GAMIFICATION & LEARNING

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“When we think of games, we think of fun. When we think of learning we think of work.”
– James Paul Gee
Gaming = Learning
“Whether they know it or not, good game designers are practical theoreticians of learning, since—at a beginning or advanced level—what makes games deep is that players are exercising their learning muscles, though often without knowing it and without having to pay overt attention to the matter.”

– James Paul Gee
Gamification
“Gamification is the use of game design elements and game mechanics in non-game contexts.”

– Adrián Domínguez
Why gamify?

- Make library instruction more fun and engaging
- Drive participation or awareness
- Increase attention, interest, and improve overall user experience
Research behind gamification

• BJ Fogg’s Behavior Model
• Jane Mcgonigal
• James Paul Gee
Fogg Behavior Model

B = mat
at the same moment

High Motivation

motivation

Low Motivation

triggers succeed here

triggers fail here

Activation Threshold

www.BehaviorModel.org

Hard to Do ability Easy to Do

For permission to publish this, contact BJ Fogg

Fogg Behavior Model

Source: technori.com
REALITY IS BROKEN
WHY GAMES MAKE US BETTER AND HOW THEY CAN CHANGE THE WORLD
JANE McGONIGAL

Jane McGonigal: American Gamer and Author
Games’ key positives:

- Problem solving
- Meaning and bigger purpose
- Increase resilience to face challenges
Gee’s research adds:

- Empower learners
- Enhance understanding
Educational games examples
McDonald’s Training

Source: Kineo.com
Promoting Games
International Game Day

International Games Day

Come and celebrate International Games Day at UCLA in Powell Library!
International Game Day

MURDER IN THE STACKS

Join us for International Game Day
@ NYU Shanghai Library

November 14, Friday from 6:30-8:30 pm

RSVP Here
International Game Day
From UCLA to Library of Congress: Game Collecting Program
Making Games: The Tools
Most popular tools:

GameSalad
Construct 2
GameMaker
Stencyl