

# From Game Design Elements to Gamefulness : Defining “**Gamification**”

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# Introduction

- This paper surveys and situates current uses of gamification within existing research to suggest a definition of gamification.
- Gamefulness phenomena complementary to playfulness phenomena.

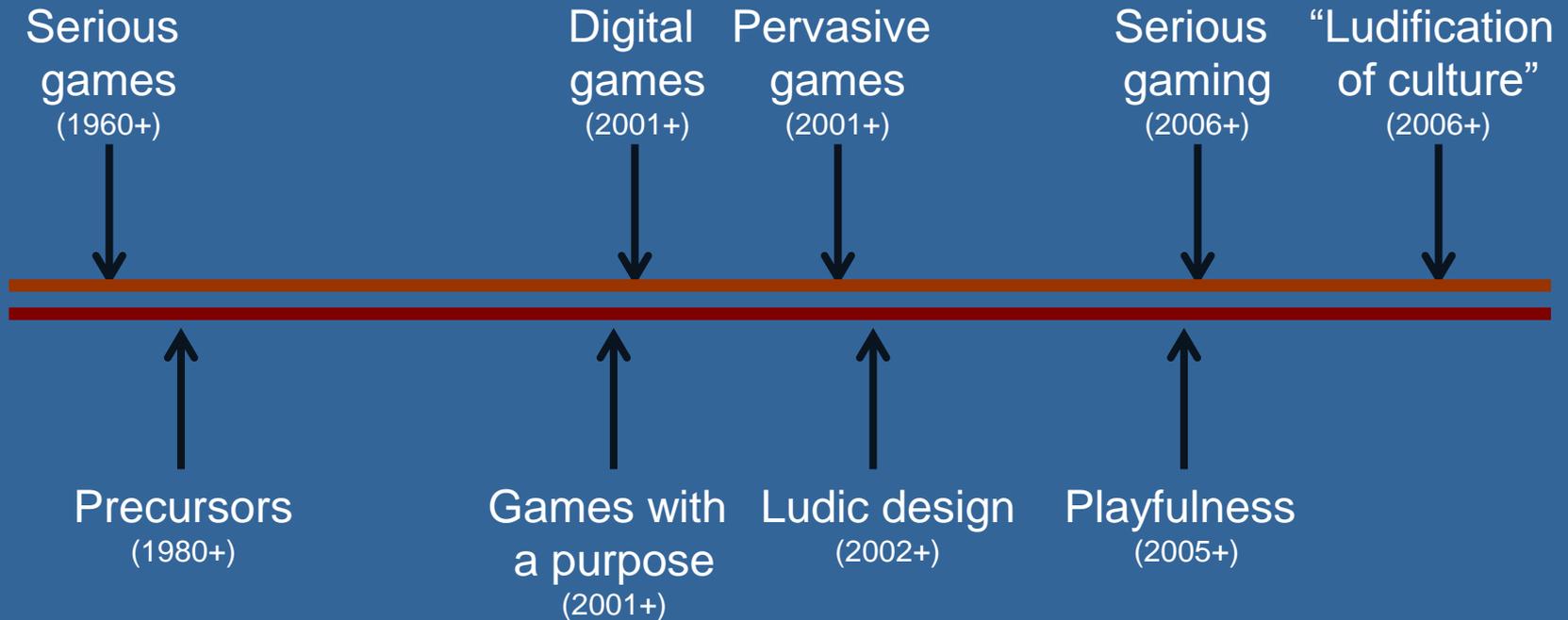


# Introduction

- Gamification has arguably managed to institutionalize itself as the common household term.
  - productivity games 、 behavioral games 、 playful design...
- Industry uses of gamification fluctuate between two related concepts.
- Others tend to describe it practically and in terms of client benefits.
  - the process of using game thinking and game mechanics to solve problems and engage users



# Precursors & Parallels



# Defining “gamification” (I)

**Gamification** is the use of game design elements in non-game contexts.



# Defining “gamification” (II)

- Game

- Paidia (playing) denotes a more free-form, expressive, improvisational, even tumultuous recombination of behaviors and meanings.
- Ludus (gaming) captures playing structured by rules and competitive strife toward goals.

rule-bound  
goal-oriented play

exploratory  
free-form play

Ludus ————— Paidia

- playfulness denotes the experiential and behavioral qualities of playing
- gamefulness denotes the qualities of gaming, it provides a meaningful extensional ground for defining gamification



# Defining “gamification” (III)

- Element

- treat game elements as a set of building blocks or features shared by games
- accept only elements that are unique or specific to games

