

[Harry Potter and the Gamification of School](#)



December 10, 2012

When I was a kid a school (long before Harry Potter had been thought of – and gamification for that matter...), teaching methods generally sucked. A teach stood at the front of the class, dictated out ancient notes and you had to write them down in your exercise book. If you didn't pay attention or... [More...](#)

Posted in [Gamification](#), [Opinion](#)

[Flow, Player Journey and Employee Satisfaction](#)



November 30, 2012

What follows is an exploration of what happens when you start to map player journeys in games onto Flow theory and then try to bring that into the workplace. Just for fun! It was inspired by Mr Scott Golas after seeing last weeks post on relatedness. It may or may not have any worth, but... [More...](#)

[More...](#)

Posted in [Gamification](#), [Opinion](#)

[Relatedness: The Often Ignored Glue of Gamification](#)



November 26, 2012

Another great conversation with my friend Scott Sinclair and another batch of inspiration for a blog. This time about why social is really the key to gamification. Let us look at one of my favourite video games of all time, Batman: Arkham City. Without going into too much detail, you are Batman and you have... [More...](#)

Posted in [Gamification](#), [Gaming](#), [Technology](#)

[What the NHS has just taught me about poor user experience.](#)



November 19, 2012

Whilst I normally blog about Gamification and finding the benefits in understanding the psychology of people, this post is of a deeply personal nature. It also shows how important user experience is. I hope though, you will retweet this far and wide. Oh – and it is a bit of a rant. This was to... [More...](#)

Posted in [Rants](#)

[Driving the wrong behaviours with rewards.](#)



November 12, 2012

I have written about this whole thing quite a lot already, but I have some new insights based on things I have witnessed recently. We know that extrinsic rewards are meant to demotivate people when doing anything that is even slightly creative. So why do we keep seeing them being used in gamification and marketing.... [More...](#)

Posted in [Gamification](#), [Technology](#)

[The danger of extrinsic rewards on motivation – What I learned from my 5 year old](#)



November 7, 2012

Another quick one, prompted by an interesting behaviour exhibited by my daughter today that taught me rather a lot about extrinsic rewards. I have mentioned before the research that has been done on motivation in the past by the likes of Edward Deci and the writing of Dan Pink and more. All of them point... [More...](#)

Posted in [Gamification](#), [Opinion](#)

[A Question of Motivation](#)



November 3, 2012

A very quick blog this week, whilst I work on a few deeper ones (possibly) An argument that is pretty constant in Gamification, is that of Extrinsic vs Intrinsic motivation / rewards. Things like badges, points and even money vs altruism, autonomy, status and more. The general consensus, based on the works of people like... [More...](#)

Posted in [Gamification](#), [Technology](#)

[A Question of Ethics with a little nod to Gamification](#)



October 29, 2012

Hello all and a very happy Monday to you. As ever, I am blown away by your reactions to my blogs. The Gamification Framework and Resources posts seemed to go down very well. As such, I have added them as menu options with the Evangelist page! I would really plead with you to get into... [More...](#)

Posted in [Gamification](#), [Opinion](#), [Rants](#), [Technology](#)

[Is Gamification a benign form of manipulation and does it matter?](#)



October 23, 2012

Let me expand on this. A discussion started on twitter when I mentioned in passing to a couple of gamification people, that really gamification is often a benign form of manipulation. It became an interesting chat, fast. I suppose I expected that! However, when you look at the definition of manipulation in the Oxford English... [More...](#)

Posted in [Gamification](#), [Gaming](#), [Technology](#)

Gamification Resources that I Like



October 20, 2012



Here is a list of resources I go back to time and time again. There are many more and if you want to be included, please leave a comment!! Blogs and Websites Badgeville Blog Bunchball Blog Enterprise Gamification – Run by Mario Herger from SAP Gamification.org – Brilliant Wiki, now owned by Badgeville Gamified Enterprise... [More...](#)

Posted in [Gamification](#), [Technology](#)

When is gamification not gamification?



