

Gamification and its application to teaching English as a foreign language

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Game:

Goal
Rules
Lusory attitude
Prizes
Fun
Winners and losers
Voluntary attempts



Game: the art of making someone voluntarily overcome unnecessary obstacles

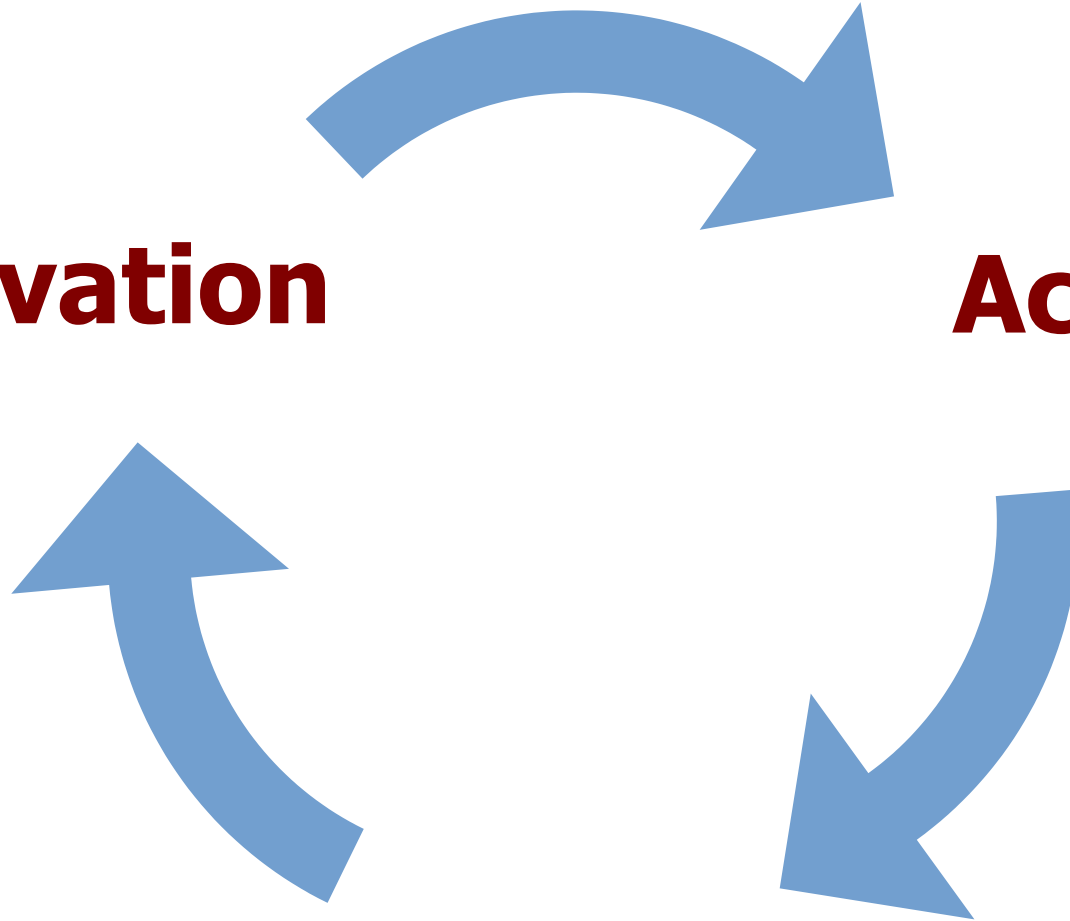


Dopamine loop

Motivation

Action

Feedback



INTRINSIC & EXTRINSIC MOTIVATION

Intrinsic reward: you do the task for its own sake

“I love my job so much that I would work for free!”

Extrinsic: you do the task for other reason than the task itself

“I do my job for the money it pays.”

Extrinsic motivators:

Status (it will make us cool – leaderboard, mile cards,...)

