Mobile computing

Gamification 2

Martin Drozda

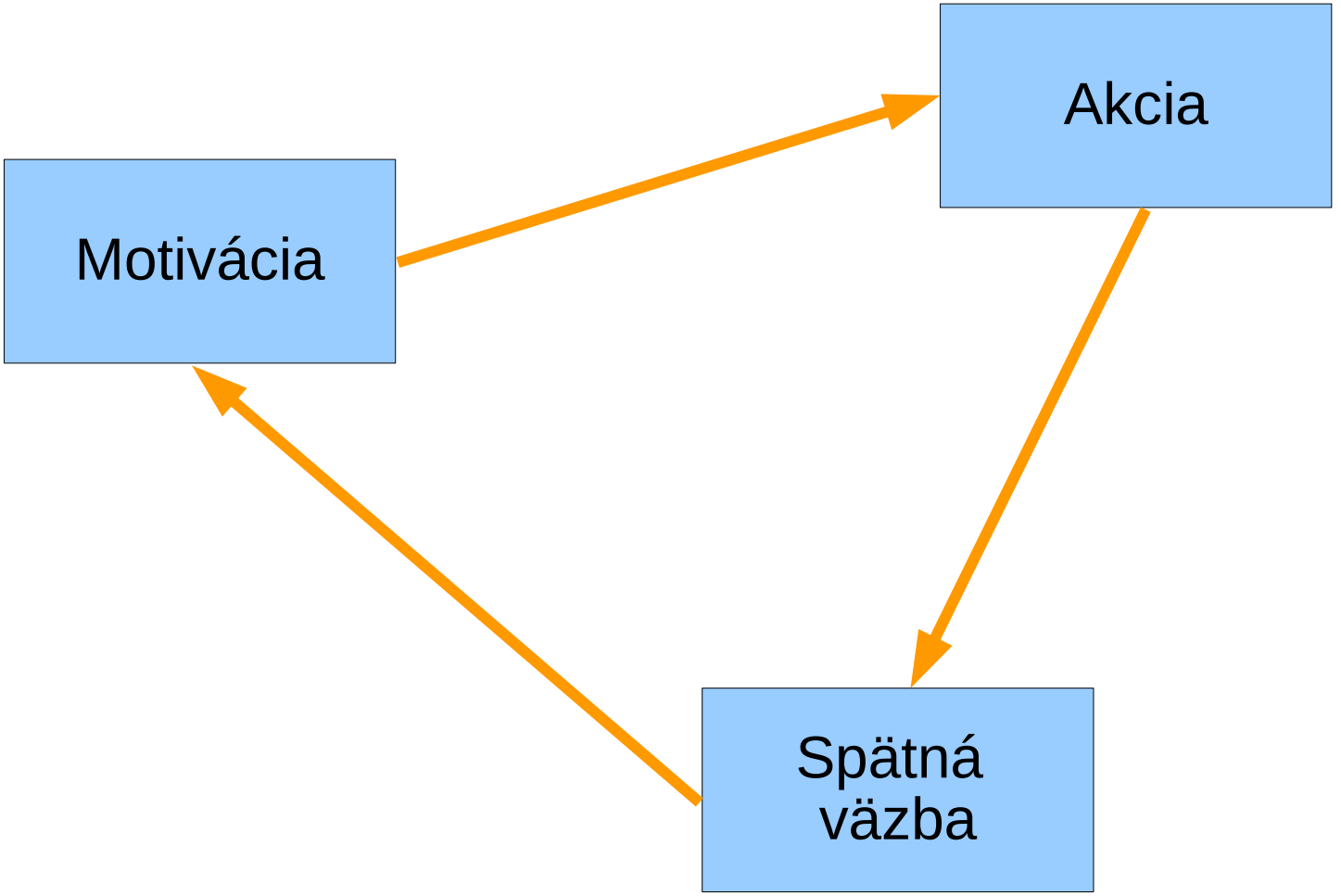
Gamification

„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.

Cyklus hier / gamifikácia



Presný výber videí pomocou AI pomáha v TikToku stimulovať motiváciu.

DAU/MAU

Cieľ je vysoký pomer DAU/MAU

- DAU: daily average users
- MAU: monthly average users
- DAU/MAU: koľko používateľov používa aplikáciu každý deň
  - Safari: 69.1%
  - Facebook 68.7%
  - Snapchat: 53.2%
  - Timehop: 52.65

Zdroj: https://www.quora.com/What-apps-have-DAU-MAU-over-20#

Biznis až na prvom mieste

- Foursquare: cieľ nie sú odznaky, ale:
  - zdieľanie informácií o miestach kam ľudia radi chodia
  - kupóny pre starostov (mayors), ktorí potom odporúčajú produkty ostatným

Kognitivizmus

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

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

Vnútorná alebo vonkajšia motivácia?

Oboje: zavisí 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.

Teória sebaurčenia

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

Zdroje vnútornej motivácie.

Teória sebaurčenia

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

Zdroje vnútornej motivácie.

Pozri napr. Fitocracy

Disney: electronic whip

- 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.

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

Uber, Lyft

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

Tue 20 Nov 2018 06.00 GMT

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

Zdroj: https://www.theguardian.com/business/2018/nov/20/high-score-low-pay-gamification-lyft-uber-drivers-ride-hailing-gig-economy

Lyft: autonómnosť?