October 18, 2012

A few different conversations this last week have triggered a little bit of thinking. This usually leads to me brain dumping a blog – and this is no exception. Don't expect to find any answers here! The first question was – should you tell people that they are using a gamified system? Straight off the... [More...](#)

Posted in [Gamification](#), [Gaming](#), [Technology](#)

Gamification: Some More Views



October 15, 2012

First of all, thanks to everyone who has viewed or downloaded my Gamification presentation. It has had over 600 views on Slideshare, which is fantastic! Looking forward to my next chance to do the talk (hint hint people!!!) Also, check out this short interview I did with the Association for Interactive Media & Entertainment 5Qs... [More...](#)

Posted in [Uncategorized](#)

[Simple Gamification Framework](#)

 October 9, 2012

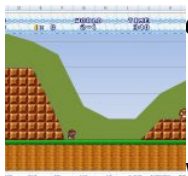
Well, this week was going to be some thoughts around a conversation with Ian Bogost.

However, that will have to wait until I have more time to actually formulate a decent set of arguments ? In the mean time, I wanted to put out the little “framework” I proposed in the presentation so many of...

[More...](#)

Posted in [Gamification](#), [Technology](#)

[Plea to the Games Industry to Embrace Gamification and Get Involved](#)



October 1, 2012

With Eurogamer already fading into the deepest recesses of my mind, there is one thing that has stood out. Just how much the games industry dislikes gamification. The general feeling was that everyone doing gamification is getting it wrong. They do not understand games and therefore think that it is fine to just add the... [More...](#)

Posted in [Gamification](#), [Gaming](#), [Technology](#)

[Gamification and Stuff: Presentation for the Gamifier Meetup](#)



September 26, 2012

Well, as promised to those wonderful people who came to listen to me preach about

Gamification, here is the slide deck – all wrapped up in a pretty slide share thingy. Download the presentation to get the full notes – I have written the talk out long hand – well how it was meant to...

[More...](#)

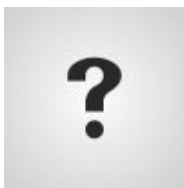
Posted in [Gamification](#), [Technology](#)

[Web design, when did the rules change?](#)

Posted on September 19, 2012 When I first started in web design things were different. We only need to worry about HTML 4 and 2 browsers. We concentrated on quality of the content as that was pretty much all there easy. Content was front an centre. Then flash came along. Suddenly we had a way to integrate really rich media... [More...](#)

Posted in [Rants](#), [Technology](#)

[Gamification: Questions that keep me awake at night!](#)



September 18, 2012

This week there is no real blog post for you I'm afraid. I am in the middle of trying to produce a talk for next week and enjoying the Coursera Gamification course. Instead, here are some questions that I have spinning in my head that I would love to answer. Can any of you amazing...

[More...](#)

Posted in [Gamification](#), [Technology](#)

[Gamification: What the Experts Think](#)



September 10, 2012

A few weeks ago, I sent out a short survey to about 15 people in the Gamification world.

The idea was to get a some simple answers to questions I have pondered over time. I thought it would be fun to get them all to give answers to the exact same questions. Here are the... [More...](#)

Posted in [Gamification](#), [Technology](#)

[Where has the Courage gone in the Games Industry?](#)



September 5, 2012

As we begin to enter the world of the next gen of games consoles, I was reminded of a

post I wrote for my games site Yet Another Review Site in November last year and thought it was worth a repost! People often ask where the innovation has gone in the games industry. I have... [More...](#)
Posted in [Gaming](#), [Opinion](#)

[Does fun have a place in Gamification – Video Blog](#)



Hi all. Well, this is my first try at a video blog. It took far to many goes and as you can see,

the version I had to go with has terrible lighting and a really bad angle. (This is due to a lack of Malteser boxes to balance the iPhone on – true story!).... [More...](#)

Posted in [Gamification](#), [Technology](#)

[One-Click Sharing and conversations. How I use and manage Twitter](#)



Continuing my mix of gamification and social media articles (as I need a break from

writing about gamification for a week!), I thought I would write down the tools and methods I use to manage Twitter and share articles. Not the most interesting bit of writing I will ever do, but I have been asked...[More...](#)

Posted in [Social Media](#), [Technology](#)

[Gamification: Adding the unusual to the usual to create benefit.](#)



August 21, 2012

Good day and all. Today I am merely rambling to try to either prove or disprove an idea I have. I was thinking about short definitions for Gamification – outside of the usual Add gamemechanics to non game tasks The more I look at Gamification, the more unsatisfied I am with thatdescription. There... [More...](#)

Posted in [Gamification](#), [Technology](#)

[OnLive and Communication in the Age of Social Media](#)