“Ten Ingredients of Great Games” by Reeves and Read (2009)  
have multiple necessary conditions “classic game model” by Juul (2005)



# Defining “gamification” (IV)-Design

Level	Description	Example
Game interface design patterns	Common, successful interaction design components and solutions for a known problem in a context	badge, leaderboard, level...
Game design patterns and mechanics	Commonly reoccurring parts of the design of a game that concern gameplay	time constraint, limited resources...
Game design principles and heuristics	Evaluative guidelines to approach a design problem or analyze a given design solution	enduring play, clear goals...
Game models	Conceptual models of the components of games or game experience	MDA, challenge, fantasy, curiosity...
Game design methods	Game design-specific practices and processes	playtesting, value conscious game design...



# Defining “gamification” (V)

- Non-game contexts
  - proliferate into all kinds of contexts
  - no specific context and goal of education and learning



# Situating “gamification” (I)

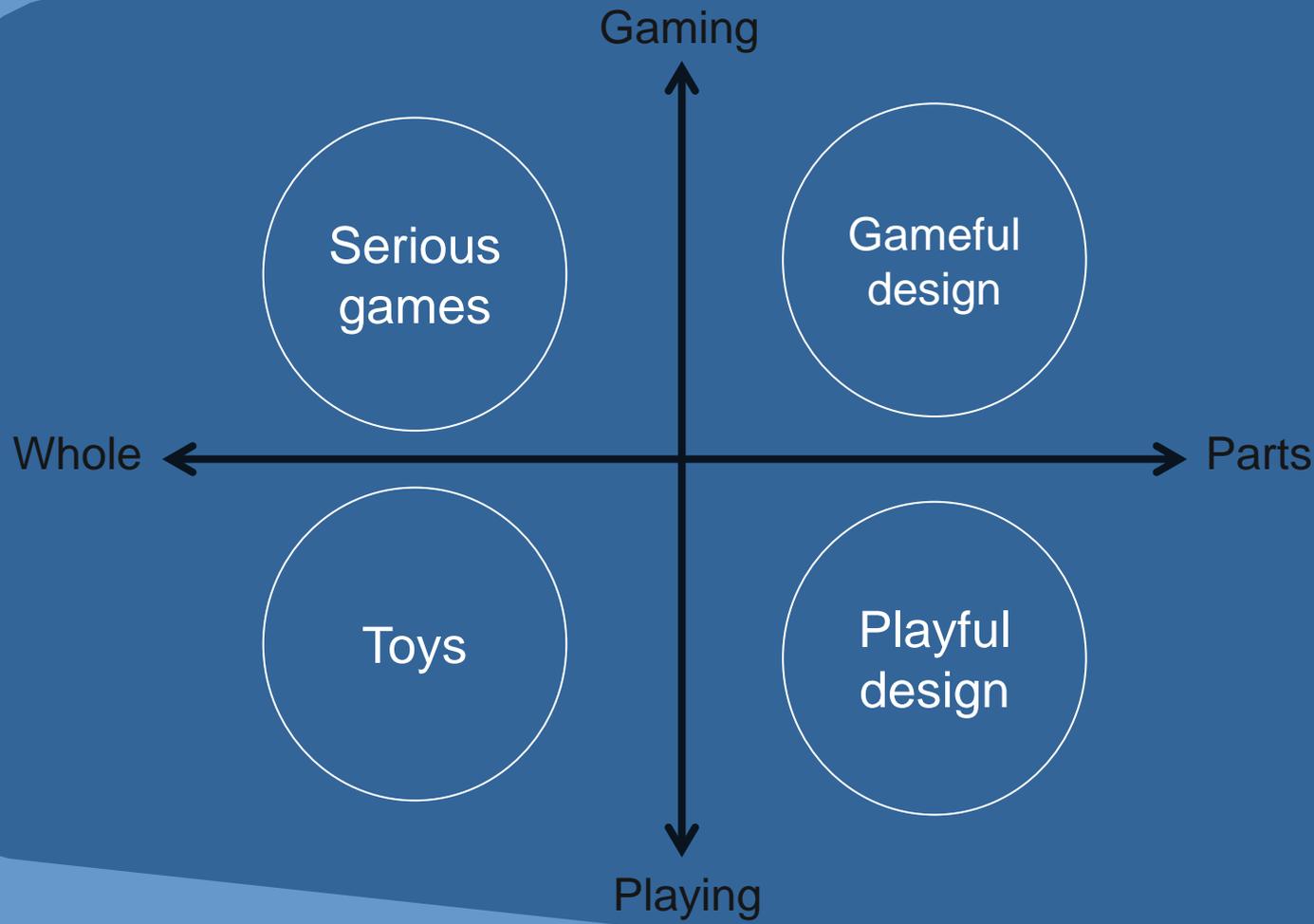


Figure 1. Gamification between game and play, whole and parts

# Situating “gamification” (II)

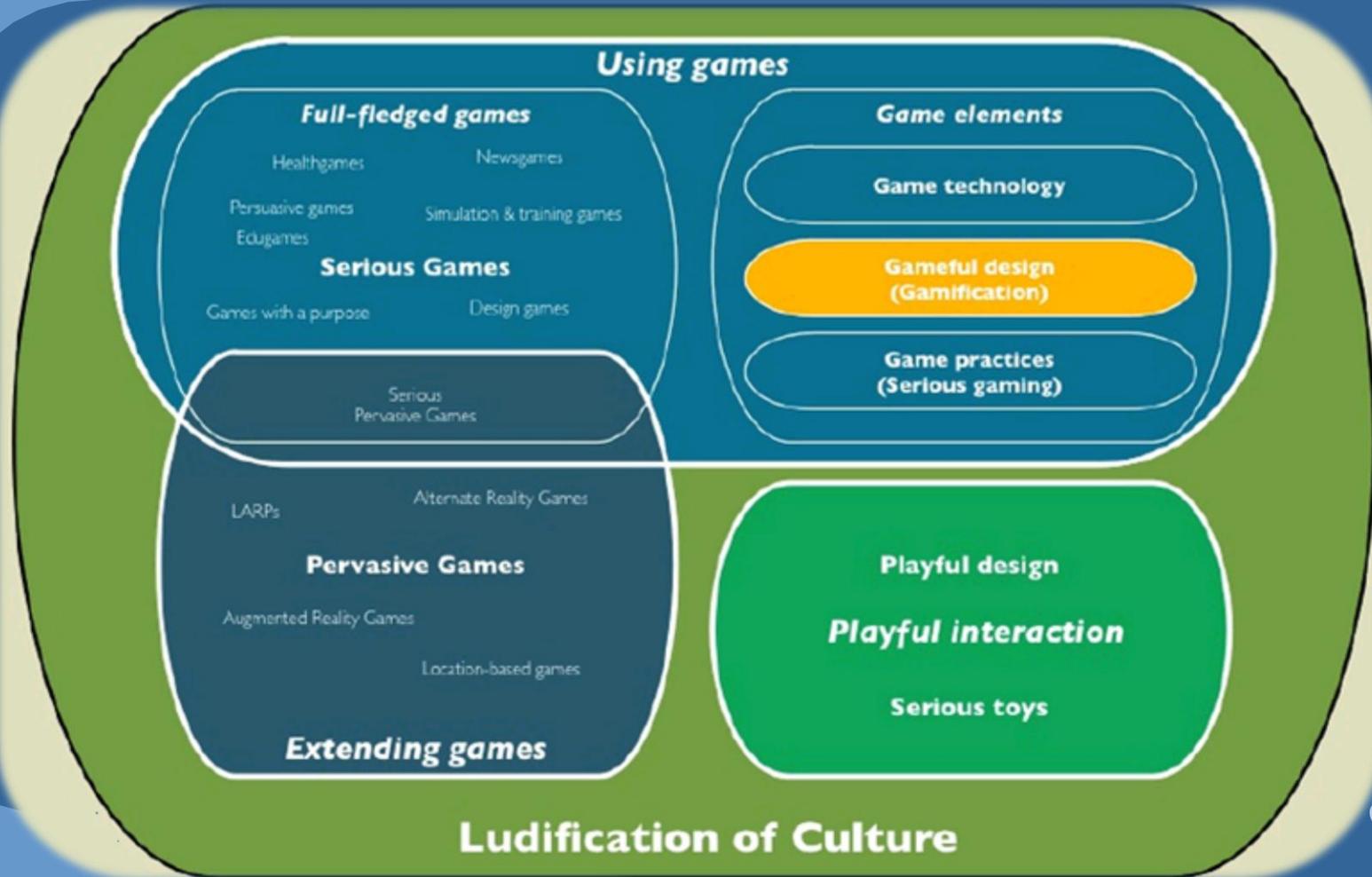


Figure 2. Situating gamification in the larger field  
<http://gamification-research.org/2012/04/defining-gamification>

# Conclusion

- It suggests that insight into “gamefulness” as a complement to “playfulness” marks a valuable and lasting contribution of studying “gamified” systems.
- The term “gameful design” is a potential alternative to “gamification”.
- Hope researchers to move into more detailed study.



# Q&A

