

RIEN NE VA PLUS!

MÖGLICHKEITEN UND GRENZEN DES EINSATZES VON GAMIFICATION

E-DAY:15 | 5.3.2015
WIRTSCHAFTSKAMMER ÖSTERREICH
WIEDNER HAUPTSTRASSE 63, 1040 WIEN



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**“TAKING THINGS THAT AREN’T
GAMES AND TRYING TO MAKE
THEM FEEL MORE LIKE GAMES”**

(JESSE SCHELL 2011)

**“THE USE OF GAME DESIGN
ELEMENTS IN NON-GAME CONTEXTS”**

(DETERDING, 2011, P.2)

GAMIFICATION

3	6	9	12	15	18	21	24	27	30	33	36	2 to 1	
0	2	5	8	11	14	17	20	23	26	29	32	35	2 to 1
1	4	7	10	13	16	19	22	25	28	31	34	2 to 1	

GAMIFICATION? YES!

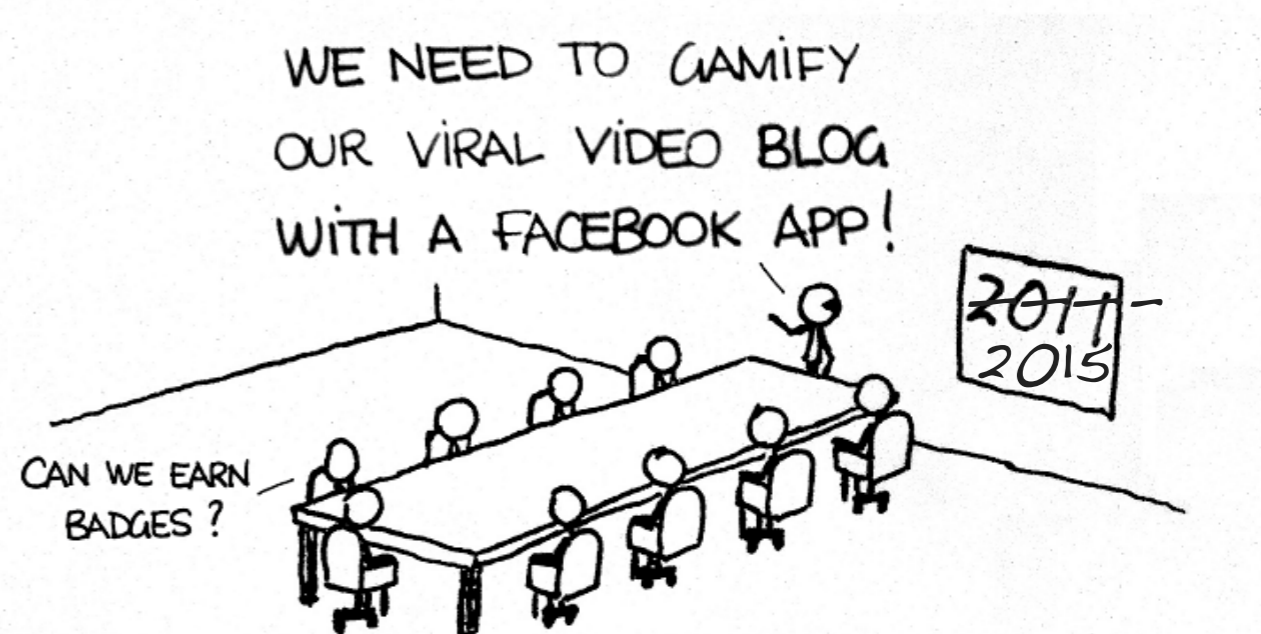
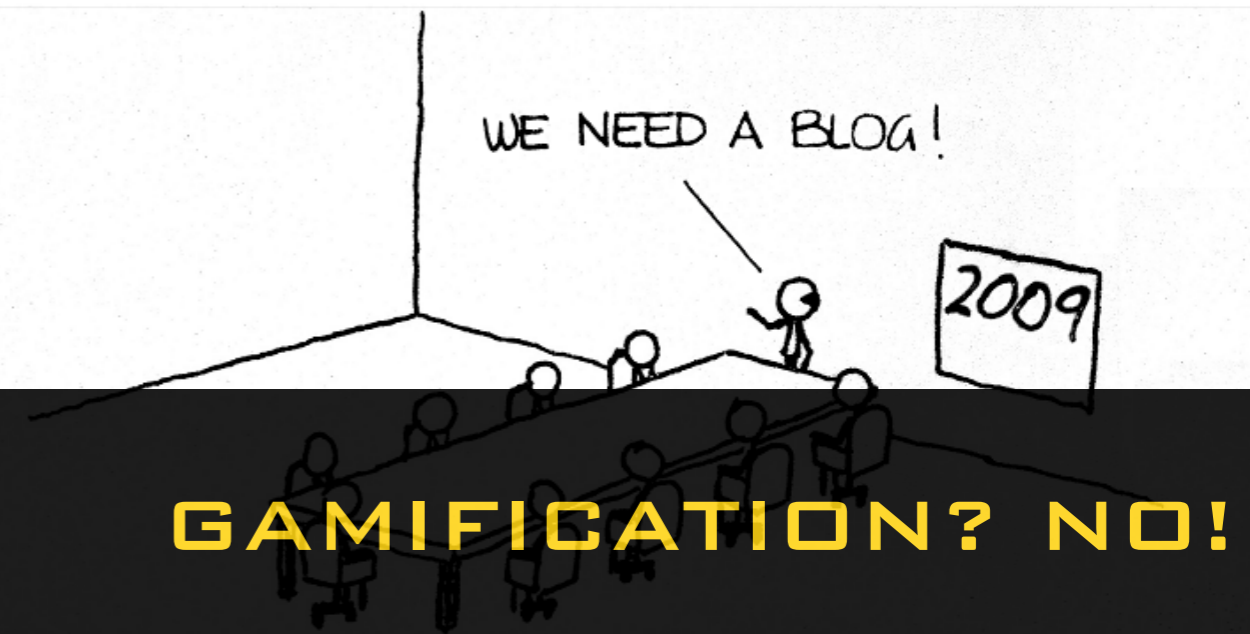
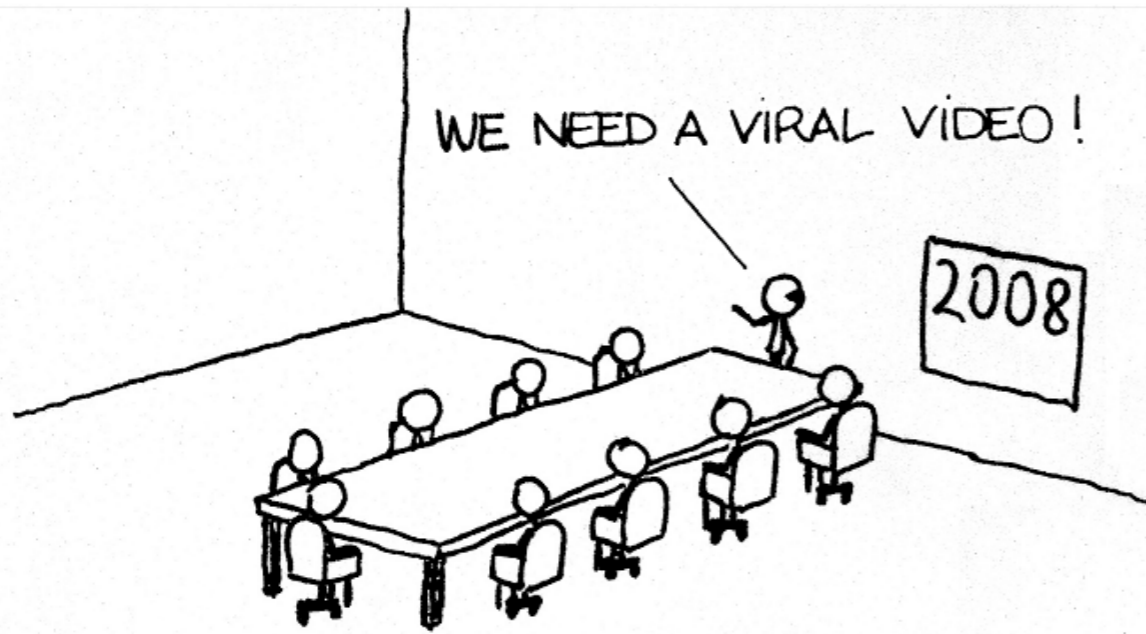
1st 12 2nd 12

GAMIFICATION? NO!

1 to 18 EVEN RED BLACK ODD 1



BITTE IHREN EINSATZ...