August 18, 2012

What can OnLive teach us about communication in the age of Social Media? Last night the gaming Twitterverse went into riot mode (well polite murmurings), as a single tweet from Brian Fargo announced that OnLive was no more effective that day. This was based on an anonymous email he had received that said “I wanted... [More...](#)

Posted in [Gaming](#), [Social Media](#), [Technology](#)

[What the Klout just happened?](#)

Posted on August 15, 2012 Klout. My friend my enemy and subject of some of my earliest posts. In October last year I wrote a blog called Treating the Klout. In it I discussed the big change they had just made to their algorithm that had given rise to many complaints from the community. Some had dropped massively in score,... [More...](#)

Posted in [Opinion](#), [Rants](#), [Social Media](#), [Technology](#)

[The Original Gamified Social Networks – History Teaches us about Gamificaiton](#)



August 12, 2012

Seeing the news that Badgeville was to gamify social networks got me thinking about the old days. Social networks are nothing new. Back in “the day”, we all used to use forums (and bulletin

boards before that) and chat rooms to be social online. Forums tended to focus on specific topics, with chat rooms just... [More...](#)

Posted in [Gamification](#), [Social Media](#), [Technology](#)

[Adding badgers would be more gamification than badges.](#)

August 6, 2012



I had a great little article set up for today about forums, chat rooms and gamified social networks. However, with GsummitX London happening today and considering some of the things I am reading of late, I wanted to rant instead. Buckle in ? Badges and points systems. You know them, and loads of you seems... [More...](#)

Posted in [Gamification](#), [Rants](#), [Technology](#)

[Interview with Andrew Grill CEO of Kred](#)



July 30, 2012

When I started this Blog, my actual aim was to talk about social media and influence. My focus shifted, but every now and then an opportunity to talk about it again raises its head. So, I am very excited and pleased to present a Q & A session with Kred CEO Andrew Grill. To... [More...](#)

Posted in [Social Media](#), [Technology](#)

[Playfulness, Seriousness and Gamification](#)



July 23, 2012

People want gamification to mean certain things to them. They want to take the word and try to bend into whatever they think will sell their next big idea to someone. This tends to lead to people arguing about what it actually is and what constitutes a gamified product. Two such ideas seem to be... [More...](#)

Posted in [Gamification](#), [Technology](#)

Is Importance the same as Influence.



July 19, 2012

Stepping away from Gamification just for a week, whilst in search around for inspiration (suggestions in an email please), I want to quickly talk about something else that fascinates me – influence. More specifically, digital influence. After a great “putting the world to rights” session with friend and Gamification whizz Scott Sinclair (@sinclair300584), I had... [More...](#)
Posted in [Opinion](#), [Rants](#), [Social Media](#), [Technology](#)

Gamification The Next Generation: Introduce, Engage, Retain



July 9, 2012

The stages of brand engagement I have been thinking about the stages that a person goes through when becoming “involved” with brands or any system that is being gamified. I may be wrong, there may be more to it. However, as I see it there are three distinct phases. Introduction to the brand (or whatever).... [More...](#)
Posted in [Gamification](#), [Technology](#)

Monopoly: A Fun Example of Gamification



July 2, 2012

This is a post that I originally wrote for EnGaming – Reproduced with kind permission (go check them out!!) Time for some fun Every now and again I like to just write something for fun. After writing lots and lots of gamification articles, I got to thinking of fun / daft examples. People often quote... [More...](#)
Posted in [Gamification](#), [Technology](#)

[GSummit, Bubbles, Badges and the Future](#)



ine 25, 2012

I have been catching up on the events of GSummit over the weekend. I was very heartened to hear so many people talking about moving beyond badges and xp systems. They were looking for the next phase of engagement. You just need to look at FourSquare recently ditching its gamified elements to see that we... [More...](#)

Posted in [Gamification](#), [Technology](#)

[Rewarding Failure – Can It Work In Gamification?](#)



ine 18, 2012

In a lot of posts, I talk about rewards. My last post discussed the potential dangers of extrinsic rewards when used to try to motivate intrinsic behaviour. So I imagine that most of you think that rewarding failure is a bit of a no brainer. No way. Why would anyone reward anyone for failure? Banks... [More...](#)

Posted in [Gamification](#)

[Thanks, a little housekeeping and other stuff.](#)



ine 16, 2012

Hello all. First of all, thank you so much for making this blog (and its syndication's) way more successful than I had ever imagined! I would never have thought that people would be interested in what I have to say, so thank you. This is all a big learning adventure for me, one that I... [More...](#)