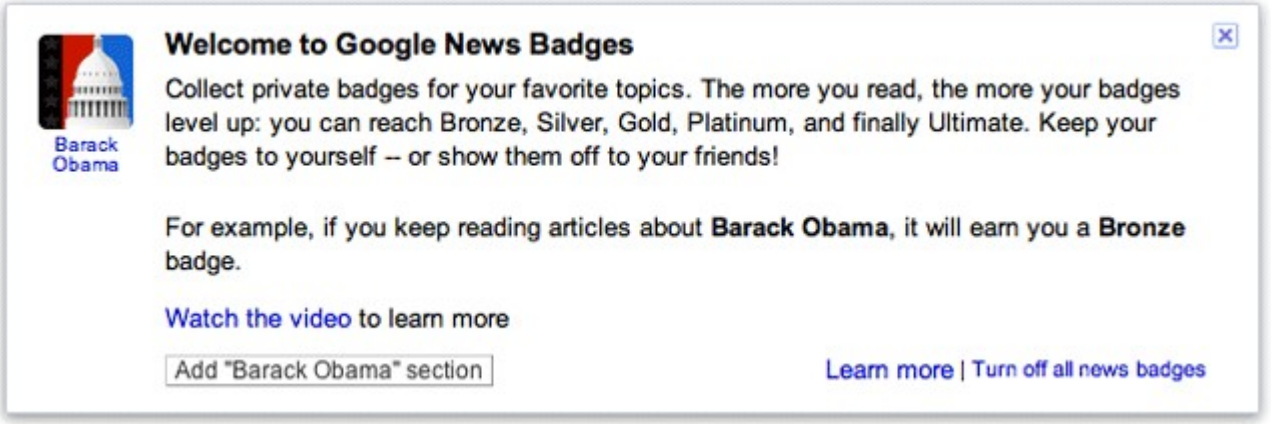
„Every Sunday morning, I receive an algorithmically generated “challenge” from Lyft that goes something like this: **Complete 34 rides between the hours of 5am on Monday and 5am on Sunday to receive a $63 bonus.**“

„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...“

Zdroj: https://www.theguardian.com/business/2018/nov/20/high-score-low-pay-gamification-lyft-uber-drivers-ride-hailing-gig-economy

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 kompetncie, autonómnosti, vzťažnosti?

Google News: odznaky

„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’?

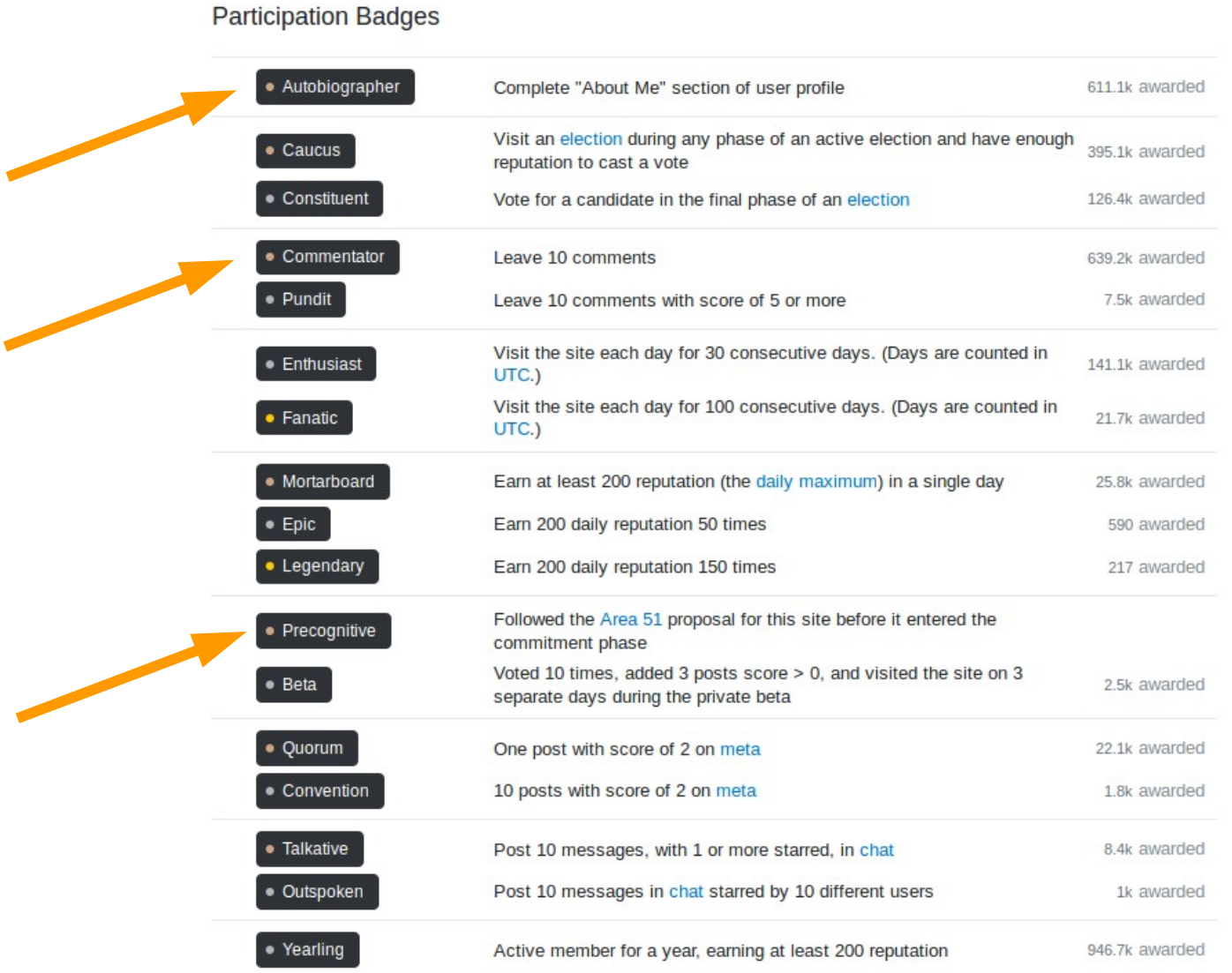
Not that there’s anything wrong with that, but come on, badges?“

