

FROM VIRTUAL TO REAL WORLD

GAMIFICATION WORLD CONGRESS

20TH JUNE, 2013

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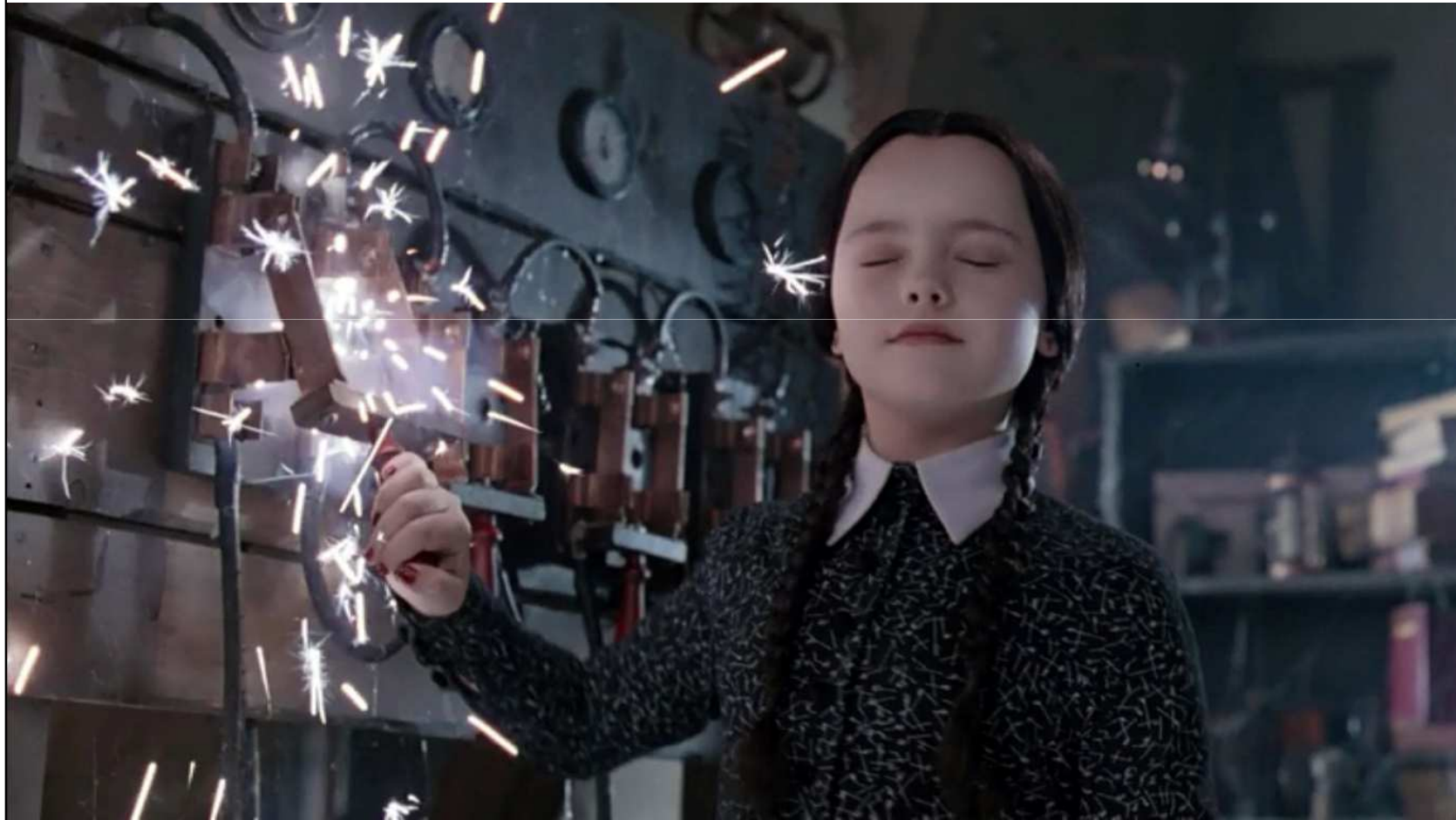
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INTRODUCTION