Posted in [Gamification](#), [Social Media](#)

[Gamification: Why Badges can be Bad – Really Bad](#)



June 7, 2012

Last week I got to go to the Digital Shoreditch Play event. It was a wonderful day, listening to games developers, designers, experts and Gamification gurus all with amazing tales to tell from the coal face of the industry. The audience there were of similar calibre , most being experts in their respective fields. It... [More...](#)

Posted in [Gamification](#), [Technology](#)

[Gamification: Rules Rule, but Shouldn't Rule Everything.](#)



May 27, 2012

Everything has rules. Life works because of rules. Rules have many names and forms. Laws of physics, algebra, logic, frameworks, instructions and more. Without rules you have chaos. That said, some scientists think even chaos has rules. In games, rules are vital. However free and open a game may seem, there will be a deep... [More...](#)

Posted in [Gamification](#)

[Don't Love Games? Step Away From the Gamification](#)



May 21, 2012

Games. I love them. Board games, card games, video games and anything else you can put the word games after. I play them, I write about them, I think about them, I dream about them and from time to time I even try my hand at making them (<http://www.fuzzyd.co.uk/robbers>). So what does this have to... [More...](#)

Posted in [Gamification](#), [Gaming](#), [Rants](#), [Technology](#)

[Gamification: Seamless Integration](#)



May 12, 2012

Continuing on from last week's headline grabbing "The Death of Gamification" post, I want to talk about another aspect of gamification that should be kept simple. Integration. In many cases, gamification is meant to add some kind of layer of engagement to a process and possibly even fun. What it is not meant to do... [More...](#)
Posted in [Gamification](#), [Technology](#)

[The Death of Gamification](#)



May 4, 2012

Ok, so that may have just been one of those attention-seeking headlines. However, what I want to explore briefly is what will kill gamification if people keep heading the route they are now. The short answer to this is, misguided over complication. As more people jump on the gamification bandwagon, people's definitions and ideas seem... [More...](#)
Posted in [Gamification](#), [Gaming](#), [Technology](#)

[Gamification Check-lists for Implementation](#)



April 23, 2012

Now that you have all read my little eBook (sorry, could resist the plug) or have at least read my previous blogs, you should have an understanding of what Gamification is and why you may want it. You will also have recently seen my post Gamification Gone Bad, which shows you a few pitfalls. The... [More...](#)
Posted in [Gamification](#), [Technology](#)

[Gamification gone bad](#)



April 16, 2012

To move on I want to look at how you can easily get Gamification very wrong. When it goes bad, it goes really bad. What you think makes something entertaining and engaging can actually have the exact opposite effect. This is especially true with online learning materials, or e-learning. Just because you add pretty graphics... [More...](#)

Posted in [Gamification](#), [Opinion](#), [Technology](#)

[Gamification: Why Aren't Badges Enough?](#)



April 11, 2012

Recently I wrote a piece about the fact there was more to gamification than just trophies, but I never really explained why. A few people have asked, so I thought I would have a go at explaining. Just Because You Build It, Doesn't Mean They Will Come The first reason is simple, but one that... [More...](#)

Posted in [Gamification](#), [Technology](#)

[Gamification: You May Already Be Using It!](#)



March 30, 2012

Right, so back to gamification. I thought I would take a quick look at a couple of gamification techniques you may already be using on your website or blog, but not realise that's what it is! Exploration and Engagement First up, that little box that slides out of the corner of the page and says... [More...](#)

Posted in [Gamification](#), [Technology](#)

[Why do you blog?](#)



March 26, 2012

I know why I blog. Normally I like to write down the thoughts that are in my head. One day they may be of use to me. If they are of use to others then even better. At times I write because I think what I am writing may help to inform others. When I... [More...](#)

Posted in [Opinion](#), [Rants](#)

[Social Reach: Grains of rice on a chessboard](#)

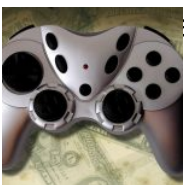


March 13, 2012

In a recent blog post for my company's blog, Gamification for your company, I made brief mention of evangelists and social reach. The general gist was that in this world of social media, a few enthusiastic supporters or evangelists could be worth more than a mediocre marketing campaign. Social reach can be a much underestimated,... [More...](#)

Posted in [Gamification](#), [Opinion](#), [Social Media](#)

