

# Mobile computing

## Gamification 2

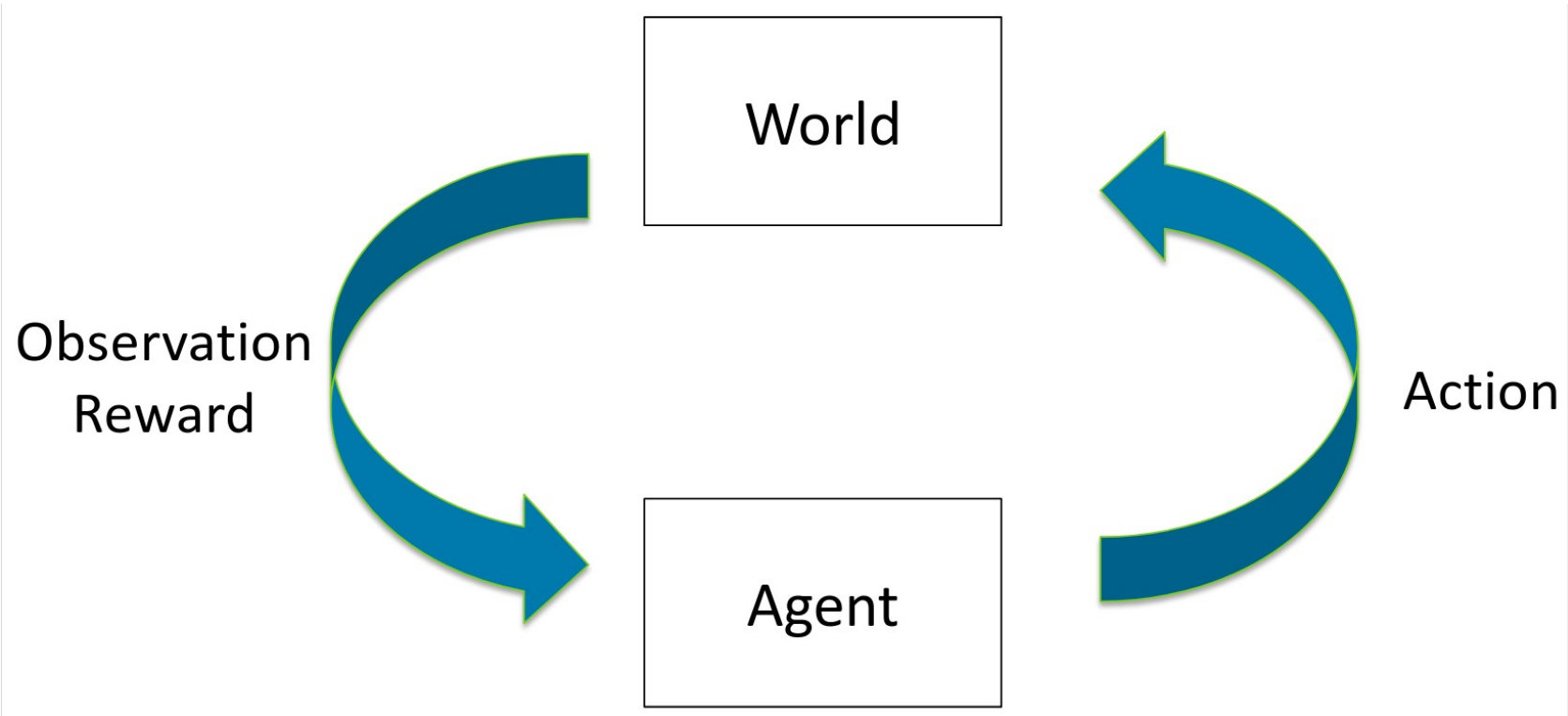
Martin Drozda

„Gamification can illustrate goals and their relevance, **nudge users through guided paths**, give users immediate feedback, reinforce good performance and simplify content to manageable tasks. Gamification mechanics can allow users to **pursue individual goals and choose between different progress paths**, while the system can adapt complexity to the user's abilities. Social gamification elements may enable **social comparison** and **connect users to support each other and work towards a common goal.**“

Zdroj: Jeanine Krath, Linda Schürmann, Harald F.O. von Korflesch, Revealing the theoretical basis of gamification: A systematic review and analysis of theory in research on gamification, serious games and game-based learning, Computers in Human Behavior, vol. 125, 2021.

<https://doi.org/10.1016/j.chb.2021.106963>.

# Reinforcement learning



Obr. zdroj: <https://web.stanford.edu/class/cs234/>



Zdroj:  
<https://commons.wikimedia.org/w/index.php?curid=5817532>

- Po zatlačení páky potkanom je vydaná strava
- Operačné podmieňovanie
- Elektrický šok ako trest
- „Prínosom Skinnerovej teórie však zostáva, že odmena a trest reálne zvyšujú správanie. Hurlocková v experimente zistila pozitívny vplyv odmeny aj trestu na školský výkon v matematike. V skupine, ktorú pochválila, stúpol výkon najskôr o 50%, pri opakovanej pochvale až o 79%. V skupine, ktorú pokarhala, výkon najskôr stúpol, ale pri opakovanom pokarhaní už ďalej nestúpil.“