X BRIOSCHO

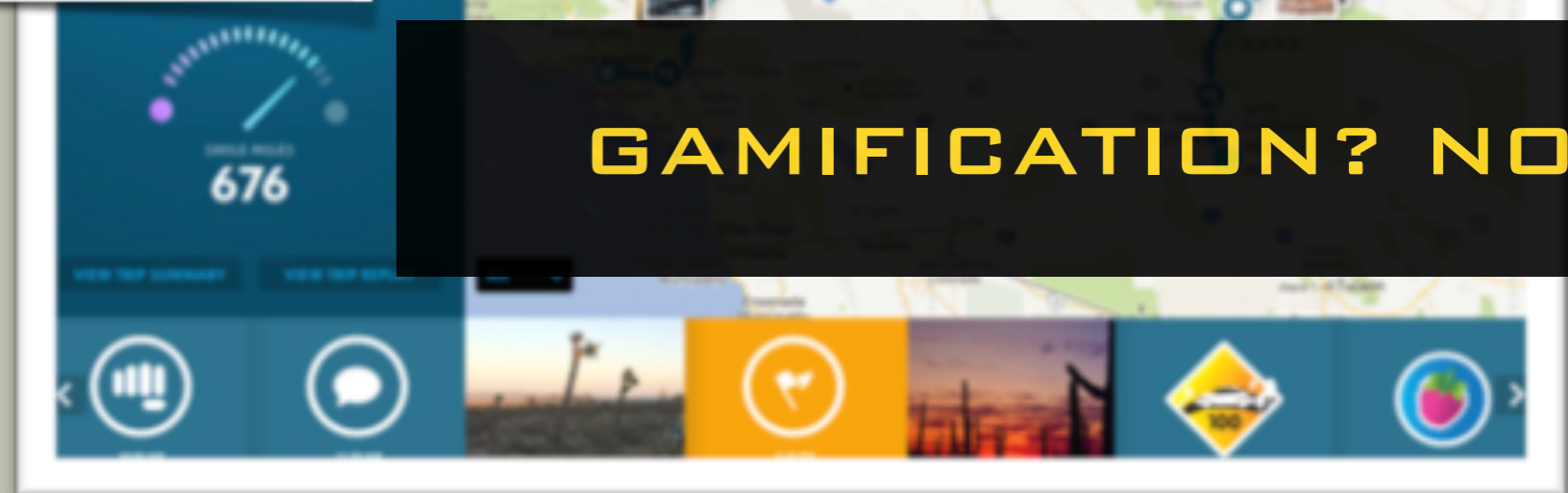
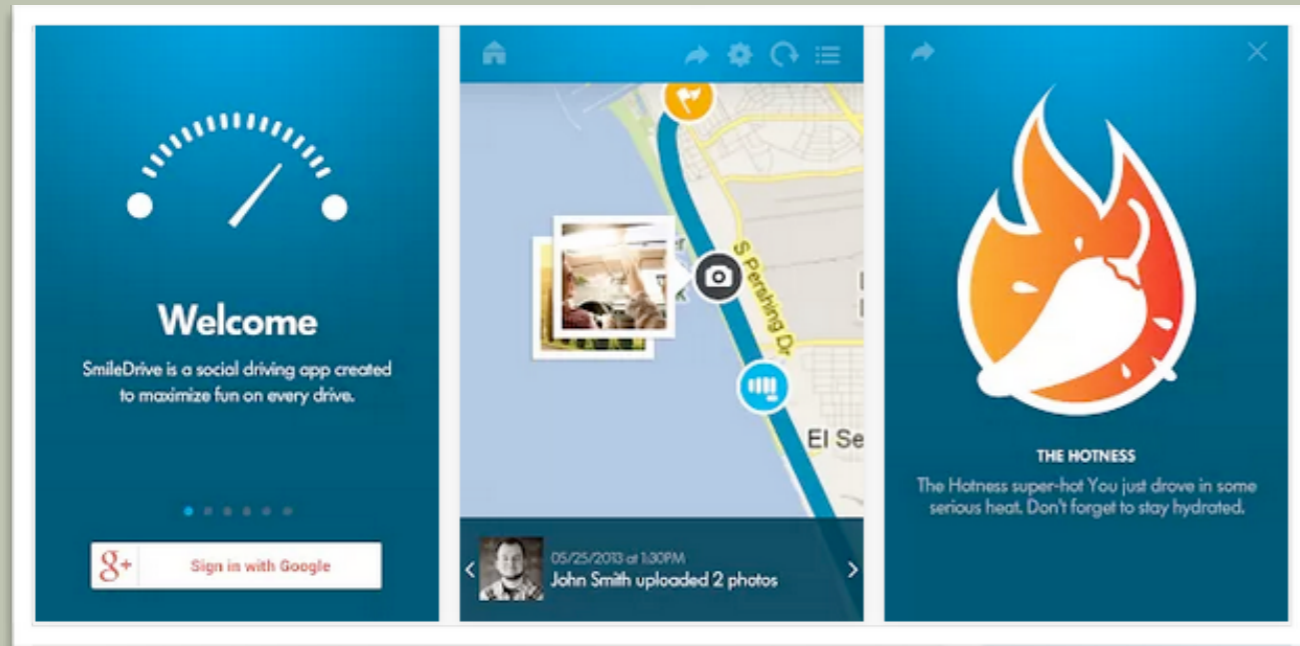
ÜBRIGENS...