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

StackOverflow.com

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

StackOverflow.com



Participation Badges

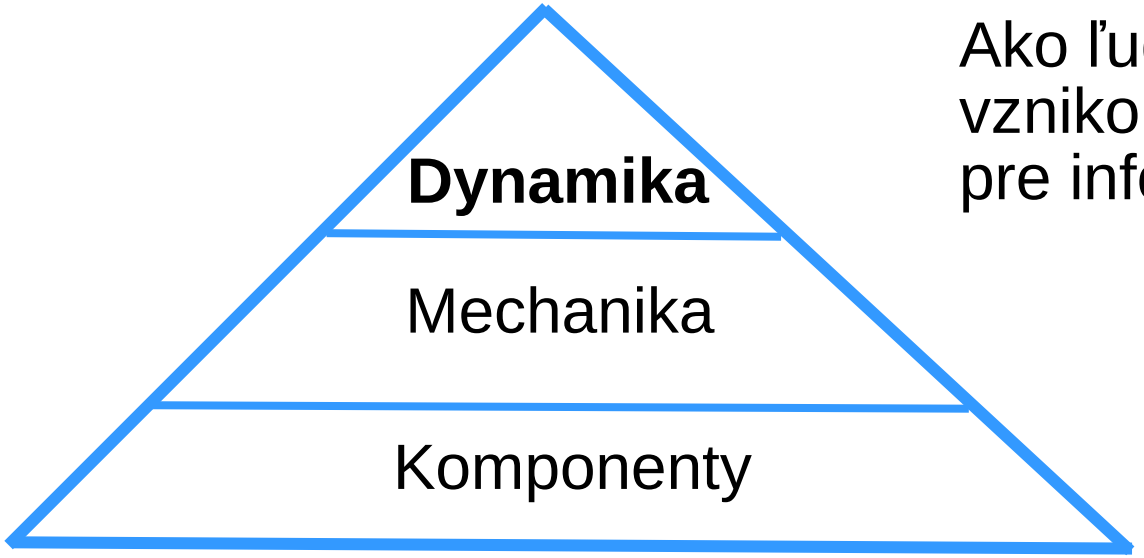
Autobiographer	Complete "About Me" section of user profile	611.1k awarded
Caucus	Visit an election during any phase of an active election and have enough reputation to cast a vote	395.1k awarded
Constituent	Vote for a candidate in the final phase of an election	126.4k awarded
Commentator	Leave 10 comments	639.2k awarded
Pundit	Leave 10 comments with score of 5 or more	7.5k awarded
Enthusiast	Visit the site each day for 30 consecutive days. (Days are counted in UTC.)	141.1k awarded
Fanatic	Visit the site each day for 100 consecutive days. (Days are counted in UTC.)	21.7k awarded
Mortarboard	Earn at least 200 reputation (the daily maximum) in a single day	25.8k awarded
Epic	Earn 200 daily reputation 50 times	590 awarded
Legendary	Earn 200 daily reputation 150 times	217 awarded
Precognitive	Followed the Area 51 proposal for this site before it entered the commitment phase	
Beta	Voted 10 times, added 3 posts score > 0, and visited the site on 3 separate days during the private beta	2.5k awarded
Quorum	One post with score of 2 on meta	22.1k awarded
Convention	10 posts with score of 2 on meta	1.8k awarded
Talkative	Post 10 messages, with 1 or more starred, in chat	8.4k awarded
Outspoken	Post 10 messages in chat starred by 10 different users	1k awarded
Yearling	Active member for a year, earning at least 200 reputation	946.7k awarded

StackOverflow.com

„Jeff Atwood, a software entrepreneur, found most online discussion forums useless. The problem, he realized, was that participants were only involved to serve their own needs. **They had no incentives to work together to create the best information resource. Atwood found the solution in a surprising place: “Counter-Strike,” a team-based, first-person shooter video game. In “CounterStrike” and similar games, he realized, cooperation was the optimal strategy.** Players who wanted to win had to excel at working together. Atwood and his co-founder, Joel Spolsky, put those insights to work in creating Stack Overflow, now one of the largest question-and-answer sites on the Web.“

Zdroj: https://magazine.wharton.upenn.edu/issues/fall-2015/the-gamification-toolkit-for-the-win/

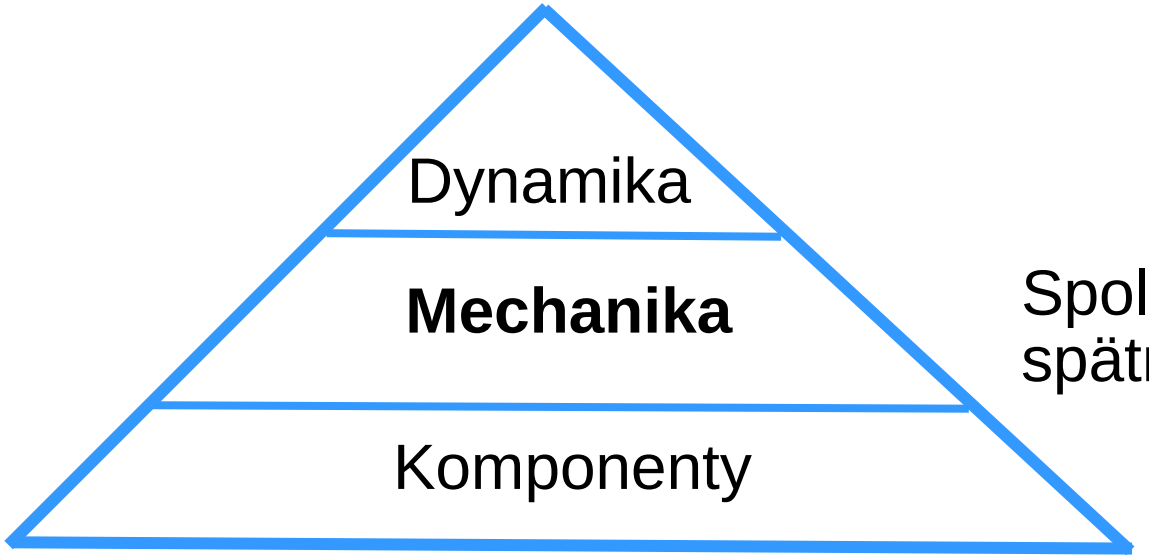
StackOverflow.com: pyramída



Ako ľudí motivovať, aby vznikol lepší zdroj informácií pre informatikov

Dynamika: „Jeff Atwood, a software entrepreneur, found most online discussion forums useless. The problem, he realized, was that participants were only involved to serve their own needs. **They had no incentives to work together to create the best information resource.“**