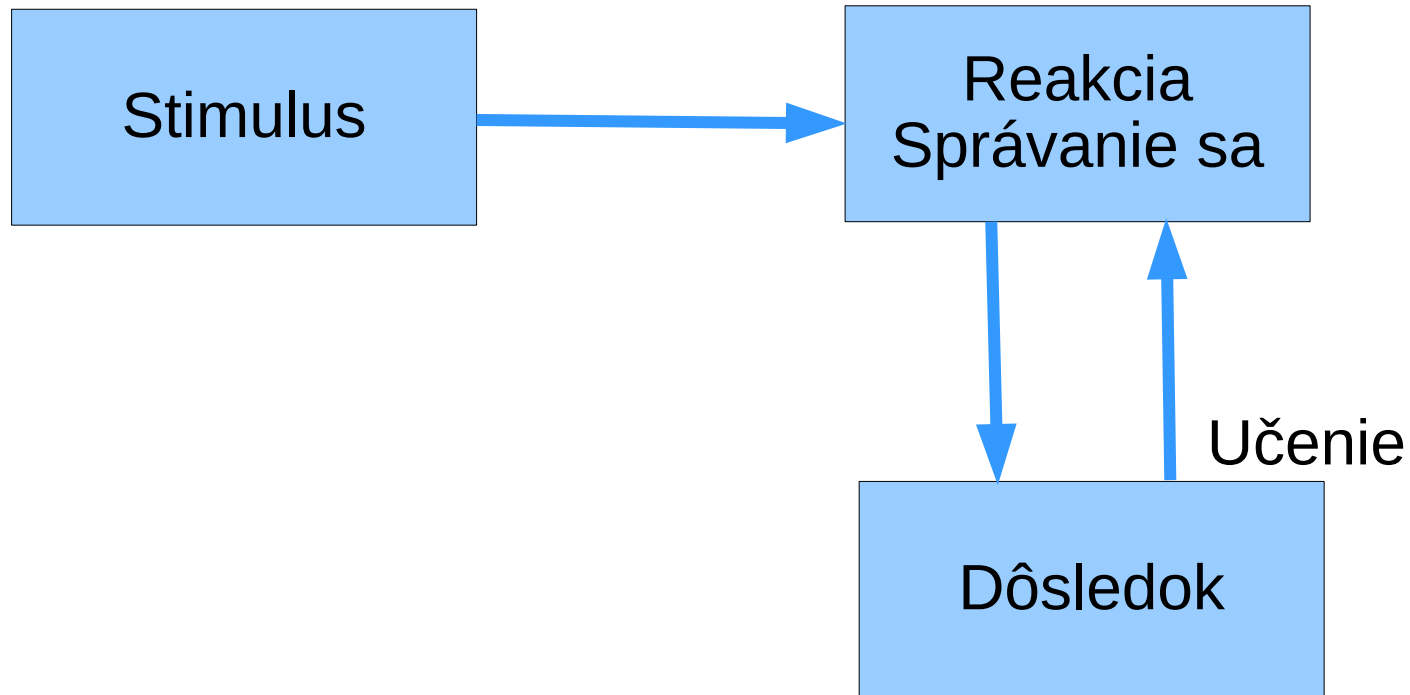
Zdroj:  
<https://potulkypsychologiou.sk/skinner-co-dal-psychologii/>

**Behaviorizmus:** ak chcem pochopiť človeka, sledujem len to, čo robí – nie to, čo si myslí.

- Krysa stlačí páku, dostane jedlo, stláča viac. Analyzujem len správanie.

**Kognitivizmus:** medzi stimulom a reakciou prebiehajú dôležité vnútorné (myšlienkové) procesy. Bez toho sa správanie nedá vysvetliť.

- Prečo stlačila páku? Čo si zapamätala? Ako vytvorila mentálnu mapu labyrintu? Analyzujem myslenie aj správanie.



Správanie sa zmení podľa dôsledku ←

Učenie:

- Pozitívne zosilnenie – ak je výsledok pozitívny
- Negatívne zosilnenie – ak je výsledok negatívny: dôsledok môže byť napr. trest

Ľudia robia chyby konzistentne a iracionálne:

- Ľudia vnímajú straty viacej ako zisky (loss aversion): 100€ strata je oveľa viacej ako 100€ zisk

Strach zo straty je príčina prečo mnohí neinvestujú. Takéto správanie nie je racionálne, preto sa to vysvetľuje ako bahaviorizmus.

- Ľudia majú tendenciu používať prednastavenia (default bias): check box, ktorý je označený má tendenciu ostať označený
- Ľudia nájdu presne to, čo hľadajú: potvrdenie existujúcej predstavy (confirmation bias)

Averzia voči strate predpovedá výsledky, ktoré klasická ekonómia nedokáže vysvetliť, napríklad:

- **efekt dispozície** (príliš rýchle predávanie ziskových pozícií a držanie stratových príliš dlho)
- **endowment efekt** (hodnotenie vecí, ktoré vlastníme, vyššie než by sme ich ocenili pri kúpe)
- sklon k zotrvaniu v **status quo** (zmena je potrebná, ale je potrebné niečo vykonať)

Tieto anomálie vznikajú preto, že skutočné ľudské správanie sa líši od racionálnych predpokladov.



Indikátor:

- Spätná väzba
- Priebeh
- Ukončenie

Spätná väzba podporuje pokračovanie akcie, v tomto prípade dokončenie profilu

„Ste len 1 krok od 100% dokončenia profilu...“

Používatelia to už videli v iných aplikáciach, budú pokračovať pretože už majú naučenú pozitívnu reakciu

Čo motivuje ľudí, že sa správajú tak, ako sa správajú?

- **Vnútoraná motivácia:** robím niečo, pretože to chcem robiť
- **Vonkajšia motivácia:** robím to pre odmenu, peniaze, príkazom atď.

# Vnútoraná alebo vonkajšia motivácia?



Oboje: závisí od konkrétnej osoby, prečo zbiera odznaky

# Potlačenie vnútornej motivácie

- **Mahalo.com:** pokiaľ bolo všetko zdarma, tak ľudia prispievali radami. Keď boli zavedené peňažné odmeny, tak sa stratila vnútorná motivácia a ľudia prestali dobrovoľne prispievať.
- **Škôlka:** rodičia chodili neskoro vyzdvihnúť deti. Po zavedení peňažnej pokuty, začali chodiť ešte neskôr. Vnútorná motivácia sa vytratila a bola vytlačená peňažnou sumou. Rodičia vedeli presne koľko stojí neskorý príchod.

Hmatateľné odmeny (peniaze, veci) môžu mať veľký demotivačný efekt.

- **Kompetencia:** pocit, že dosahujem niečo, prekonávam prekážky, riešim problémy.
- **Autonómnosť:** pocit, že rozhodujem, sám volím možnosti.
- **Vzťahnosť:** pocit, že robím niečo správne, pre dobro ostatných, niečo, čo má zmysel.

Zdroje vnútornej motivácie.

