

# **Gamification and its application to teaching English as a foreign language**

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**Game: the art of making  
someone voluntarily  
overcome unnecessary  
obstacles**

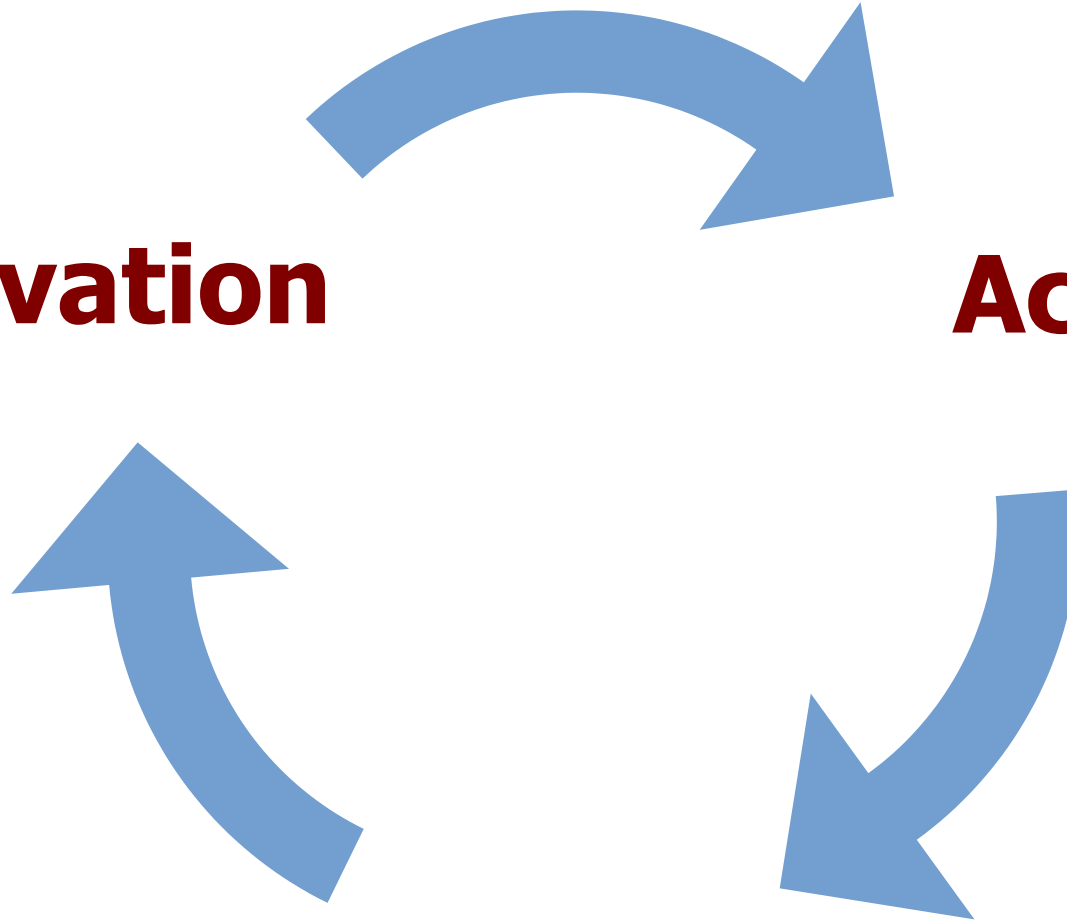


## Dopamine loop

**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**

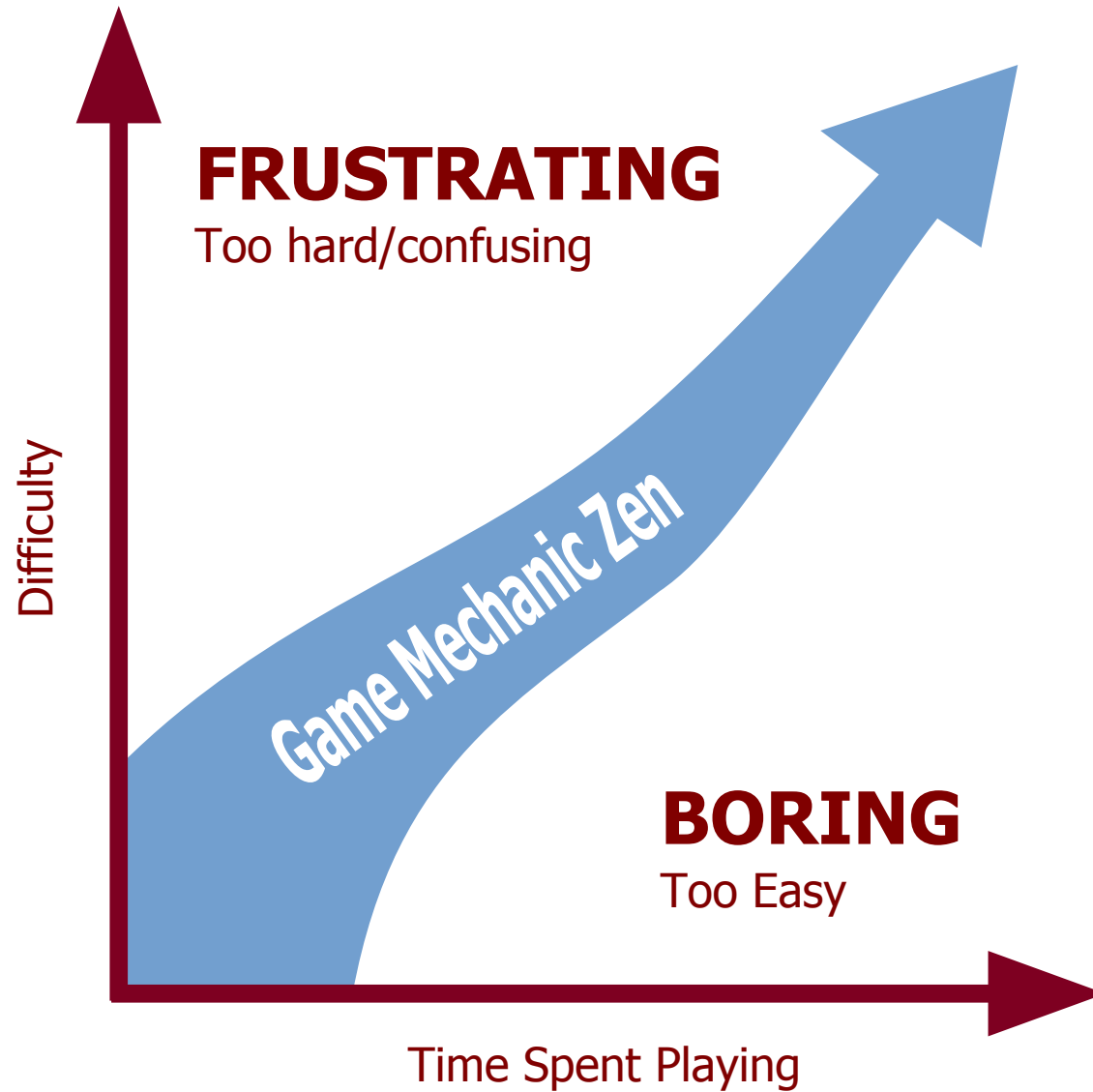
## User Types

**Killer**