GAMIFICATION? YES!



STRAWA

BEST CASE



GAMIFICATION? NO!

WORST CASE

GAMIFICATION PRODUCES POSITIVE EFFECTS AND BENEFITS

**IN A MAJORITY OF STUDIES ONLY SOME – NOT ALL –
MECHANICS AND MOTIVATIONAL AFFORDANCES WORKED**

**ALL STUDIES REPORT POSITIVE USER EXPERIENCES FROM GAMIFICATION
(E.G. ON ENGAGEMENT AND ENJOYMENT).**

**GAMIFICATION LEADS TO NEGATIVE SIDE EFFECTS
(E.G. COMPETITION, DIFFERENT BEHAVIOR THAN INTENDED)**

**GAMIFICATION HAS A POSITIVE EFFECT ON THE USERS’
MOTIVATION AND ENGAGEMENT**

LONG-TERM EFFECT STAYS QUESTIONABLE.

**SUM: THE CONTEXT OF THE GAMIFIED ACTIVITY, THE MOTIVATION OF THE USERS AND THE
NATURE OF THE GAMIFIED SYSTEMS STRONGLY IMPACT THE EFFECTS OF GAMIFICATION.**

WAS SAGT DIE FORSCHUNG?



EXTRINSISCHE MANIPULATION

HANDLUNG SELBST WERTLOS

KEINE REFLEXION DER BEDÜRFNISSE DER SPIELENDEN

CONTRA GAMIFY

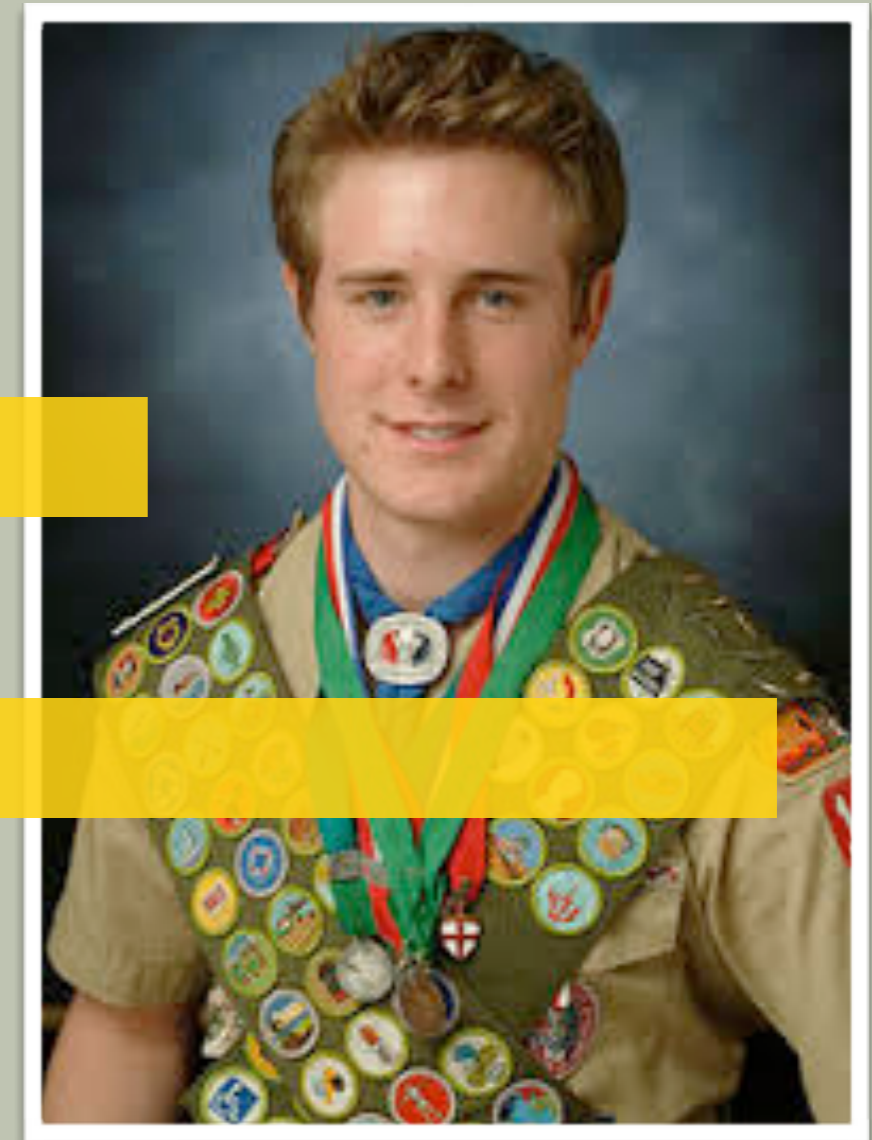