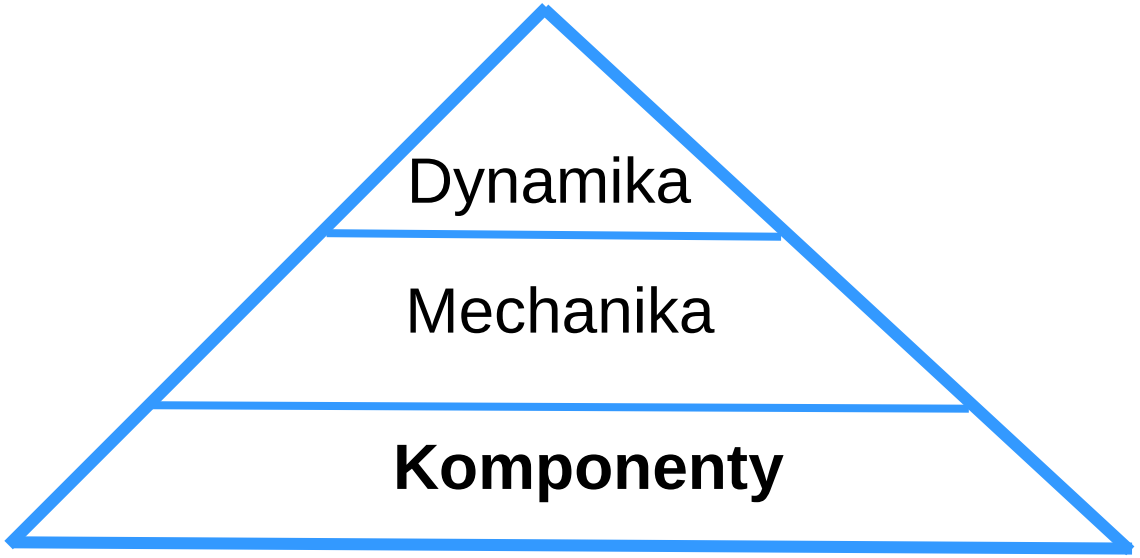
StackOverflow.com: pyramída



Spolupráca, reputácia, spätná väzba

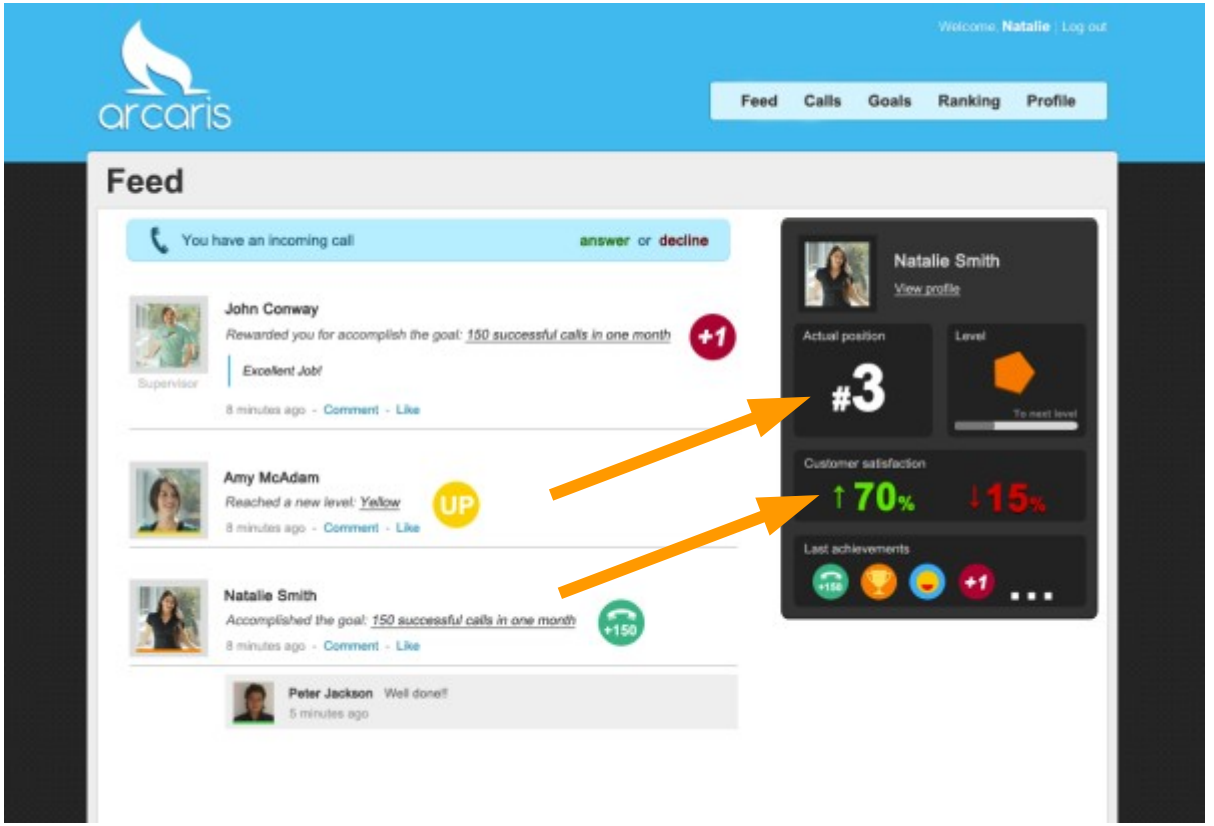
Mechanika: „**Atwood found the solution in a surprising place: “Counter-Strike,” a team-based, first-person shooter video game. In “CounterStrike” and similar games, he realized, cooperation was the optimal strategy.** Players who wanted to win had to excel at working together. **“**