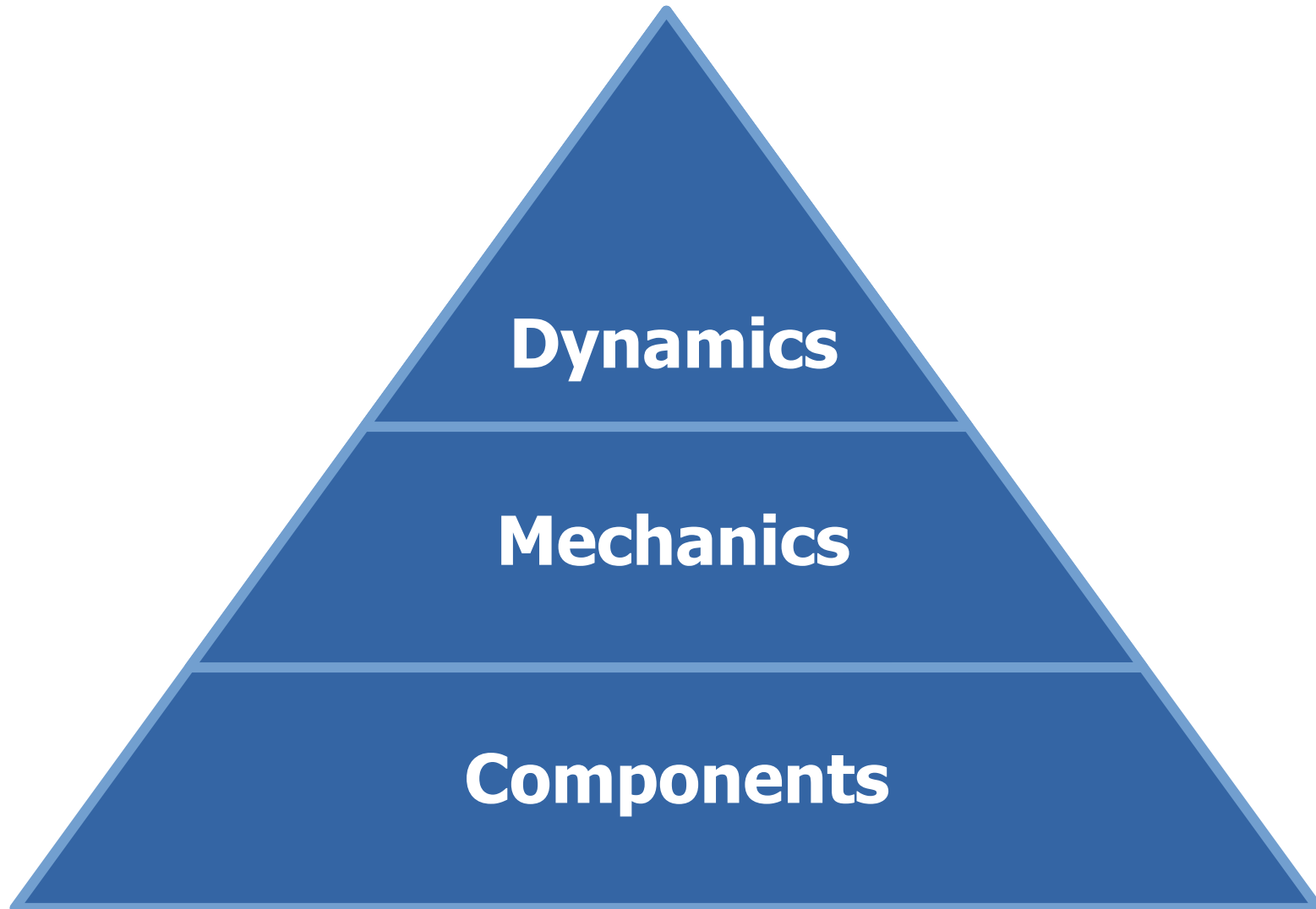
**Achiever**

**Socialiser**

**Explorer**

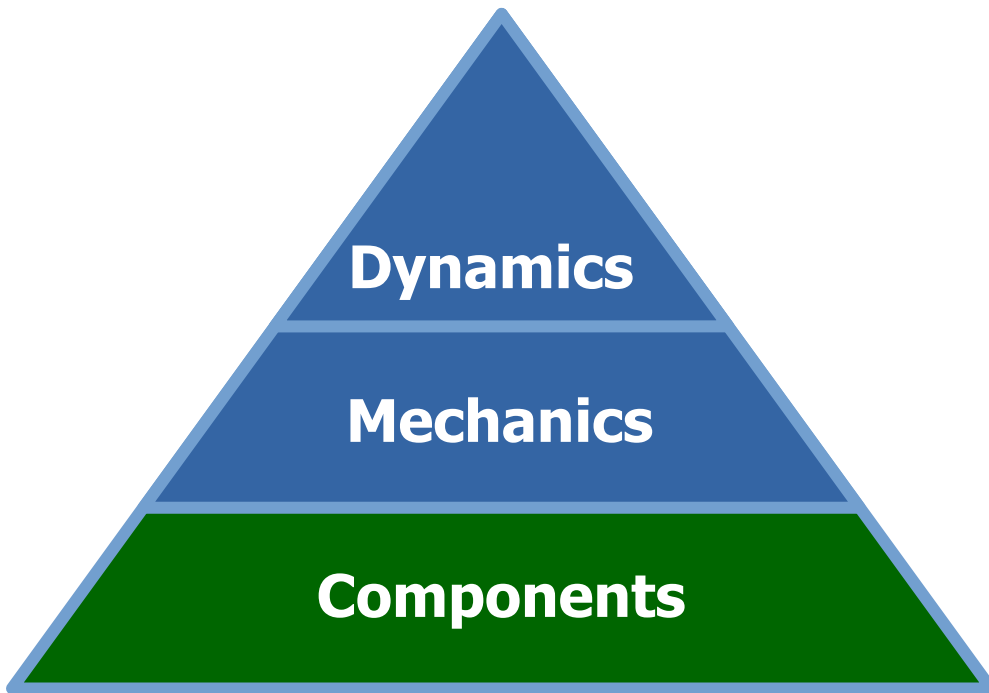


# THE PYRAMID OF GAMIFICATION ELEMENTS



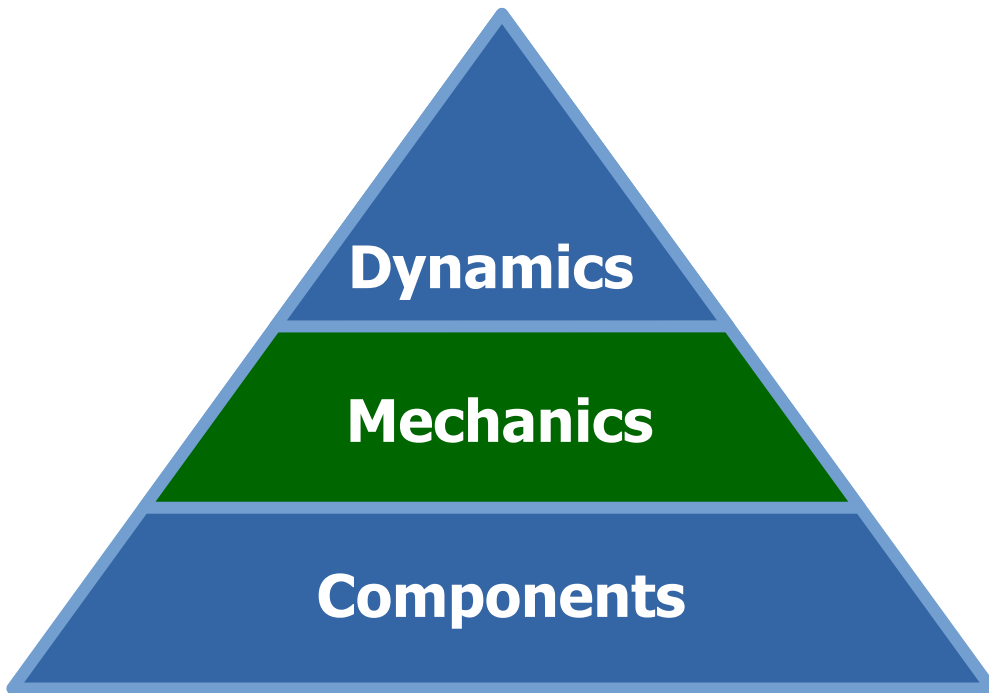


