



Von Gamification über Gameful Design zu Persuasive Games

Prof. Dr. Jeffrey Wimmer (TU Ilmenau)
Stadthalle Bayreuth, 16.02.2013

Gamification – Buzzword aus dem Marketing-Bereich

- Im Zentrum steht der vor allem ökonomisch motivierte Gedanke, dass viele Alltagshandlungen ins Spielerische transformiert und Konsumenten dadurch leicht zu einem bestimmten Verhalten motiviert werden können.
- Sebastian Deterding et al. (2011): „Gamification is the use of game design elements in non-game contexts.“
- Übernahme von Spieldesign, -mechaniken und –regeln in die Realwelt wie z. B. Punkte, Ranglisten, Levels, Badges, Achievements oder Belohnungen

Beispiel 1

So werden z.B. Kunden, die sich bei dem Betreten bestimmter Orte (Cafés, Restaurants etc.) mit Hilfe des sozialen Netzwerkdienstes *Foursquare* auch zeitgleich online „einchecken“ u. a. mit Boni und Rabatten belohnt

Already a member? [Login](#)

Find places, people, tags [SEARCH](#)

CHECK-IN FIND YOUR FRIENDS UNLOCK YOUR CITY

Foursquare on your phone gives you & your friends new ways of exploring your city. Earn points & unlock badges for discovering new things. [LEARN MORE](#)

[JOIN NOW](#)

RECENT ACTIVITY

-  **Chuck F.** in Boston: became the mayor of [starbucks Bedford, MA](#) 
-  **Sanjay M.** in Los Angeles: unlocked the **'Local'** badge 
-  **Donald P.** in Portland: wrote a tip @ [Noah's Bagels - Hawthorne](#): Three honey cream cheese is amazing! 
-  **Cristiano D.** in Sao Paulo: became the mayor of [colmeia](#) 
-  **Dan M.** in New York City wrote a tip: try the 2000 mortgage 
-  **Steve W.** in Oklahoma City: unlocked the **'Local'** badge 
-  **Brad S.** in Dallas / Fort Worth: became the mayor of [Bank of America - Euless Branch](#) 
-  **Torgny B.** in Charlotte: unlocked the **'Local'** badge 

GET IT NOW

- [iPhone](#) →
- [ANDROID](#) →
- [OTHER DEVICES](#) →

DEVELOPERS:

USE OUR API TO BUILD YOUR OWN APPS

[Find out how →](#)

BUSINESSES:

USE FOURSQUARE TO REWARD YOUR CUSTOMERS

[Find out how →](#)

FOLLOW US ON

- [twitter](#)
- [tumblr](#)

Beispiel 2 – Menschen spielerisch zu guten Taten anregen?



Beispiel VW

<http://www.youtube.com/watch?v=2IXh2n0aPyw>

<http://www.youtube.com/watch?v=zSiHjMU-MUo>

Beispiel 3

Gamification und Zähneputzen

The advertisement features a woman brushing her teeth with a blue and white toothbrush. A blue speech bubble in the top left corner contains the text "The First Connected Toothbrush". A yellow "BUY NOW" button is located in the bottom right corner of the main image. Below the main image is a blue navigation bar with the "beam" logo on the left and the text "beam brush | dentists | shop" on the right. The bottom section of the advertisement is a collage of four images: a stack of blue towels, a bathroom sink with two toothbrushes (one purple, one blue) on the counter, a hand holding a smartphone displaying a game interface next to a toothbrush, and a woman smiling while holding a smartphone.

Beispiel 4 – Gamification und mediatisierter Sport am Fall Nike+



#MAKEITCOUNT   Gefällt mir 48

**LAUFE WEITER.
LAUFE SCHNELLER.
LAUFE GEMEINSAM
MIT NIKE+**
WE WILL #MAKEITCOUNT

Erhältlich im  App Store

ANDROID APP ON  Google play



WIE WIRST DU MIT DEINEN FREUNDEN BEI #MAKEITCOUNT TEILNEHMEN?