[Why use Gamification and not just Incentives?](#)



February 28, 2012

It's not just about money One thing that is often asked when people talk about gamification is why use that and not just offer incentives. Well. My first answer is always "but that is gamification". That is usually followed with "just very basic and possibly expensive!". Offering incentives is normally a financial concern. If you... [More...](#)

Posted in [Gamification](#), [Technology](#)

[Gamification: It's not all about trophies](#)



February 19, 2012

There is a lot of talk by those in the know who are getting fed up with people associating gamification with nothing but trophies and badges. Stick a badge on it and it is gamified. Personally I am not sure I am totally with them. For me if it works, use it. However, more often... [More...](#)
Posted in [Gamification](#), [Technology](#)

[Super Nanny and the Gamification of a Generation](#)



February 11, 2012

Whilst I continue my quest to write a bit more about the less obvious dynamics and mechanics of Gamification, a little thought occurred. In 2004 a lovely lady by the name of Jo Frost appeared on our televisions in a program called Super Nanny. For those who didn't see it (it is still showing in... [More...](#)
Posted in [Gamification](#)

[The Gamification of Life](#)



February 3, 2012

Okay, okay, I know this blog is getting a bit Gamification heavy AND I also promised the next post would be a very serious one that went into more detail about non reward like gamification, but it isn't – yet – so there. The reason for this blog? Well, it is currently about 3am and... [More...](#)
Posted in [Gamification](#), [Opinion](#), [Technology](#)

[The Jobification of Games – A Parody of Gamification](#)

Posted on January 23, 2012



A Parody of Gamification

I have written at length about [Gamification](#). Some people have even begun to take what I say seriously, which is great. However, time for some fun. What if we flipped the idea on its head. If games worked based on the set of rules many businesses have. How would a jobified game actually play?

A Quest is Born

The day starts with you sitting at your desk. First you boot up your pc and do the morning kitchen dance, as you get your first cup of coffee for the day. After returning to your desk and going through your RSS feeds and non essential emails, it is time for work. Top of your inbox you see an email with a red exclamation mark. [More...](#)

Posted in [Gamification](#), [Gaming](#), [Technology](#)

[The Importance of being Connected](#)

Posted on January 19, 2012



Networking, Preconceptions and the Truth

When I first started working, I was full of ideals and preconceptions about the professional world. One of those preconceptions was about **Networking**, as in face to face networking – social networking was still to come. [More...](#)

Posted in [Social Media](#), [Technology](#)

[Redefined by Technology: The words, they are a changing](#)



January 16, 2012

Below is a very low brow, non expert look at how the technological revolution has changed the definition of words and concepts over the last few years. **Social**: When I were a lad, socialising meant going ot the local for a few drinks. Now it means something totally different, with the advent of Social Networking. [More...](#)

Posted in [Rants](#), [Technology](#)

[Gamification: you got to play to win](#)



January 14, 2012

A lovely chat with some new friends brought about an interesting thought. Can you really write games or **gamify** things if you don't play games? I have rambled at length about my views on [gamification](#). I have explained what I think the basics of game theory boil down to. A task with some kind of reward or incentive offered for completion. [More...](#)

Posted in [Gamification](#), [Gaming](#), [Technology](#)

[The rise and rise of the web developer](#)

Posted on January 11, 2012



In the Beginning there was HTML

When I first started out in **web design**, things were different. It was like the wild west – small groups of frontiers men still dipping their toe into the waters of what was possible. It was a fairly well established industry at the time, but it was something that the general public didn't get all that involved in. [More...](#)

Posted in [Opinion](#), [Social Media](#), [Technology](#)

The “It Should Just Work” Generation



January 5, 2012

I was watching a young person with an iPhone the other day. I witnessed, with some amusement, this persons reaction when the phone crashed. The string of expletives that ensued left me to conclude that he had either a. lost an unsaved document he had been writing for 8 months or b. was about to break the world record on Angry Birds. [More...](#)

Posted in [Opinion](#), [Technology](#)

Category

1. Gamification
2. Gaming
3. Opinion
4. Rants
5. Social Media
6. Technology
7. Year Summary

Tags

1. brian burke
2. business
3. Gamification
4. Gartner
5. ian bogost
6. Richard Bartle
7. Scott Sinclair
8. Social media

Date Created

21/12/2012

Author

andrzej-marczewski

default watermark