- **Kompetencia:** úlohy, problémy na riešenie.
- **Autonómnosť:** možnosť prispôsobenia aplikácie, veľa možností, z ktorých si vyberiem.
- **Vzťahnosť:** možnosť informovať ostatných o tom čo robím a ako je to prospešné.

Zdroje vnútornej motivácie.

Pozri napr. Fitocracy

- **Autonómnosť?** Mali pracovníci možnosť výberu?
- Pracovníci vynechávali hygienické prestávky zo strachu, že budú mať nízke hodnotenie.
- Leaderboard na monitore v priestore pre pracovníkov

SOUTHERN CALIFORNIA -- THIS JUST IN

« Previous Post | L.A. NOW Home | Next Post »



## Steve Lopez: Disney responds to 'electronic whip' criticism

OCTOBER 19, 2011 | 3:03 PM



My [column today on Disney hotel workers](#), in which they share concerns about the possibility of rising healthcare costs and the use of a productivity-monitoring system they call the "electronic whip," has drawn lots of comments on our website from readers. While perusing the comments, I noticed that one was from Disneyland spokeswoman Suzi Brown.



ja53ef0162fbc5844e970d-pi

I'd like to thank Brown for reading, and of course she's free to comment, criticize, etc. However, I'd like to respond to a few of her charges.

"Mr. Lopez's use of a sensational headline for his lopsided



**LEVEL UP!**

The long read

## High score, low pay: why the gig economy loves gamification

Illustration: Alamy/Guardian Design Team

Using ratings, competitions and bonuses to incentivise workers isn't new - but as I found when I became a Lyft driver, the gig economy is taking it to another level. By Sarah Mason

by [Sarah Mason](#)

**I**n May 2016, after months of failing to find a traditional job, I began

Tue 20 Nov 2018 06:00 GMT

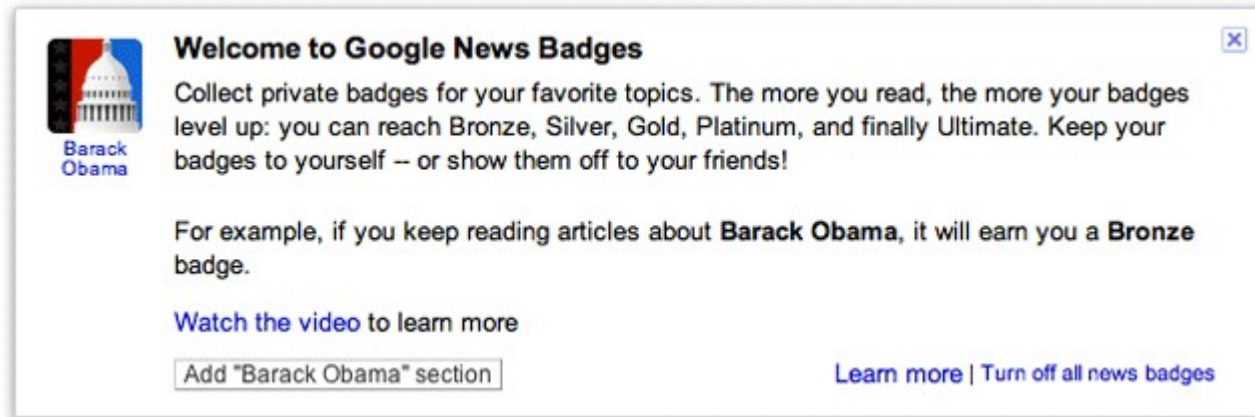
# Lyft: autonómnost’?

„Every Sunday morning, I receive an algorithmically generated “challenge” from Lyft that goes something like this: **Complete 34 rides between the hours of 5am on Monday and 5am on Sunday to receive a \$63 bonus.**“

„Now, whenever I log into driver mode, a stat meter will appear showing **my progress: only 21 more rides before I hit my first bonus.**“

„Before Lyft rolled out **weekly ride challenges**, there was the “**Power Driver Bonus**”, a weekly challenge that required drivers to complete a set number of regular rides. I sometimes worked more than 50 hours per week trying to secure my PDB, which often meant driving in unsafe conditions, at irregular hours and accepting nearly every ride request...“

# Google News: odznaky



- Ak budeš čítať o Obamovi, tak získaš bronzový odznak.
- Prečo? Aké sú ďalšie možnosti?
- Keď čítam o Obamovi, tak budem chcieť čítať ešte viac?
- Zdroj vnútornej motivácie? Vieme Google News Badges vysvetliť pomocou kompetencie, autonómnosti, vzťahnosti?

„Seriously, Google? That was the best you could come up with in terms of personalizing the user experience for Google News (and **feeding the Google+ beast with more data about those users**)?”

Or is this a half-baked attempt to get more people to turn on Web history, share their personal browsing behavior and generate more traffic and clicks for online publishing ‘partners’?

Not that there’s anything wrong with that, but come on, badges?”

Zdroj: <https://techcrunch.com/2011/07/15/google-news-badges-we-dont-need-no-stinking-google-news-badges/>

9 Answers

active

oldest

votes



133



From [this thread](#) on android-developers, it seems that ViewParent and ViewGroup in general can't remove views. You need to cast your parent to a layout (if it is a layout) to accomplish what you want.

For example:

```
View namebar = view.findViewById(R.id.namebar);  
((ViewGroup) namebar.getParent()).removeView(namebar);
```

share improve this answer

edited Jun 22 '15 at 22:22



Vicky Chijwani

4,687 ● 3 ● 29 ● 63

answered Sep 3 '11 at 20:16



Thomas Ahle

16.7k ● 11 ● 55 ● 87

2 I'm not sure your link is relevant to your answer... – [barkside](#) May 8 '12 at 10:50

thanks @thomas ..u saved my life :) – [Varun Chaudhary](#) May 27 '15 at 13:12

ViewParent can't remove a subview, but ViewGroup can. – [ThomasW](#) Jul 6 at 5:09

add a comment

- Gamifikácia podporuje pomoc kolegom programátorom.
- Otázky/odpovede sú neustále zlepšované (pozitívne zosilnenie).
- Reputácia je spojená s právomocami.