Access (access to the reward – content unlocking)

Power

Stuff (tangible rewards)

Game elements can be intrinsic or extrinsic, depending on the context

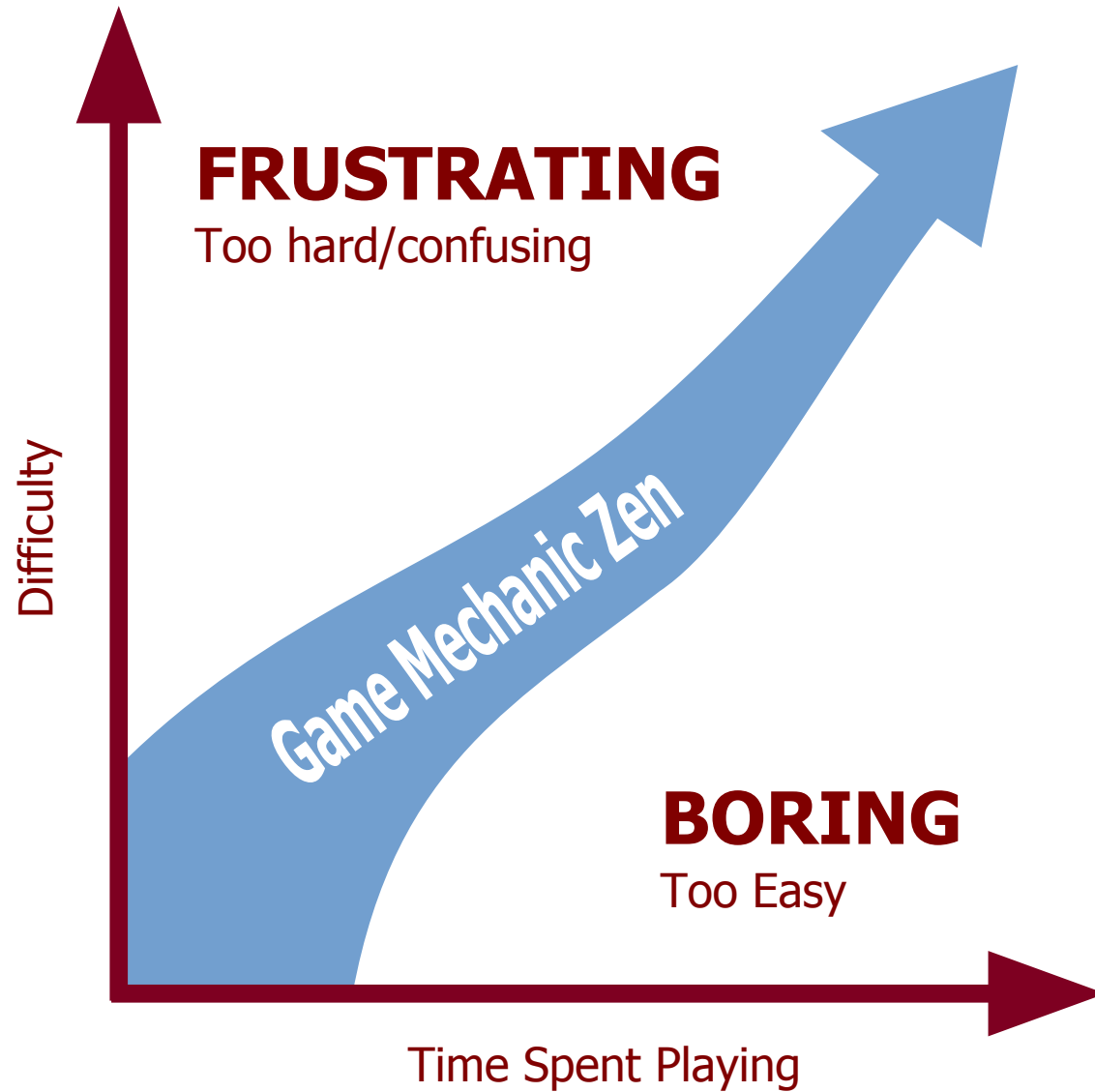
User Types

Killer

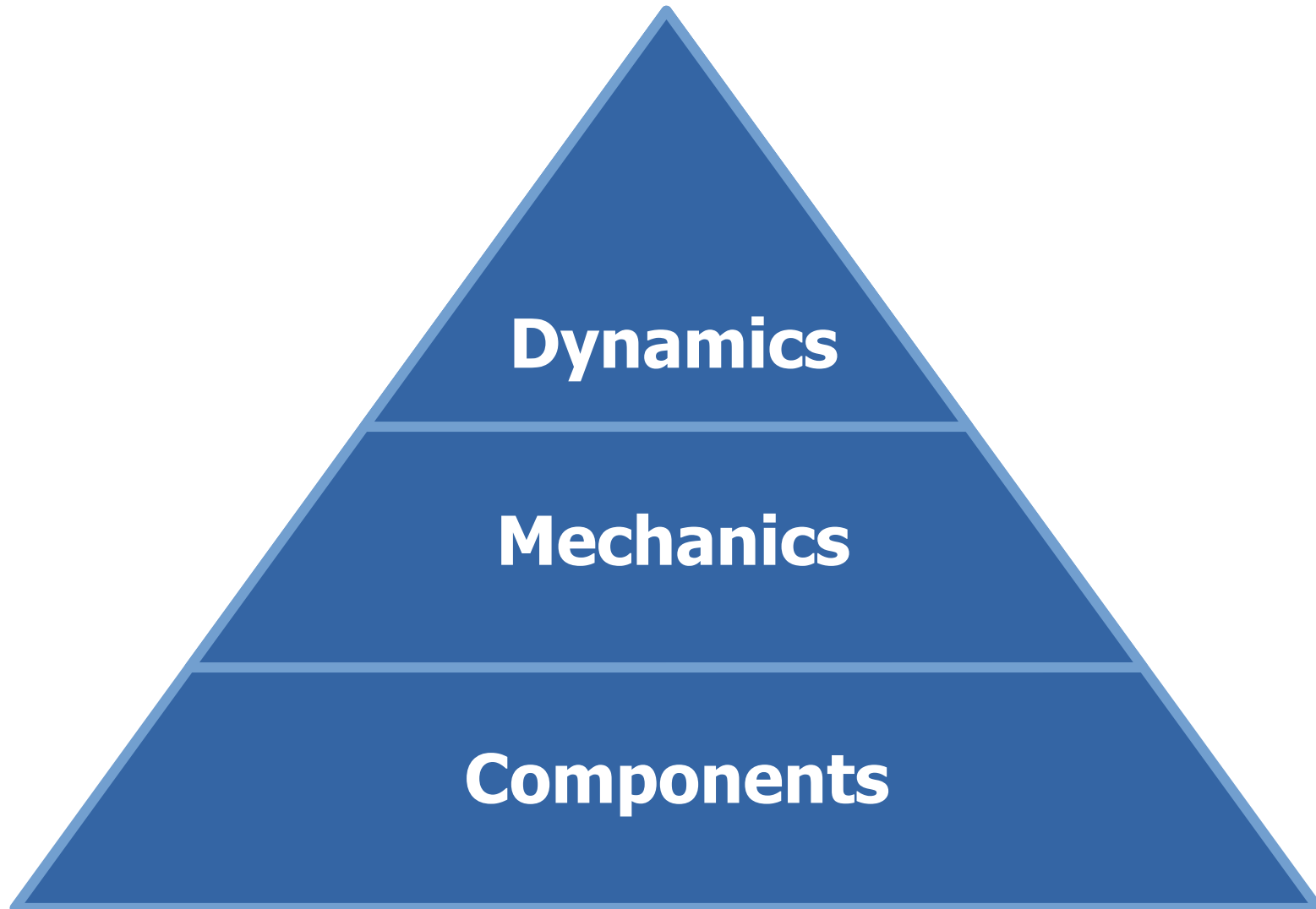
Achiever

Socialiser

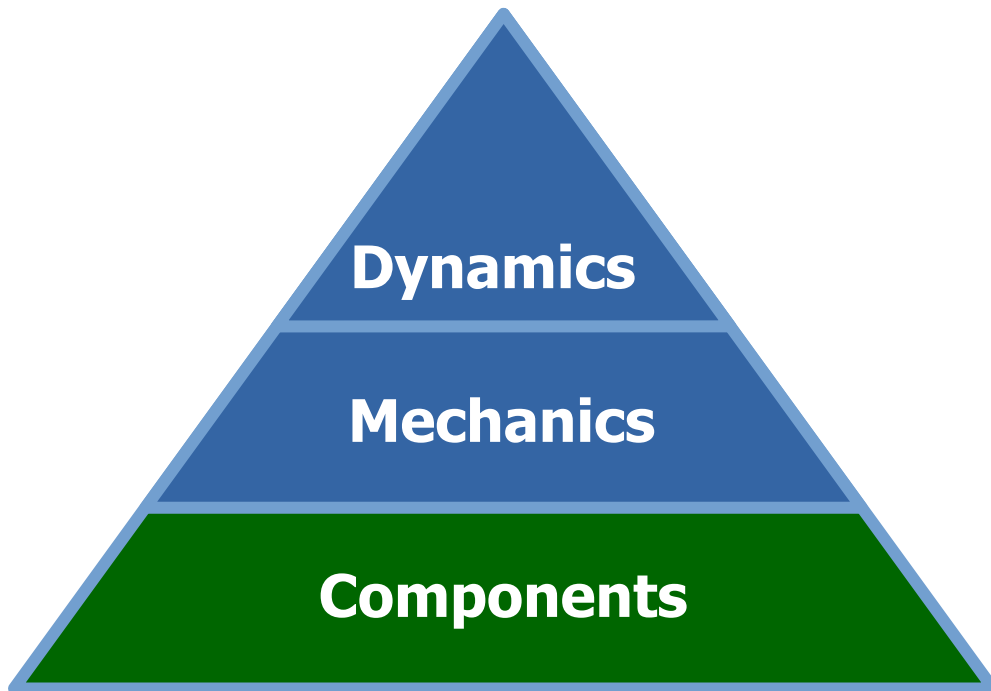