StackOverflow.com: pyramída



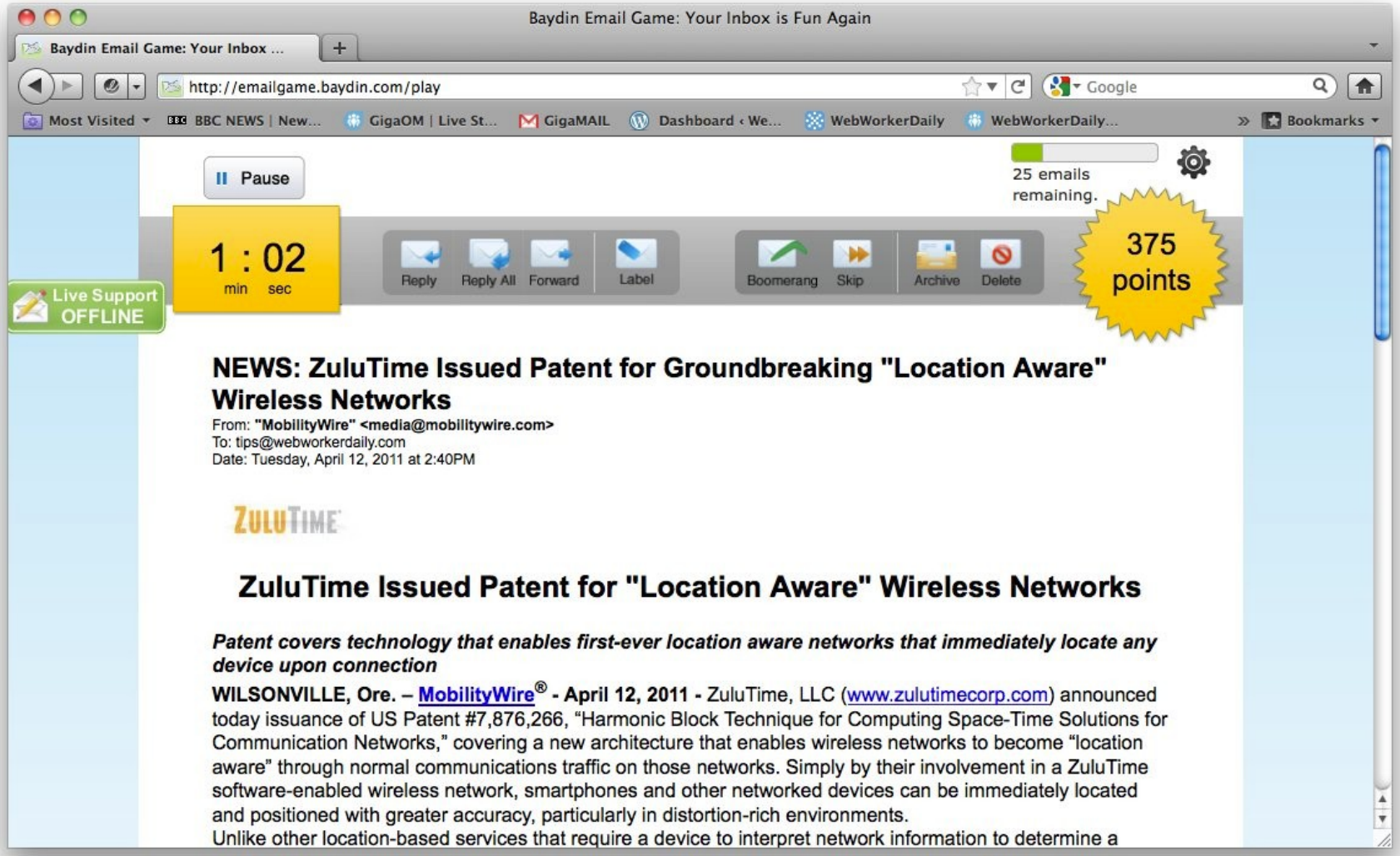
Komponenty: Body, odznaky, medaile atď.

Arcaris



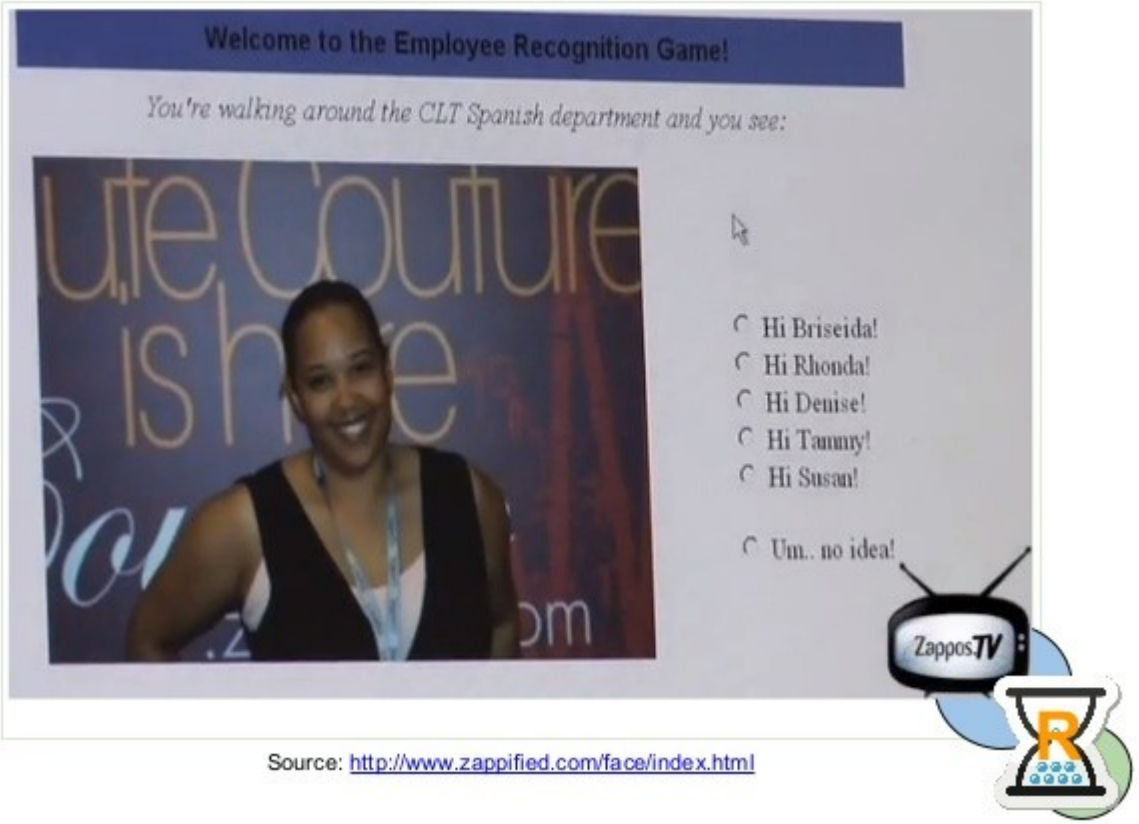
- Arcaris offers a talent management platform for call center outsourcers and enterprises to improve their agents' performance and motivation.
- Je gamifikácia v tomto prípade etická? Autonómnosť? Vzťažnosť?

