



Three Rules for Meaningful Rewards in Gamification

Description

Rewards can be very powerful, which is why I have spoken about them so many times! I already wrote about the three keys of rewards ([Relevant, In-Time and Meaningful](#)). However, I wanted to just blast out a quick post on the meaningful bit of that! 1 and 2 are essential, 3 is a very big nice to have!

They have to ...

1. be earned
2. have intrinsic value
3. have extrinsic value

Feeling that you have earned a reward is much more satisfying than just being given the “I pushed a button” reward.

If the reward has some level of personal value to the user, like it represents the end of a tough journey to mastery, then it will feel much more meaningful.

Ideally, it should also have a real world value, This does not mean it has to be of material value, but it may add to the status of the user, or go towards a real world qualification.

Category

1. Gamification

Tags

1. meaningful
2. rewards
3. value

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