Welcome **Natalie** | Log out

Feed Calls Goals Ranking Profile

### Feed

You have an incoming call [answer](#) or [decline](#)

**John Conway**  
Supervisor  
Rewarded you for accomplish the goal: 150 successful calls in one month **+1**  
Excellent Job!  
8 minutes ago - [Comment](#) - [Like](#)

**Amy McAdam**  
Reached a new level: **Yellow** **UP**  
8 minutes ago - [Comment](#) - [Like](#)

**Natalie Smith**  
Accomplished the goal: 150 successful calls in one month **+150**  
8 minutes ago - [Comment](#) - [Like](#)

**Peter Jackson** Well done!  
5 minutes ago

**Natalie Smith**  
[View profile](#)

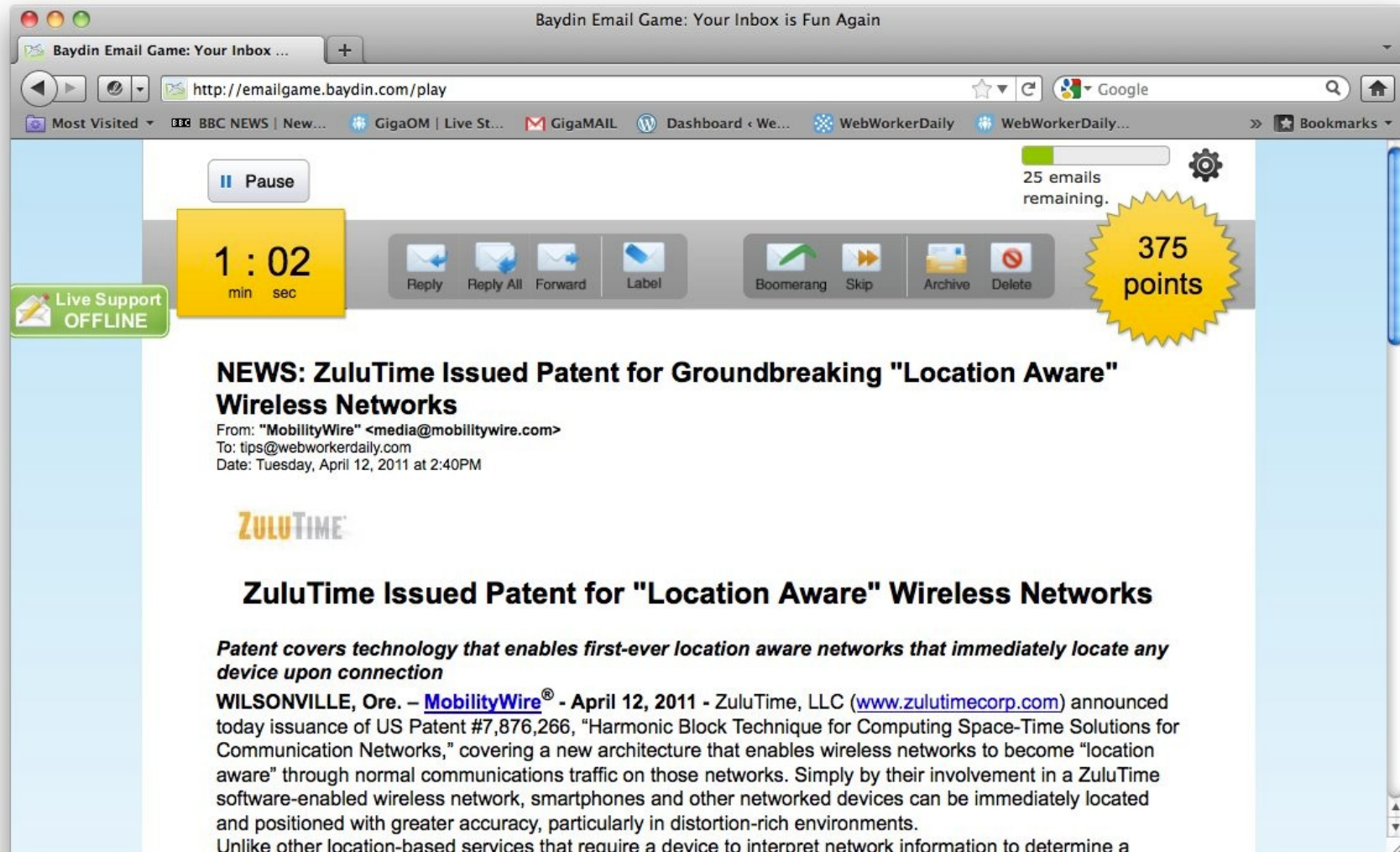
Actual position: **#3**

Level: **Yellow**  
To next level

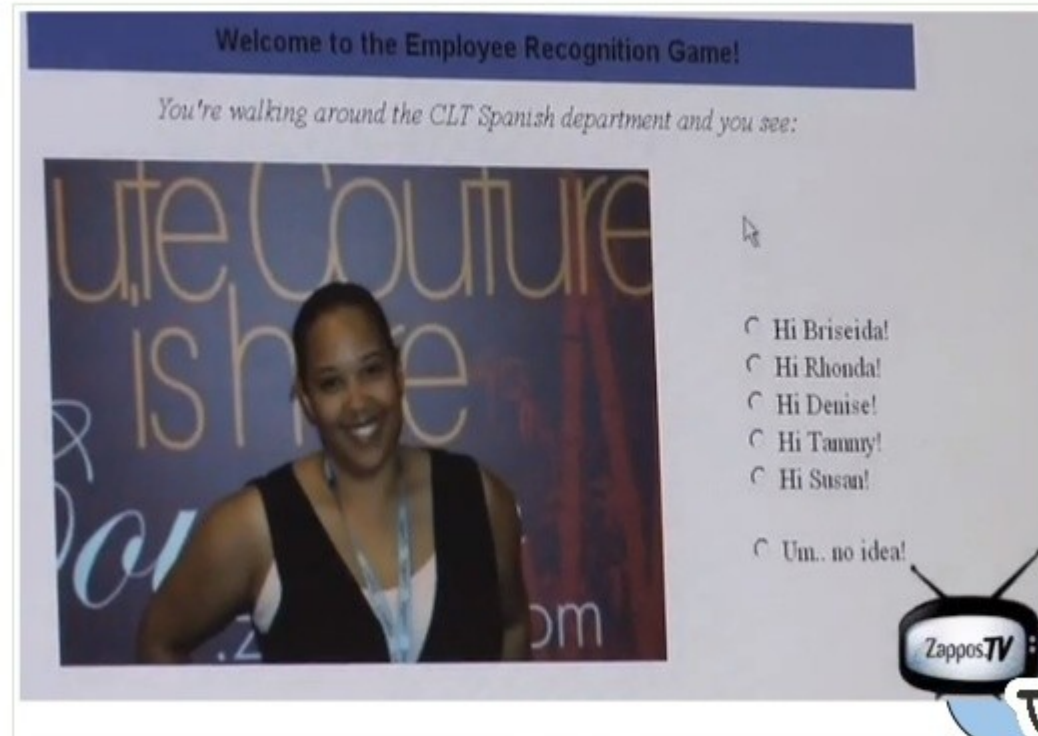
Customer satisfaction: **↑70%** **↓15%**