Baydin



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

Zappos



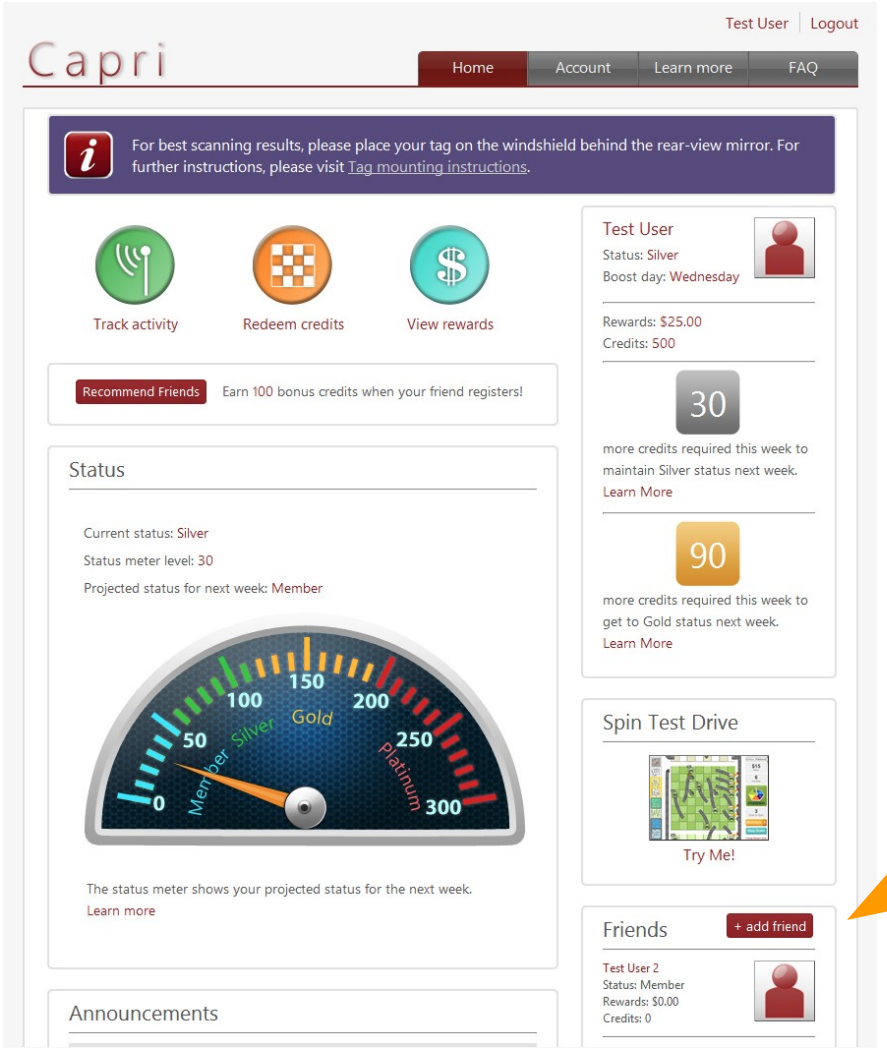
Source: http://www.zappified.com/face/index.html

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

Zamzee

- Aplikácia zameraná na zníženie obezity u detí

Capri



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

Kukui cup

- Kto použil najmenej el. energie?

Gamification can kill

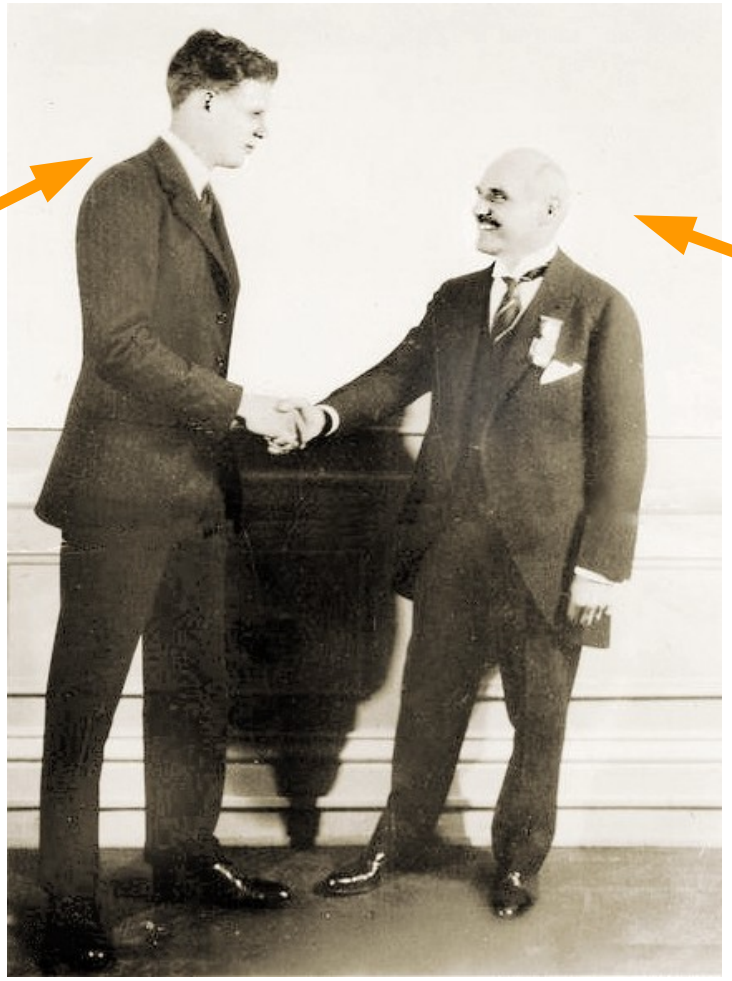
Gamification Can Kill

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.

