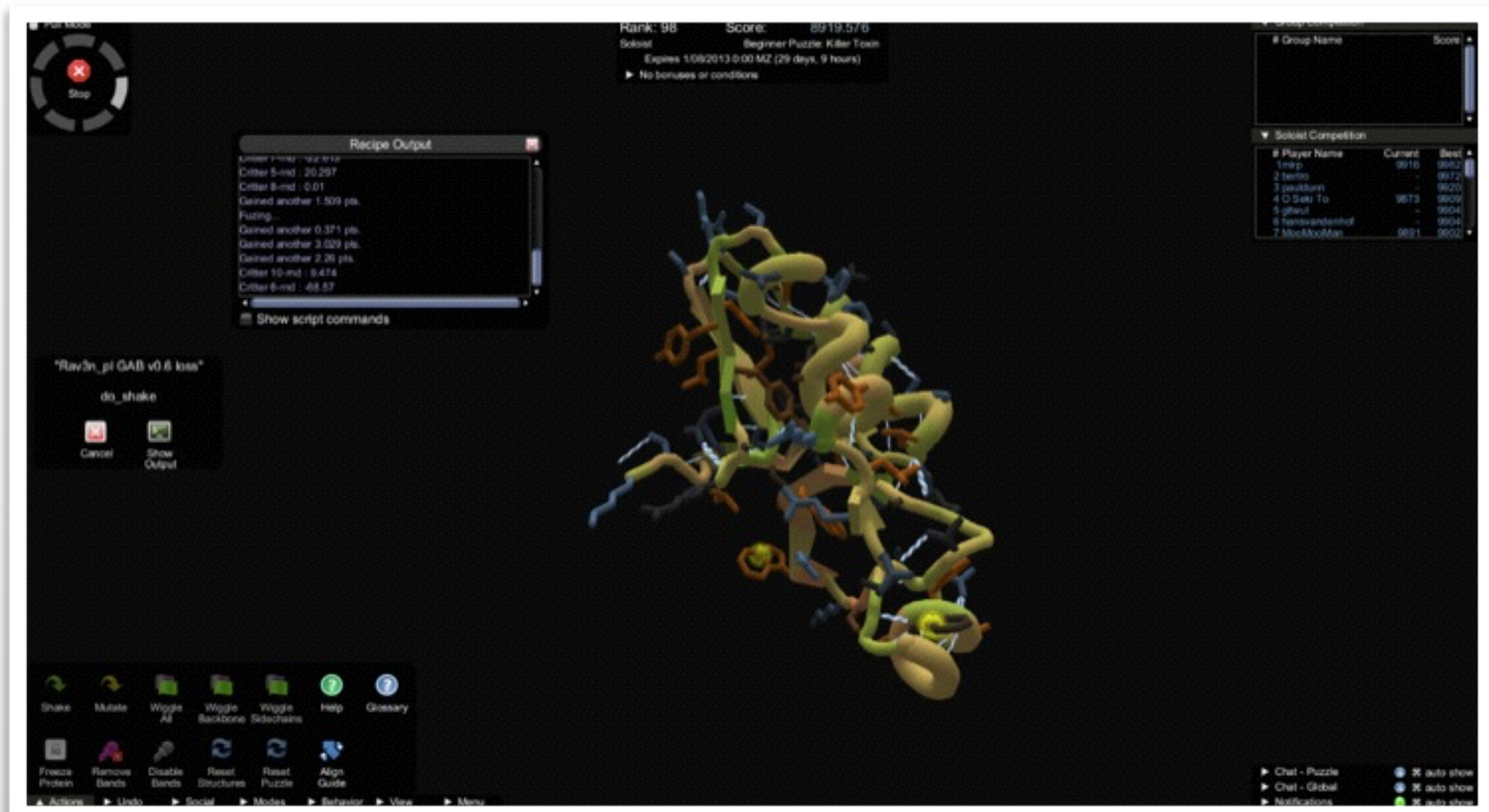
http://www.watermarkconsult.net/blog/2014/09/09/the-2014-customer-experience-roi-study/

examples

http://enterprise-gamification.com/index.php/en/education-a-training/71-roadwarrior-how-sap-trains-its-sales-people-on-mobility