Last achievements: **+150** **+1**

- Arcaris offers a talent management platform for call center outsourcers and enterprises to improve their agents' performance and motivation.
- Je gamifikácia v tomto prípade etická? Autonómnosť? Vzťahnosť?



- Body za rýchle odpovedanie emailu.
- Platba za rýchle odpovedanie emailu.



Source: <http://www.zappified.com/face/index.html>

- Vieš rozoznať kolegu na obrázku?
- Posilňuje sociálne vzťahy.

The screenshot displays the Zamzee mobile application interface for a user named 'Zerkmeister'. The interface includes a navigation bar at the top with options like 'Hi Zerkmeister', 'INVITE FRIENDS', 'ACCOUNT', 'ZAMZEE METER', 'BUY GOALZ', 'HELP', and 'LOGOUT'. The user's profile shows a level of 'Z', a gold medal, and 38,458 points. A challenge titled 'Space Mission 6503' is active, offering double points for the next 60 minutes. An activity graph shows minutes spent in the Zamzone over several days, with a table below it.

POINTZ	BY DAY		BY MINUTE			LIFETIME MINUTES	DAILY AVERAGE POINTZ
	257	103	Double Pointz Day 156	Double Pointz Day 664	Double Pointz Day 46		
MINUTES IN THE ZAMZONE	Nov 9	Nov 10	Nov 11	Nov 12	Nov 13	Nov 14	Nov 15

The graph shows minutes spent in the Zamzone over a period of days, with a significant increase on Nov 11 and Nov 12 due to double pointz days. The activity graph shows minutes spent in the Zamzone over a period of days, with a significant increase on Nov 11 and Nov 12 due to double pointz days.

- Aplikácia zameraná na zníženie obezity u detí

The screenshot displays the Capri user interface. At the top, there is a navigation bar with 'Home', 'Account', 'Learn more', and 'FAQ'. A 'Test User | Logout' link is in the top right. Below the navigation bar is a purple banner with an information icon and text: 'For best scanning results, please place your tag on the windshield behind the rear-view mirror. For further instructions, please visit [Tag mounting instructions](#).' Below this are three circular icons: 'Track activity' (green), 'Redeem credits' (orange), and 'View rewards' (teal). A 'Recommend Friends' button is present with the text 'Earn 100 bonus credits when your friend registers!'. The 'Status' section features a semi-circular status meter with levels: Member (0-50), Silver (50-150), Gold (150-250), and Platinum (250-300). The current status is Silver with a level of 30. A projected status for the next week is Member. To the right, a 'Test User' profile shows 'Status: Silver', 'Boost day: Wednesday', 'Rewards: \$25.00', and 'Credits: 500'. Below this are two status requirements: a '30' requirement to maintain Silver status and a '90' requirement to reach Gold status. The 'Spin Test Drive' section includes a 'Try Me!' button. The 'Friends' section shows a '+ add friend' button and a friend profile for 'Test User 2' with 'Status: Member', 'Rewards: \$0.00', and 'Credits: 0'. An orange arrow points to the '+ add friend' button.

- Body/status za príchod/odchod do práce mimo najfrekventovanejší čas.
- Využitie komunitného tlaku.

Send Feedback Logout

**Home**

**Abbigale A.**  
25 points  
#366 out of 1084 overall

**Mokihana: Lounge C**  
138 kWh used overall  
#12 out of 20 in all dorms

Get Nutz Go Low News Prizes Profile Help

Round 2 has started!

**Your Quests**

[Learn Secrets of Kukui Cup Masters](#) [Make a commitment](#) [Learn about energy](#)

**GET NUTZ**

- Do activities and make commitments
- Earn Kukuicup points
- See where you stand

**GO LOW**

- Observe and Conserve Energy
- Track conservation goals
- Compare usage to others

**NEWS**

- What are people doing?
- Your public comments
- Top activities and events

**PRIZES**

- See the prizes
- Allocate your points
- Monitor your chances

**PROFILE**

- Manage your Settings
- Connect to facebook
- Change your picture

**HELP**

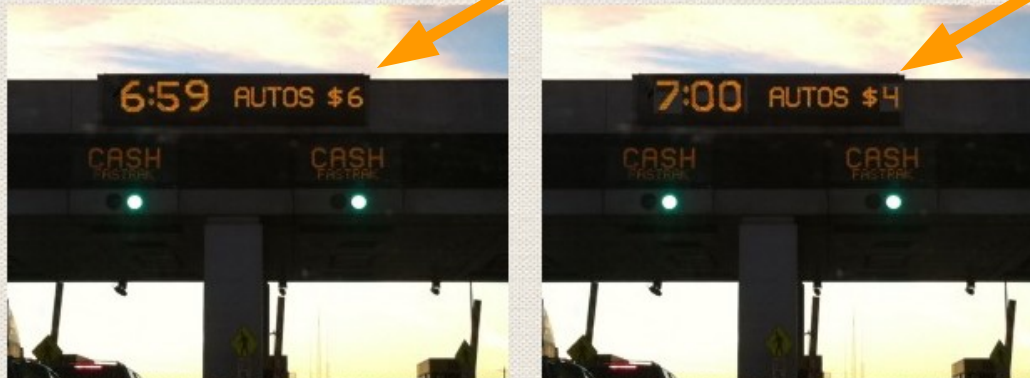
- Get acquainted with the Kukuicup
- Watch an introductory video
- Learn the rules

- Kto použil najmenej el. energie?