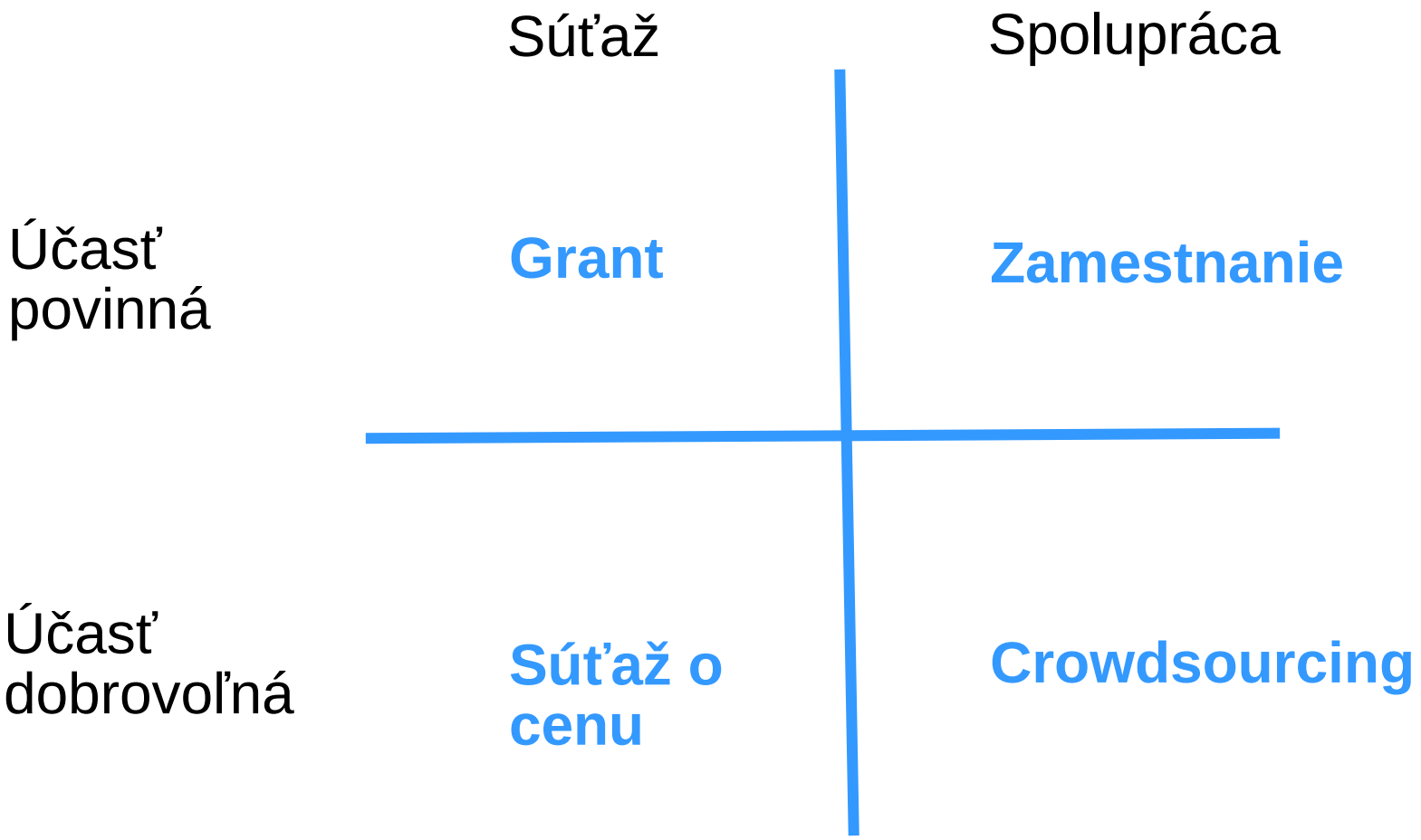
Orteigova cena (inducement prize)



- 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



Crowdsourcing

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

Fun

- Skladanie proteínov
- Fun, ak prezentované ako hra

Fold.it

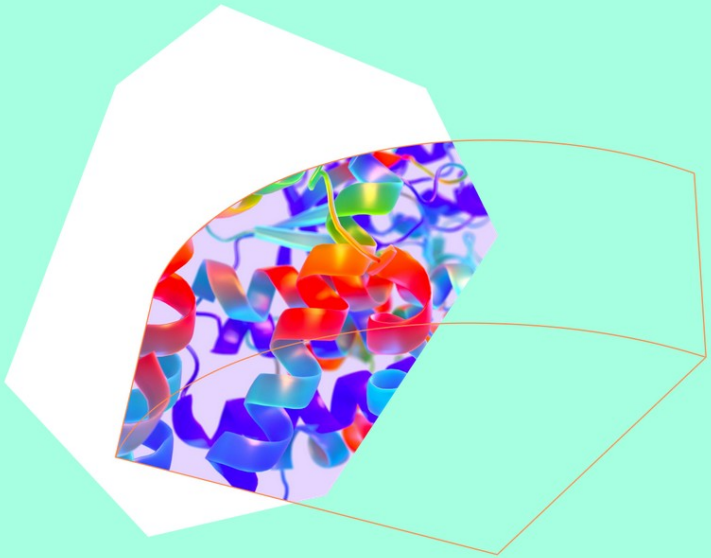
„Videogame players have solved a molecular puzzle that stumped scientists for years and could hold the key to finding a cure for AIDS.