# THE PYRAMID: Components



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

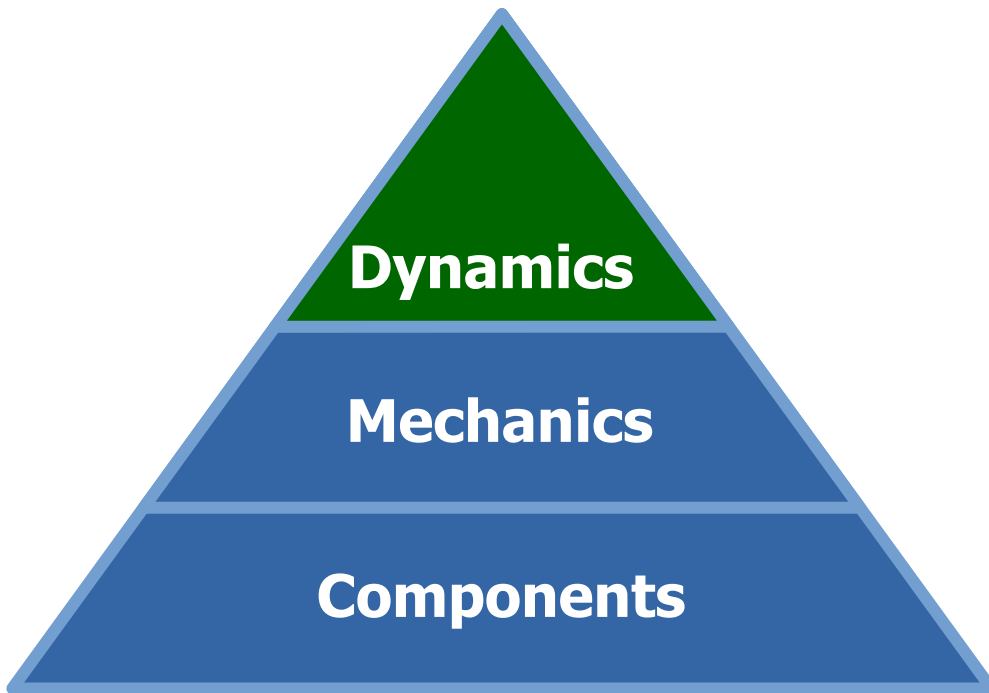
# THE PYRAMID: Mechanics



- **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