Gameful Design – Die Gesundheit als Spiel

Mrs. Benson

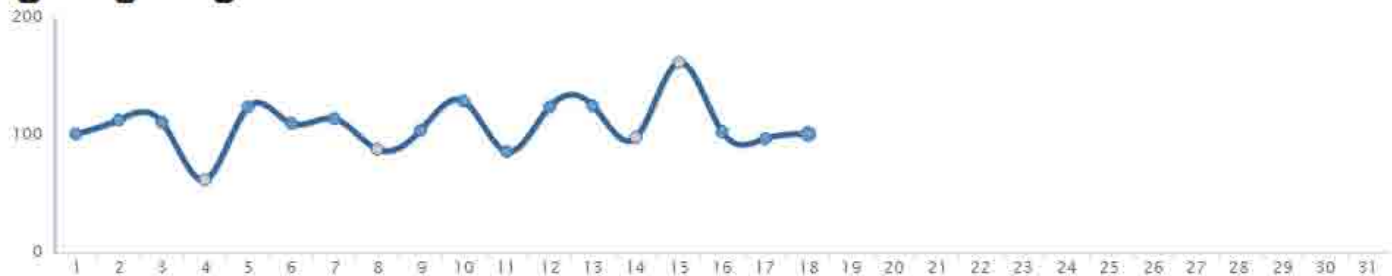


Other sites

- [Katherine Hamann \(facebook\)](#)
- [Katherine Hamann \(facebook\)](#)

September

July's Game · Monday the 18th



You're on a 3 day streak without losing any life points. Keep up the good work!

Kristen Bornemann

Rules Followed

Points

Life Points



100%

6 / 6 rules followed.

101 points on this day.

1,952 points this month.

 **9** life points left.

0 life points lost this turn.

Applied Playfulness?! Fallbeispiel Serious/Persuasive Games



Persuasive Games – Bsp. Evoke: Sensibilisierung der Jugend leichtgemacht?

EVOKE

About How To Play Powers My Profile EVOKEblog

Missions Quests Evidence Agents Leaders Discuss

A CRASH COURSE IN SAVING THE WORLD [CLICK TO PLAY EVOKE TRAILER](#)

EPISODE TWO "When spider webs unite, they can tie up a lion." – Ethiopian proverb

TOKYO FEBRUARY, 2020

REWARD
FOR
INFORMATION
ON UNUSUAL
ACTIVITIES
RELATED TO
FOOD SHORTAGE

EVOKE
#001285

REWARD
FOR
INFORMATION
ON UNUSUAL
ACTIVITIES

I KNOW YOUR PEOPLE ARE HERE.

0	COLLABORATION		1	COURAGE	
7	CREATIVITY		0	ENTREPRENEURSHIP	
6	KNOWLEDGE SHARE		1	LOCAL INSIGHT	
3	RESOURCEFULNESS		1	SPARK	
0	SUSTAINABILITY		3	VISION	

WELCOME TO URGENT EVOKE

[Sign Up](#)
or [Sign In](#)

WANT TO MENTOR?



[Home](#) [About](#) [How to Play](#) [Evidence](#) [Discuss](#) [Contact](#)

About

INVOKE is a ten-week propaganda game inspired by the game **EVOKE**.

EVOKE is a game commissioned by the World Bank, an international financial institution widely criticised for its practise of using crippling debt to impose its socially and economically destructive policies on the Third World. **EVOKE** challenges players to become "social innovators" and devise solutions to the world's social and environmental problems.

As game-playing social innovators, we gladly accept this challenge. And after extensive research and development we are proud to present: **INVOKE**.

As our contribution to the **EVOKE** game process, **INVOKE** is a game even more brilliant and world-changing than the World Bank's **EVOKE**.

Our game **INVOKES** the spirit of progressive social activism and community organizing to promote

SUBSCRIBE!

