Presentation Topic 14: Gaming as a driver for application online

Author List:

* Peter Fox – pf3g12@soton.ac.uk
* Thomas Williams – tw10g12@soton.ac.uk
* Plamen Mangov – ppm1g12@soton.ac.uk
* Matthew Hammick – mjh1g12@soton.ac.uk

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Abstract:

People love playing games. A well designed game will keep people engaged for long periods of time without them getting bored or losing focus. So what can we learn from this?

Gamification is the process of using game design elements in a wide variety of system and applications. The purpose for doing such a thing can be widely varied, and all sorts of organisations have different reasons why gamification would benefit them. By 2015, 50% of the Global 2000 will have used gamification. So what makes it so great?

We explore different areas gamification is used and their effect in education, business and social networks as a subtle tool that is becoming increasing popular amongst creators.

By realising how people use this, you can become more aware of its application in places you wouldn’t expect, or perhaps try it yourself and see how it can benefit you!