# Gamification can kill

## Gamification Can Kill

Posted on 23rd March, 2012 by Nicole Lazzaro in Uncategorized. 2 Comments

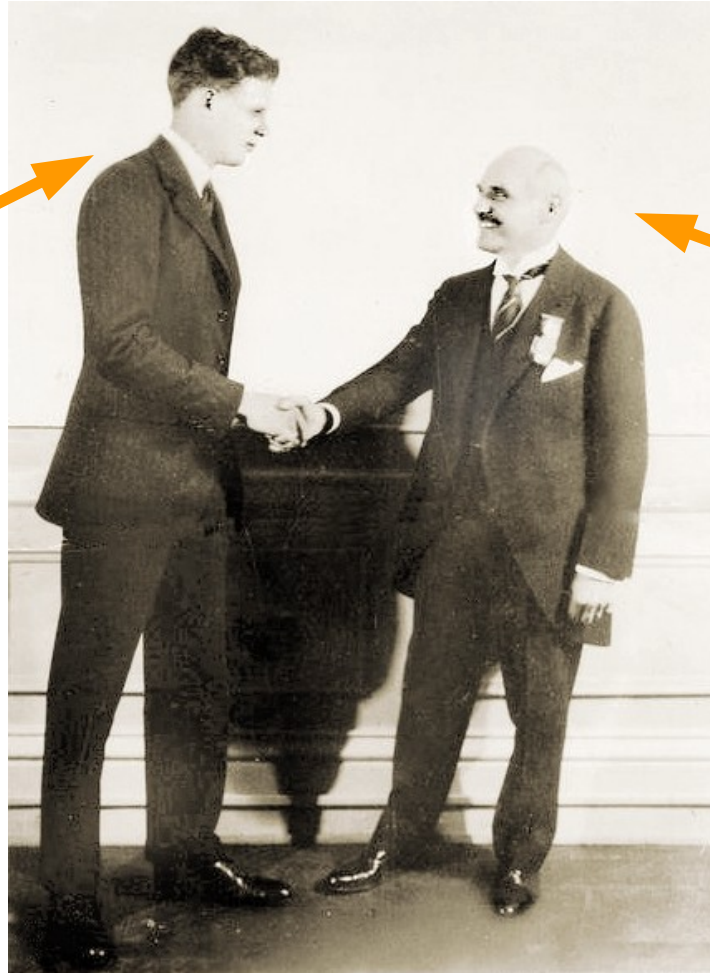


### Cubicles are Cages for People

Let's face it, cubicles are cages for people. If the average workplace or school were a zoo, the human society would shut it down for the one simple reason that it fails to provide the mental furniture required for people to do their job. We need Aeron chairs for the brain to focus attention and aid problem solving and enhance feelings of challenge, mastery, and accomplishment. Enterprise software, digital media tools, and even email can benefit from game-inspired engagement techniques. Schools structure kids to work in factories that no longer exist – except in Asia.