MOTIVATION ZUR SELBSTBESTIMMTEN AUSEINANDERSETZUNG UND STEIGERUNG

SPIELE LIEGEN IM TREND

MASSGESCHNEIDERTE TOOLS UND SPIELERTYPEN ANPASSUNG

TRANSPARENZ DES FORTSCHRITTS UND ERFOLGS

TRANSMEDIALE ERFAHUNG



PRO GAMIFY

PURPOSE



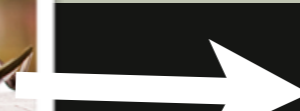
ACHIEVER

IN&OUT



SOCIALISER

DEEP



FREE SPIRIT

DIFFERENT USER TYPES

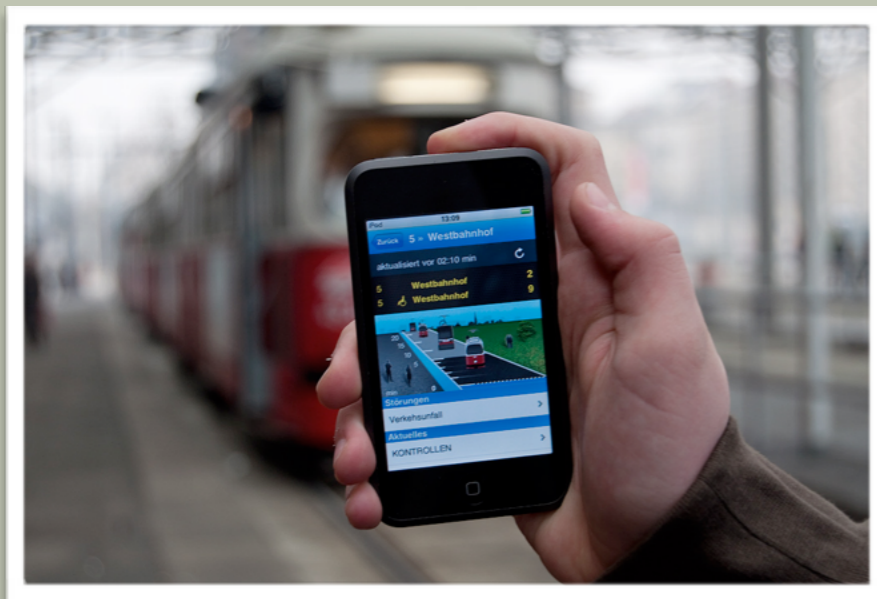


PURPOSEFUL GAMIFICATION EXAMPLES

CITY OF WORDS

Multiplayer Online Language Learning Game
Gamified German language learning game
that introduces to the German language.

[HTTP://LERNEN.GOETHE.DE/SPIELE/LERNDEUTSCH/WEB.HTML](http://lernen.goethe.de/spiele/lerndeutsch/web.html)



CROSSING BORDERS

Gamified App educating users
about sustainable transportation
modes and options.

[HTTP://CROSSINGBORDERS.OVOSPLAY.COM/](http://crossingborders.ovosplay.com/)

**PLAY
EXPLORE
CHANGE**



**GAME
DEVELOPMENT**

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