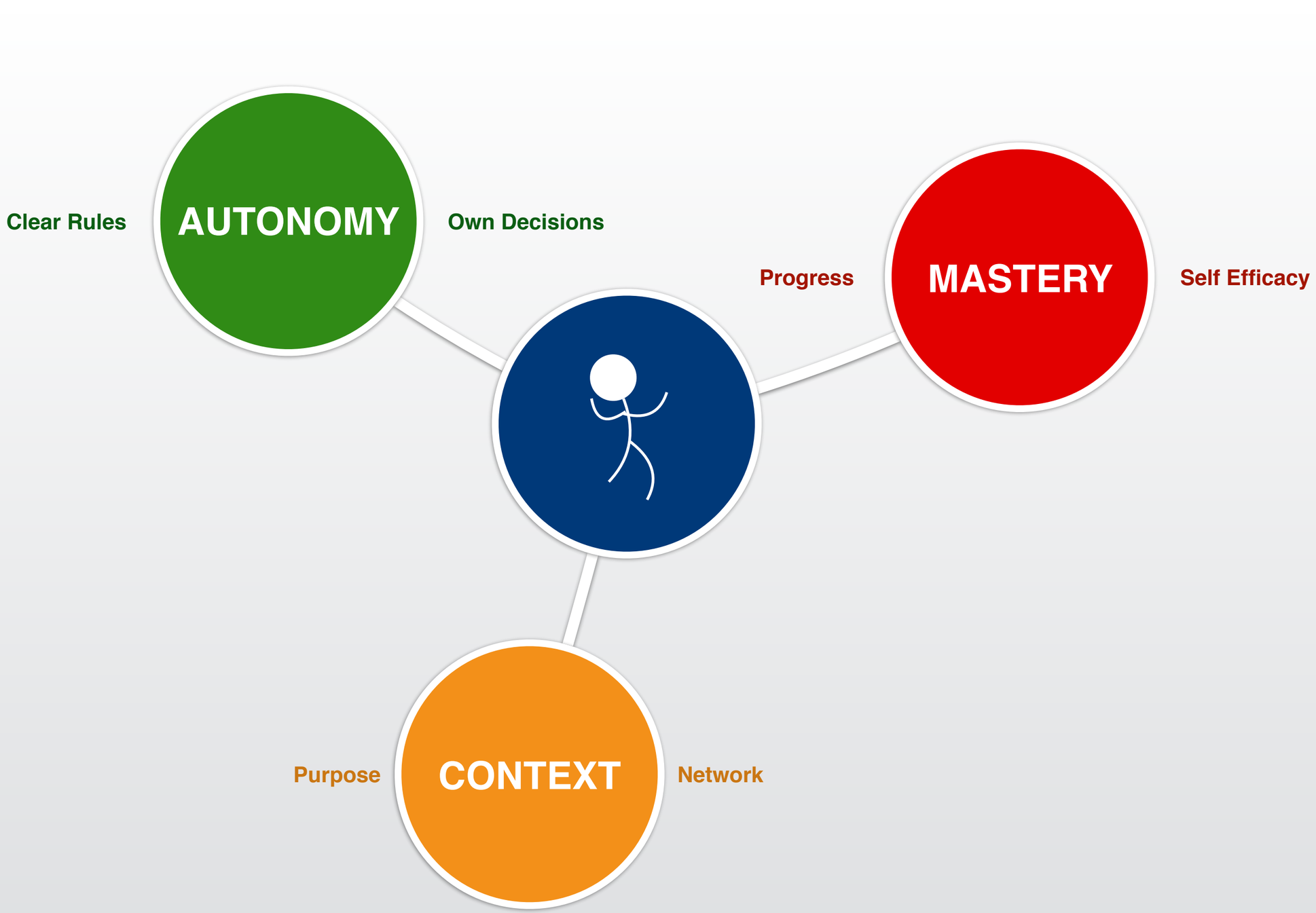
Double-Digit-Deal-Increase

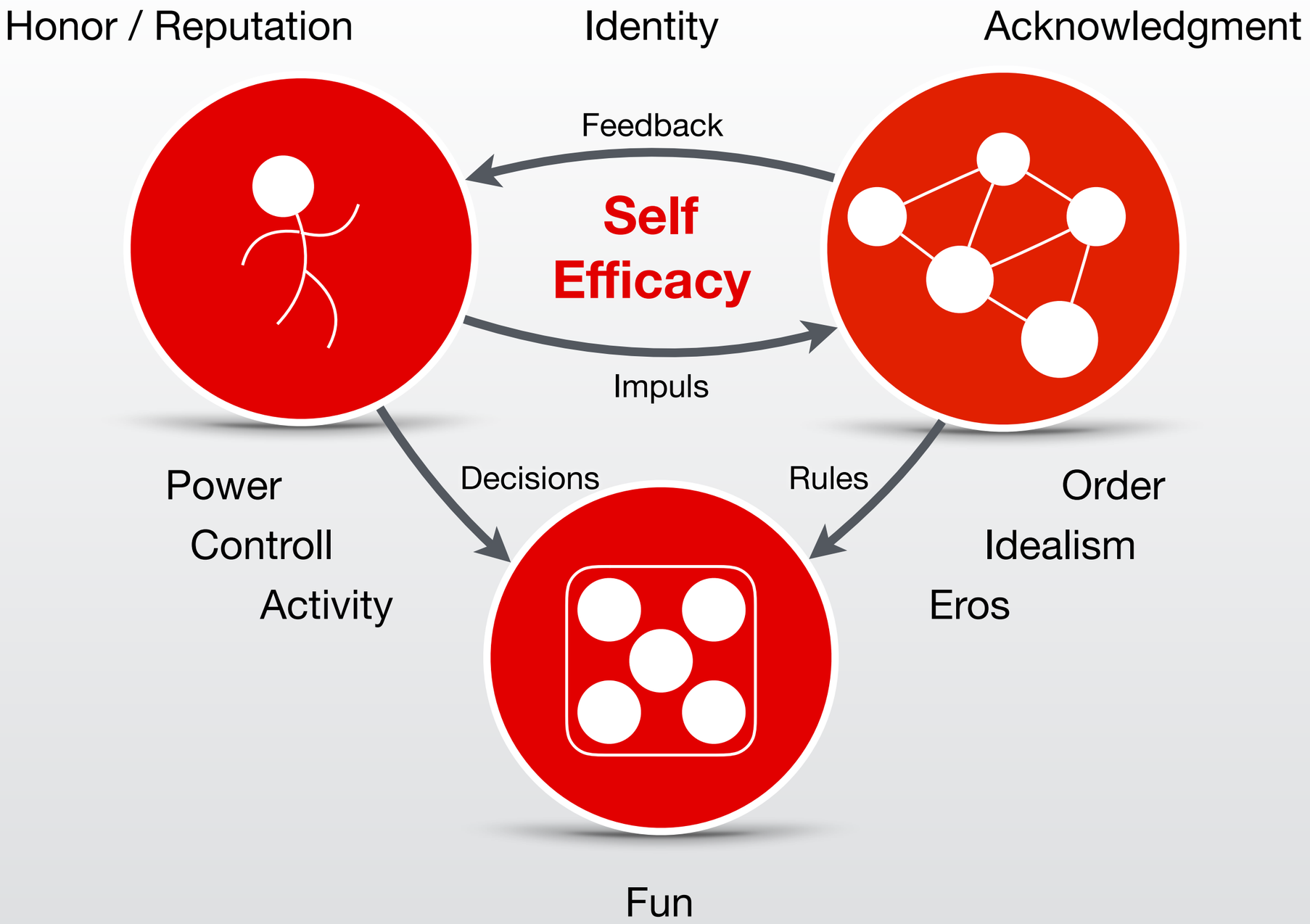
Siehe auch: Wirtschaftswoche 7/2014 vom 10.02.2014, Seite 64ff



http://fold.it/portal
http://www.areagames.de/artikel/detail/Kampf-gegen-Aids-Spieler-loesen-wichtiges-Molekuelpuzzle/115863

model


Clear Rules
AUTONOMY
Own Decisions
Progress
MASTERY
Self Efficacy
Purpose
CONTEXT
Network


Honor / Reputation
Identity
Acknowledgment
Feedback
Self
Efficacy
Impuls
Power
Controll
Activity
Decisions
Rules
Order
Idealism
Eros
Fun

Contact

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