

GAMIFICATION

EDUCATE ENGAGE ENTERTAIN



SURVEY DATA



OF LEARNERS THINK A POINT SYSTEM MAKES E-LEARNING APPLICATIONS **MORE ENGAGING**



OF WORKERS THINK THEY WOULD BE **MORE PRODUCTIVE** IF WORK WAS **MORE GAME LIKE**



OF LEARNERS THINK **LEADERBOARDS** AND **COMPETITION** WILL MAKE THEM **MORE MOTIVATED**



OF CEO'S TAKE GAME BREAKS AT WORK AND HALF THINK IT HELPS THEM BE **MORE PRODUCTIVE**

GAMING IN AMERICA



AVERAGE GAMER

- 35 YEARS OLD
- 13 HOURS OF GAMEPLAY A WEEK

40% OF AMERICANS PLAY
3 HRS PER WEEK



215
MILLION

THE NUMBER OF HOURS SPENT PLAYING VIDEOGAMES
IN THE UNITED STATES EVERY DAY

WHAT IS GAMIFICATION

Using the appeal and immersive mechanics of video games to engage users in non-game activities.

Adding progression, rewards, and structure to academic or professional practices to increase engagement in that practice.

ELEMENTS OF GAMIFICATION



Relative
Leaderboards



Levels



Continuous
Challenges



Goals



Competition
And Cooperation



Badges



Points

WHY GAMIFICATION WORKS

- Allows learners to have fun while learning
- Able to provide instantaneous Feedback
- Use Mechanics to Promote Behavioral Changes
- Can be applied to all topics if using the right mechanics

WHY USE GAMIFICATION?

- Engage with the younger, interactive generation using language and mechanics they have grown up with.
- Utilize the same tools and motivation systems that fuel people to spend 100's of hours immersed in video games. Provide solidified goals to users and set the markers for success in your program

183,000,000
GAMERS IN USA

GROWTH OF GAMIFICATION

2010

Since 2010, over 350 companies have launched major gamification projects. These include consumer brands like MLB, Adobe, NBC, Walgreens, Ford, Southwest, Ebay, Panera, and More.

2012

The Worldwide Gamification will grow from \$242 million in 2012 to \$2.8 billion in 2016.

2016

By 2016 45% of Global 1000 organizations will use gamification as the primary mechanism to transform business operations.

2020

53% of technology stakeholders said that by 2020, the use of gamification will be widespread.