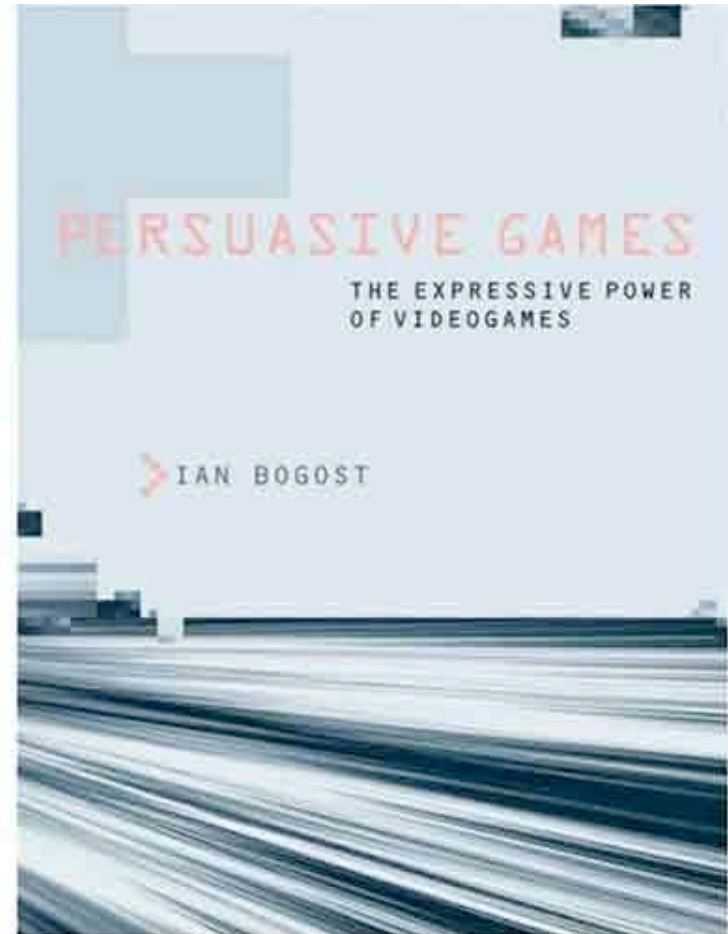
Enter your email address to
subscribe to our game mission
feed. We'll be posting a mission
every week, for 10 weeks.

Sign me up!

FOLLOW
INVOKE
in Alternate Reality:

Procedural logic of persuasive games

Ian Bogost (2007): „This type of persuasion is tied to the core affordances of the computer: computers run processes, they execute calculations and rule-based symbolic manipulations. [...] Among computer software, I want to suggest that videogames have unique persuasive power. [...] In addition to becoming instrumental tools for institutional goals, video games can also disrupt and change fundamental attitudes and beliefs about the world, leading to potentially significant long-term social change. (p. ix)



Persuasive Games – „McDonalds“-Spiel Sensibilisierung der Jugend leichtgemacht?



THE
GAME

WHY
THIS GAME?

DOWNLOAD
AREA

COVERAGE &
SHOWS

PRESS
& CONTACTS

The Game



In einem Unternehmen wie McDonald's Geld zu verdienen ist gar nicht so einfach! Hinter jedem Sandwich stehen komplexe Prozesse, die Du in den Griff bekommen musst: von der Schaffung von Weiden bis zum Schlachten, vom Restaurant Management bis zur Vermarktung.

Du wirst all die schmutzigen Geheimnisse kennenlernen, die uns zu einem der größten Konzerne der Welt gemacht haben.

PLAY





THE
GAME

WHY
THIS GAME?

DOWNLOAD
AREA

COVERAGE &
SHOWS

PRESS
& CONTACTS

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Regenwald:
Du kannst es abholzen, um
Weidelandschaften und
Sojakulturen anzulegen.

EXIT

Wie alle modernen Betriebe produziert auch McDonald's in verschiedenen Teilen der Erde. Du musst alle vier Sektoren überwachen. Du kannst zwischen den Sektoren wechseln, indem Du das Panel unten links verwendest. Und denk daran: Auch wenn ein Sektor nicht angezeigt ist, geht die Produktion in ihm weiter.

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Landwirtschaftsbereich



Maststätte



Fast Food



Hauptquartier

EXIT

Sensibilisierung von Jugendlichen durch „off-the-shelf-games“ (Kahne et al. 2009)

Gaming and Civic and Political Life

Teens who have more civic gaming experiences are more engaged in civic and political life.

% teens with few civic gaming experiences
(bottom 25%)

% teens with average civic gaming experiences
(middle 50%)

% teens with frequent civic gaming experiences
(top 25%)

	% teens with few civic gaming experiences (bottom 25%)	% teens with average civic gaming experiences (middle 50%)	% teens with frequent civic gaming experiences (top 25%)
Go online to get information about politics or current events	55%	64%*	70*
Give or raise money for charity	51	61*	70*
Say they are committed to civic participation	57	61	69*
Say they are interested in politics	41	56*	61*
Stay informed about political issues or current events	49	59*	60*
Volunteer	53	54	55
Persuade others how to vote in an election	17	23	34*
Participated in a protest march or demonstration	6	7	15*

Source: Pew Internet & American Life Project. Gaming and Civic Engagement Survey of Teens/Parents, Nov. 2007-Feb. 2008. Margin of error is ±3%. * Indicates a statistically significant difference compared with teens with the least civic gaming experiences.