Explorer



THE PYRAMID OF GAMIFICATION ELEMENTS

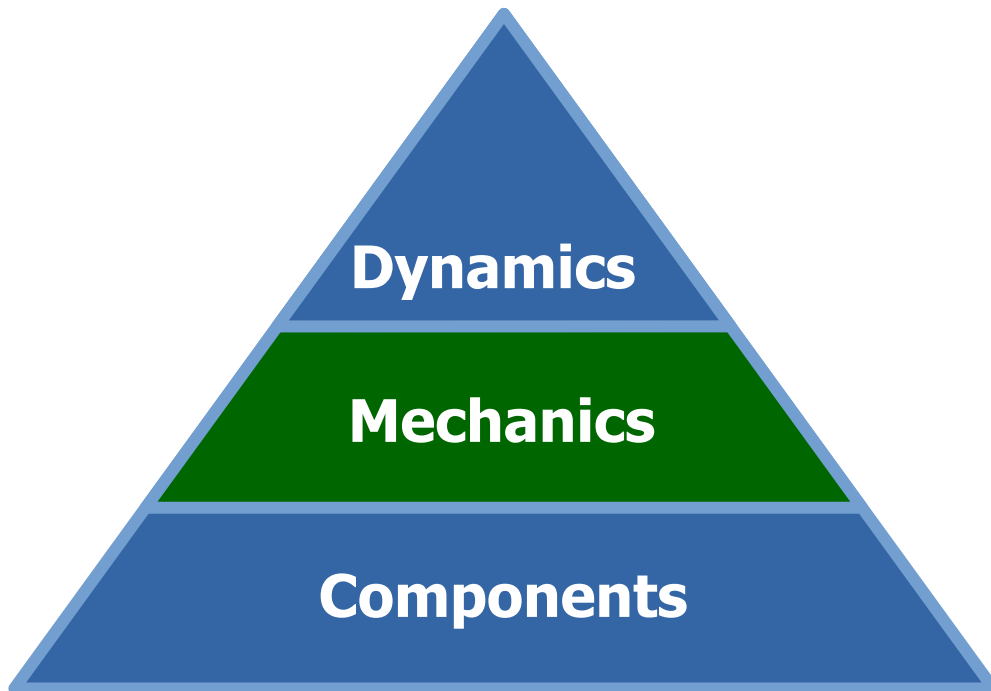


THE PYRAMID: Components



- Achievements
- Avatar
- Badges
- Boss fight
- Collections
- Combat
- Content unlocking
- Gifting (altruism)
- Leaderboard
- Levels
- Points
- Quests
- Social graph
- Team
- Virtual goods