# Orteigova cena (inducement prize)

Lindbergh

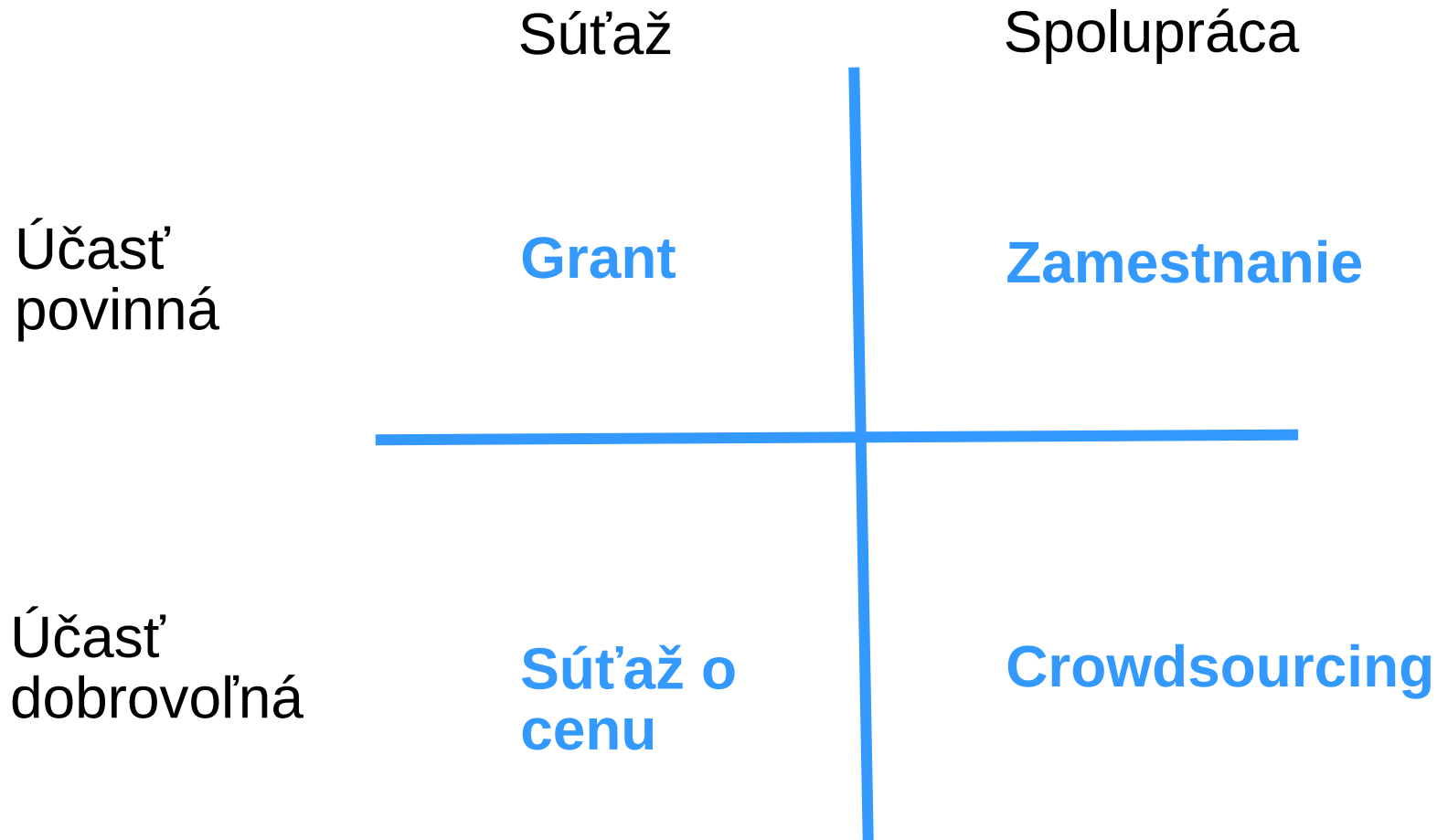


Orteig

- 25,000USD za prelet Atlantiku z NYC do Paríža.
- Súťažiaci počas súťaženia minuli 400,000USD.

Zdroj: <https://commons.wikimedia.org/w/index.php?curid=7007199>

# Súťaž vs spolupráca



- Za peniaze: Amazon Mechanical Turk (Human intelligence task HIT)
- Pre „fun“: skladanie proteínov (hra)



The screenshot shows the Amazon Mechanical Turk homepage. At the top left is the logo "amazonmechanicalturk Artificial Intelligence". Navigation tabs include "Your Account", "HITs", and "Qualifications". A top right link says "Already have an account? Sign in as a Worker | Requester". A central banner states: "Mechanical Turk is a marketplace for work. We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient. 790,589 HITs available. View them now." Below this are two main sections: "Make Money by working on HITs" and "Get Results from Mechanical Turk Workers".

**Make Money by working on HITs**

HITs - *Human Intelligence Tasks* - are individual tasks that you work on. [Find HITs now.](#)

**As a Mechanical Turk Worker you:**

- Can work from home
- Choose your own work hours
- Get paid for doing good work

Find an interesting task → Work → Earn money

[Find HITs Now](#)

or [learn more about being a Worker](#)

**Get Results from Mechanical Turk Workers**

Ask workers to complete HITs - *Human Intelligence Tasks* - and get results using Mechanical Turk. [Get Started.](#)

**As a Mechanical Turk Requester you:**

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results

Fund your account → Load your tasks → Get results

[Get Started](#)

At the bottom, there is a footer with links: "FAQ | Contact Us | Careers at Mechanical Turk | Developers | Press | Policies | State Licensing | Blog | Service Health Dashboard" and copyright information: "©2005-2016 Amazon.com, Inc. or its Affiliates". On the right, it says "An amazon.com. company".

22:41:13 GMT

**foldit** BETA  
Solve Puzzles for Science

PUZZLES BLOG CATEGORIES FEEDBACK GROUPS FORUM PLAYERS WIKI RECIPES FAQ CONTESTS ABOUT CREDITS

Click to learn how you contribute to science by playing Foldit.

**NANOCRAFTER** Try our new scientific discovery game!  
Be creative and build extraordinary tiny machines!

What's New

**Develop Preview Release Soon**

Hey everyone,

We're releasing a small update with a few fixes to the developer preview:

GET STARTED: DOWNLOAD

Win Beta  
Windows (Vista/7/8)

Mac Beta  
OSX (10.7 or later)

Linux Beta  
Linux (64-bit)

Are you new to Foldit? Click here.

Are you a student? Click here.

Are you an educator? Click here.

SEARCH

Google Search  Only search fold.it

RECOMMEND FOLDIT

Send

USER LOGIN

Username: \*

Password: \*

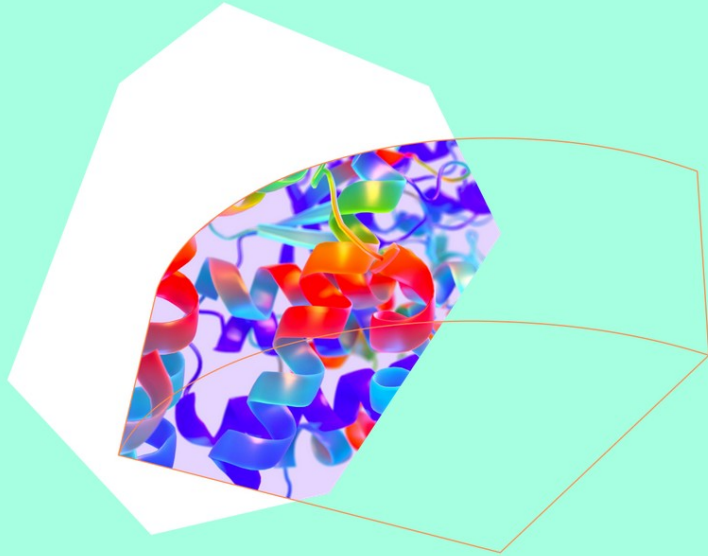
- Skladanie proteínov
- Fun, ak prezentované ako hra

„**Videogame players** have solved a molecular puzzle that stumped scientists for years and could hold the key to finding a cure for AIDS.

A team of gamers needed just ten days to produce an answer to an enzyme riddle that had eluded experts for more than a decade.

The feat was accomplished using a collaborative online game called Foldit, which has been likened to Tetris and encourages players to fold a protein into intricate shapes.“

Zdroj: <http://www.dailymail.co.uk/sciencetech/article-2039012/AIDS-cure-Gamers-solve-puzzle-stumped-scientists-years.html>



# AlphaFold

Accelerating scientific discovery

AlphaFold can accurately predict 3D models of protein structures and is accelerating research in nearly every field of biology.