ZERSTÖRE DIE STADT!
BELÜGE DIE BÜRGER!
VERKAUFE IMMOBILIEN!

21 SIMCITY

EVERYONE
E
CONTENT RATED BY
ESRB



Das neue Herz Europas

PlayStation®

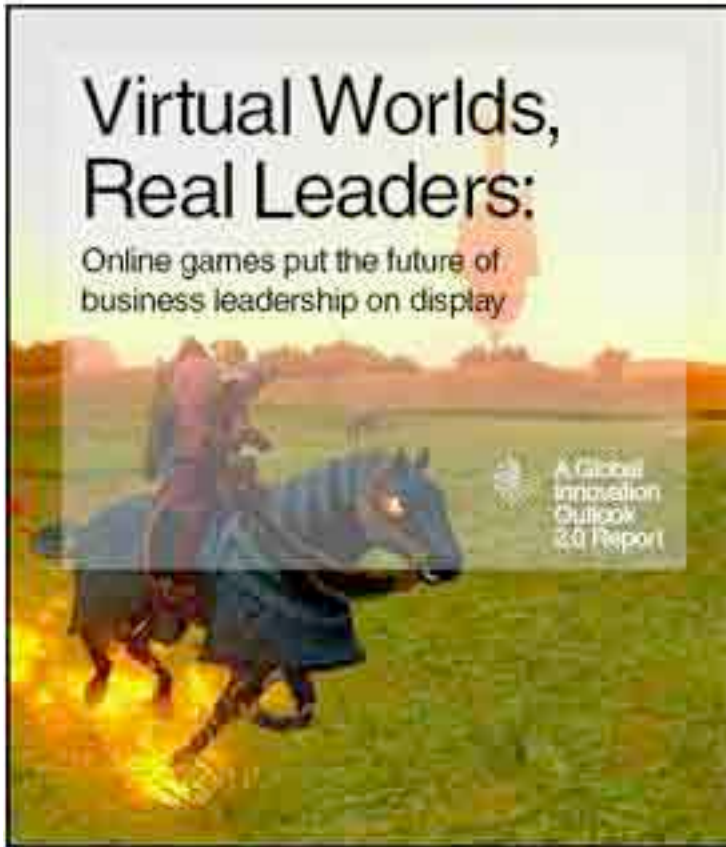


GENTRIFICATION BATTLEFIELD

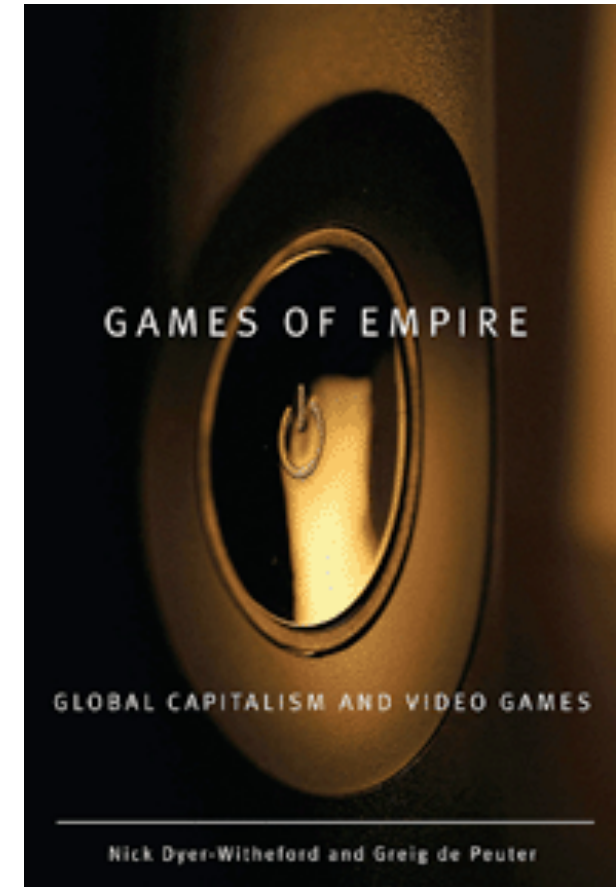


XXXX **12+**

Fazit: Neue und umkämpfte Identitätsräume



VS.



Das Spielen geht weiter...



...vielen Dank für Ihre Aufmerksamkeit
Kontakt: jeffrey.wimmer@tu-ilmenau.de