



Gamification Element: Investment

Description

I have just added a new element to the gamification periodic table, investment.



Whilst I have Loss Aversion and a few other things that may seem similar, I have felt

for some time that there was still an ingredient missing. It turns out, it was investment (I think...).

Now, you may instantly think of investment as a financial affair, in fact, the icon I have chosen deliberately induces that though. However, investment comes in several flavours;


1. Financial: Money, virtual currency, possessions
2. Emotional: When you get into a good book or film, you are emotionally invested. The same is true of any relationship.
3. Time: When you spend time doing something, you are investing in it. So time spent getting your stats as high as possible in-game, that's a significant investment.
4. Effort: Whether it is mental or physical, expending effort is an investment in an activity.

A great example of all of these being in play is higher education. Students have to spend money on tuition fees (or at least be aware they will be paying them back for some time). They have to invest emotionally, not just in the subject and the process of learning for higher education, but also in the relationships they form whilst in higher education. They have to invest a significant amount of their time, years in fact. Finally, there is a huge amount of mental effort required to succeed.

When someone invests anything into a task, they are more likely to assign an intrinsic value to it. As I have said repeatedly, rewards are only meaningful if they require some level of effort or investment to achieve.

Here is the latest version of the Periodic Table (Available as a [poster from here](#))

Periodic Table of Gamification Elements

1 Rr Random Rewards										2 Fr Fixed Reward	3 Td Time Dependent
4 Ob On-boarding	5 Si Signposting	6 La Loss Aversion	7 I Investment					8 Pf Progress / Feedback	9 T Themes	10 N Narrative	11 C Curiosity
12 Tp Time Pressure	13 S Scarcity	14 St Strategy	15 F Flow	16 Co Consequences	17 Gt Guides / Teams	18 Sn Social Network	19 Ss Social Status	20 Sd Social Discovery	21 Sp Social Pressure	22 Cm Competition	
23 Ch Challenges	24 Ce Certificates	25 L Learning	26 Q Quests	27 Lp Levels / Progression	28 Bb Boss Battles	29 E Exploration	30 Bc Branching Choices	31 Ee Easter Eggs	32 U Unlockables	33 Ct Creativity Tools	
34 Cu Customisation	35 Ap Altruistic Purpose	36 Cg Care Taking	37 A Access	38 Cn Collection	39 Gs Gifting / Sharing	40 Ks Knowledge Share	41 P Points	42 Pr Prizes	43 Le Leaderboards	44 B Badges	
	45 Ve Visual Economy	46 Lo Lottery	47 Ip Innovation Platform	48 V Voting	49 Dt Development Tools	50 A Anonymity	51 Lt Light Touch	52 An Anarchy			

Reward Schedule	General	Socialiser	Achiever	Free Spirit	Philanthropist	Player	Disruptor
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Periodic Table of Gamification Elements

Category

- 1. Gamification
- 2. Education
- 3. Gaming

Tags

- 1. education
- 2. Emotion
- 3. financial
- 4. invest
- 5. investment
- 6. loss aversion
- 7. time

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