Timeline of a breakthrough



“So we asked, ‘Can we do something useful with this time?’ ” Dr. von Ahn recalled in a telephone interview. Instead of making Captchas out of random words printed in a woozy way, why not ask Web users to translate problem words from archival texts?

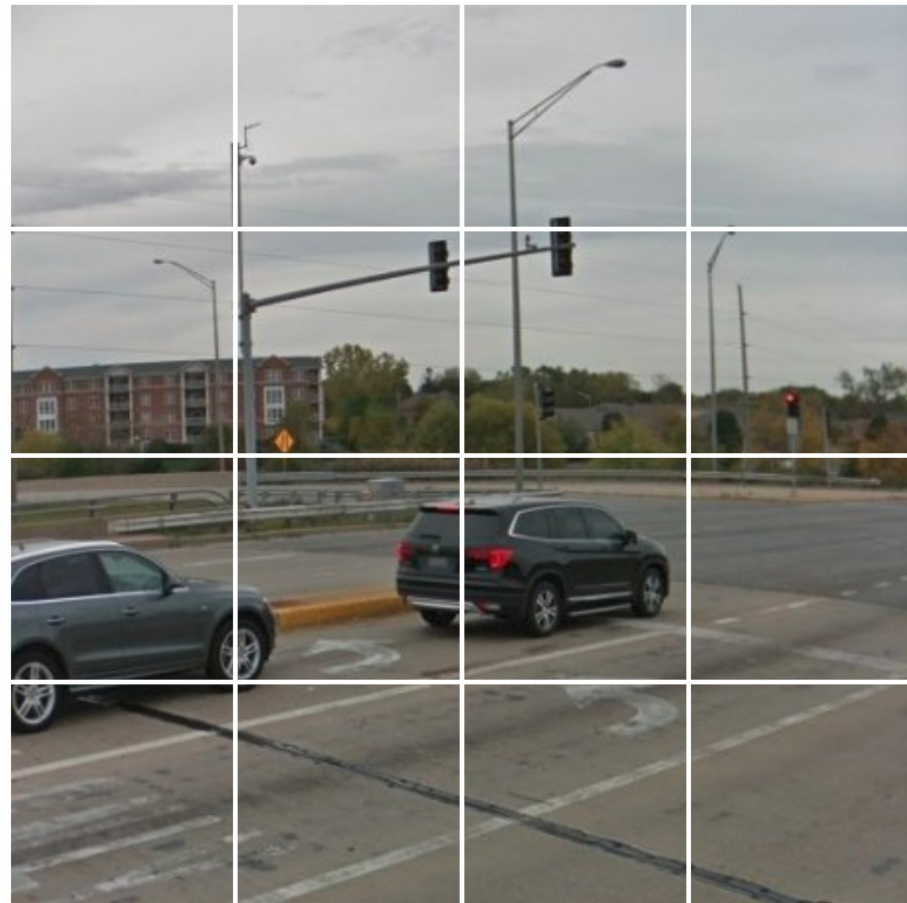
Zdroj: <http://www.nytimes.com/2011/03/29/science/29recaptcha.html>

Pre Google projekt s  
autonómnymi  
vozidlami



[https://  
www.youtube.com/  
watch?  
v=6bz7\\_y2UG0Q](https://www.youtube.com/watch?v=6bz7_y2UG0Q)

Select all squares with  
**traffic lights**  
If there are none, click skip

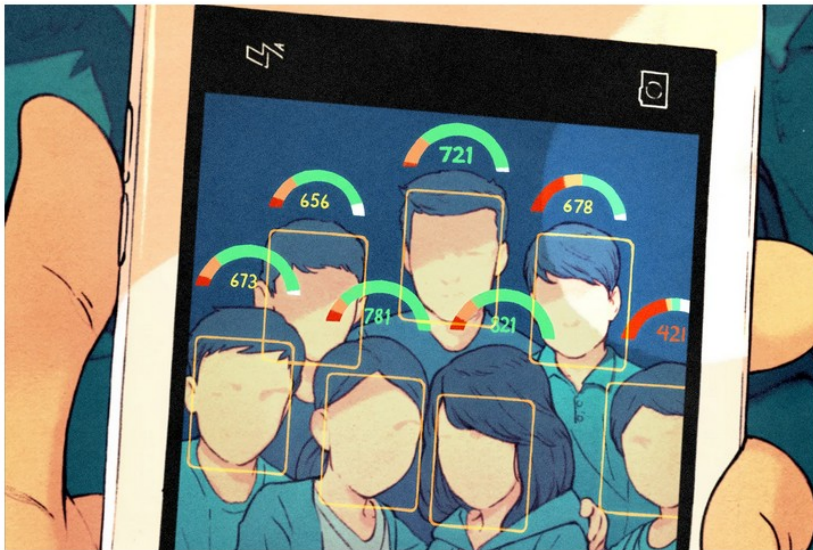


SKIP

NICOLE KOBIE BUSINESS 07.06.2019 12:00 PM

## The complicated truth about China's social credit system

China's social credit system isn't a world first but when it's complete it will be unique. The system isn't just as simple as everyone being given a score though



KEVIN HONG

China's social credit system has been compared to Black Mirror, Big Brother and every

### Most Popular



**Humans Have Broken a Fundamental Law of the Ocean**

BY MATT REYNOLDS



**Norway Is Running Out of Gas-Guzzling Cars to Tax**

BY MORGAN MEAKER



**Why Bosses Are Inflexible About Flexible Work Arrangements**

BY NICOLE KOBIE



**Austria's Covid Surge Is a Warning to the World**

BY DAVID COX

Zdroj: <https://www.wired.co.uk/article/china-social-credit-system-explained>

Gratulujem!



## Vaša gamifikovaná budúcnosť:

- Junior programátor
- Senior programátor
- IT architekt

Keď nestačí práca a plat, tak im dajme dobrý pocit, že sú „senior“

Už čoskoro :(

Ale samozrejme existuje únik z ponurnej korporátnej budúcnosti: doktorandské štúdium :)

