

The Intrinsic Motivation **RAMP**

Relatedness Type : Socialiser Needs : Social Status, Social Connections, Belonging
Autonomy Type : Free Spirit Needs : Creativity, Choice, Freedom, Responsibility
Mastery Type : Achiever Needs : Learning, Personal Development, Levels
Purpose Type : Philanthropist Needs : Altruism, Meaning, A Reason Why

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Intrinsic Motivation RAMP, Ethics, a game and an interview!

Description

Lots happening this week, the biggest being the fact that I will be presenting at SocialNow.org this week. As such, it has been mostly prep for that in the last couple of days, so no time for a proper blog I'm afraid. However, I still have some bits for you.

The first. I started writing a little game called the [Green Button](http://gamified.uk/green-button/index.htm). It is short and very alpha, but I would love you to have a go and let me know what you think! <http://gamified.uk/green-button/index.htm>

Next, I have decided to publish my personal [code of ethics](http://gamified.uk/gamification-code-of-ethics/) and offer you all the opportunity to sign up for it (and get a badge for your site ?). No cost, no catch, no qualifications needed. <http://gamified.uk/gamification-code-of-ethics/>

There will be more on this next bit soon, but I have published a little slide that outlines some basic intrinsic motivation stuff called the RAMP of Intrinsic Motivation. As I said, this will be expanded on somewhere soon!

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And Finally!

Last week an Interview I did for [Epic Win Blog](#) was published. I urge you to check it out (in two parts). Also, have a look at the other posts there, it is young and fresh so deserves some support!

[Part 1](#)

[Part 2](#)

So Andrzej, our first question to warm up, it seems that nowadays, whenever we hear something about Gamification; Points, Badges and leaderboards are a “must-have”. What do you think of this present “mindset”?

I tend to think – “ARGGGG”. They can play an important role in gamification; there is no doubt about that. The trouble is, so many people are saying: **“this is all you need to gamify a system” that it is becoming the way to do it**”. Slap some polish on it and it will fix all our engagement or motivation issues. The truth is, **there is much more to it and people need to move past this mindset**. Thankfully, it is beginning to happen, but the damage is being done as people lose faith in gamification as they see these poorly thought out PBL systems fail.

Category

1. Uncategorized

Tags

1. andrzej
2. andrzej marczewski
3. ethics
4. game design
5. Gamification
6. Gartner
7. Social media
8. Video game

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