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



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

Zdroj: https://www.deepmind.com/research/highlighted-research/alphafold

reCAPTCHA

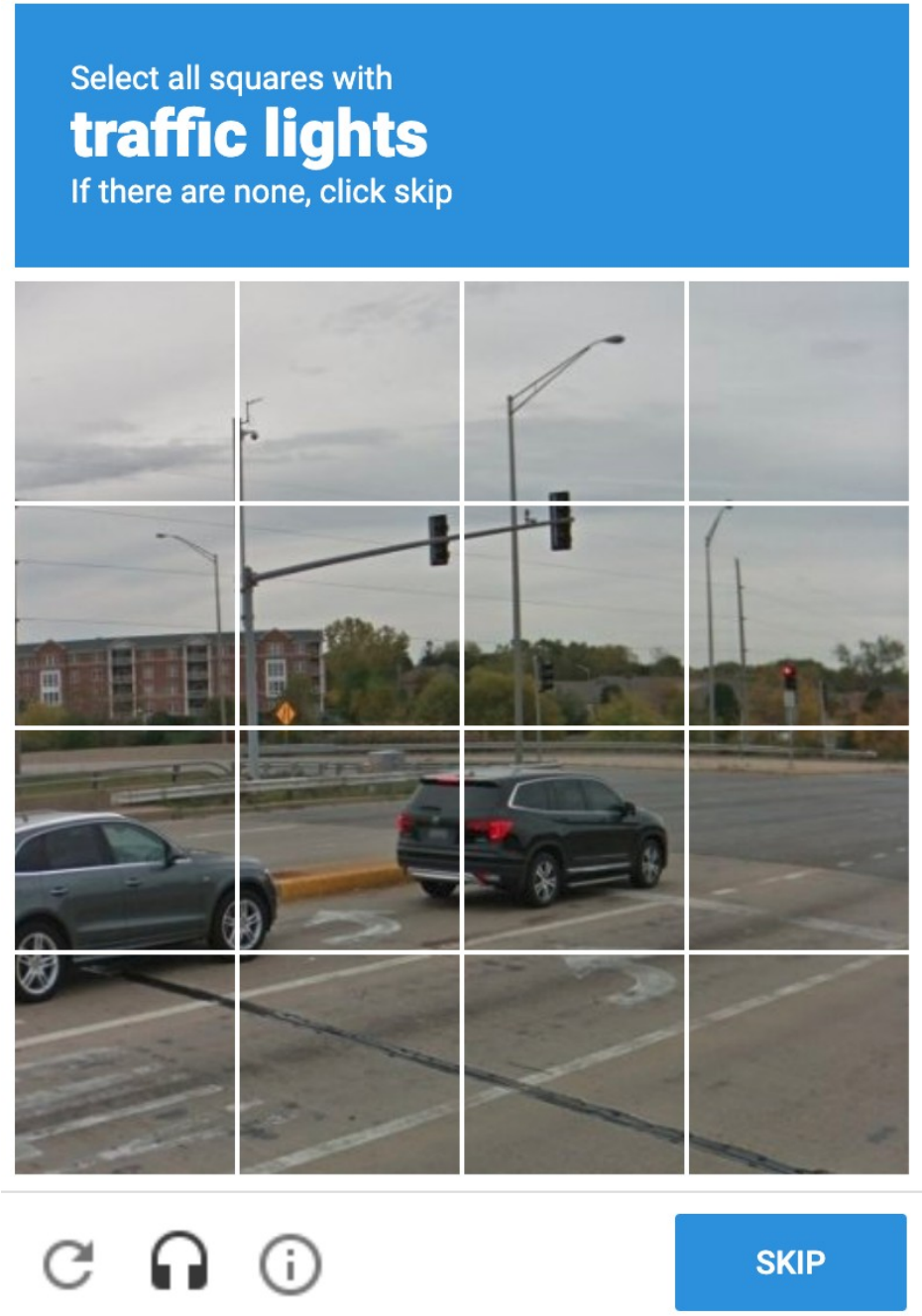
"So we asked, 'Can we do something useful with this time?' " Dr. von Ahn recalled in a telephone interview. Instead of making Captchas out of random words printed in a woozy way, why not ask Web users to translate problem words from archival texts?

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

reCAPTCHA

Pre Google projekt s autonómnymi vozidlami

https://www.youtube.com/watch?v=6bz7_y2UG0Q



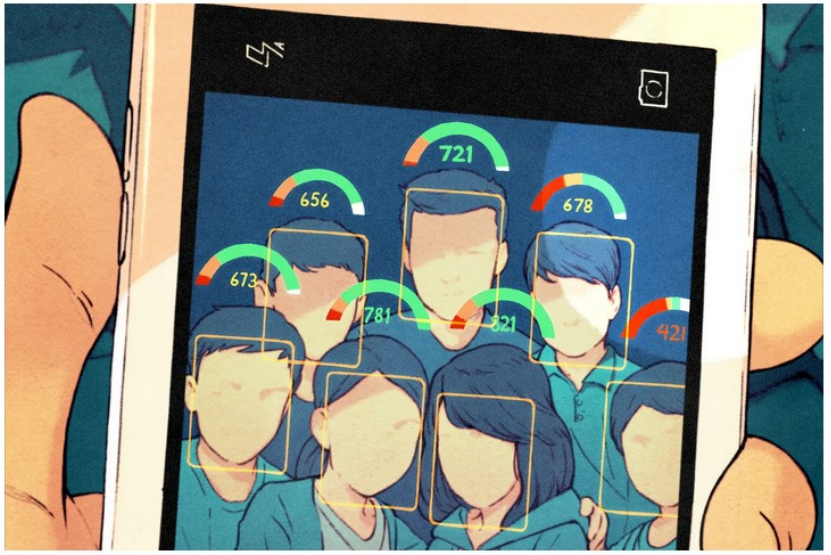
China‘s social credit system

WIRED LONG READS BUSINESS CULTURE GEAR SCIENCE SECURITY VIDEO SUBSCRIBE NEWSLETTERS

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

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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!

Korporát

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 :)

Ďakujem za pozornosť

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