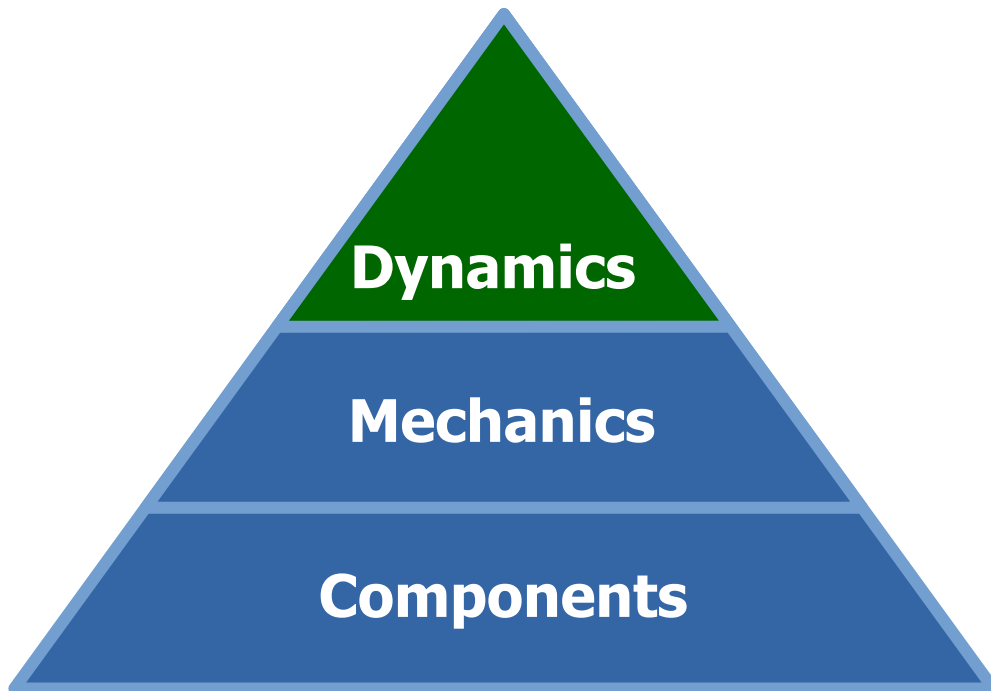
THE PYRAMID: Mechanics



- **Challenge (objective)**
- **Chance (dice, random)**
- **Cooperation**
- **Competition**
- **Feedback**
- **Resource acquisition
(oil, points,...)**
- **Rewards**
- **Transactions**
- **Turns**
- **Win states**

THE PYRAMID: Dynamics

Dynamics: hidden/implicit structure that makes the experience coherent (coherent patterns)



- **Constrains**
- **Emotions**
- **Narrative**
- **Progression**
- **Relationships**

Gamification in action



Gamification in action



Resources

- <http://elearninginfographics.com/the-gamification-of-education-infographic/>
- Coursera's Gamification course