- SO, THIS TALK CONCERNS ADAPTING **VIRTUAL-WORLD** CONCEPTS FOR THE **REAL WORLD**
 - I GUESS I'M EXPECTED TO MENTION **PLAYER TYPES** AT SOME POINT, TOO...
- INDEED, THIS IS WHAT GAMIFICATION IS **ABOUT**
 - USING GAME TECHNIQUES FOR NON-GAME PURPOSES
- THE THING IS, GAMES DON'T ACTUALLY **MIX** WELL WITH REALITY
- PLAYERS EVEN HAVE A **WORD** FOR DELIBERATELY BRINGING REALITY INTO GAMES
- THAT WORD IS "**CHEATING**"

OLD MAN IN PARK

- THIS IS WEDNESDAY ADDAMS



DEFINITION

- I EXPECT YOU'VE **ALL** ASKED OR BEEN ASKED THE QUESTION "WHAT IS **GAMIFICATION**?"
- HAVE YOU EVER ASKED OR BEEN ASKED "WHAT IS A **GAME**?"?
 - [COMPUTER PROGRAMMER PUNCTUATION]
- BELIEVE IT OR NOT, THERE IS **NO** COMMONLY-ACCEPTED DEFINITION OF THE WORD "**GAME**" IN THE ACADEMIC DISCIPLINE OF **GAME STUDIES**
- THERE ARE SEVERAL GOOD **CANDIDATES**, BUT THEY ALL HAVE **FLAWS**

MY DEFINITION

- HERE'S MY **OWN** DEFINITION
- 1) **PLAY** IS WHAT HAPPENS WHEN YOU **FREELY** AND **KNOWINGLY BOUND** YOUR BEHAVIOUR ACCORDING TO A SET OF **RULES** IN THE **HOPE** OF GAINING SOME **BENEFIT**
- 2) **GAMES** ARE PLAY AT WHICH YOU CAN **LOSE**
- PART 2) SAYS **LOSE** RATHER THAN **WIN** BECAUSE SOME GAMES YOU **CAN'T** WIN
 - *TETRIS, SPACE INVADERS, DUNGEONS & DRAGONS, ...*

THE MAGIC CIRCLE

- PART 1) ENCAPSULATES THE **MAGIC CIRCLE**
 - A **NON-REAL** STATE THAT PLAYERS **WILL** THEMSELVES TO TREAT AS IF IT **IS** REAL
- **YOUR** MAGIC CIRCLE HOLDS IF YOU BELIEVE **ALL** THE PLAYERS ARE FOLLOWING THE RULES
- IF YOU SPOT PEOPLE **NOT** FOLLOWING THE RULES, THEN FOR **YOU** THE GAME IS **OVER**
 - “IT’S ALL FUN AND GAMES UNTIL SOMEONE LOSES AN EYE. THEN, IT’S JUST FUN” - WEDNESDAY ADDAMS
- IF THESE PEOPLE ASSERT OR PRETEND THAT THEY **ARE** PLAYING, TO YOU THEY’RE **CHEATS**

DRINKING WATER

- HERE'S A PICTURE OF A MAN DRINKING **WATER**



GAMIFICATION

- GAMIFICATION **ISN'T** GAMES BY DEFINITION, BUT **WHY** ISN'T IT GAMES?
- I DON'T HAVE **TIME** TO GO INTO **FULL** DETAIL HERE, SO I'LL FOCUS ON WHERE IT **DIFFERS**
- GAME PLAYERS **BOUND** THEIR BEHAVIOUR BY CHOOSING **NOT** TO DO THINGS THEY **COULD** DO
 - I DON'T SHOOT LASERS FROM MY EYES BECAUSE I **CAN'T** DO SO
 - I DON'T MOVE MY ROOK DIAGONALLY IN **CHESS** BECAUSE I **CHOOSE** NOT TO DO SO

BOUND

- THIS **ISN'T** THE CASE WITH GAMIFICATION
 - PLAYERS **ARE** BOUND BY LAWS OF THE LAND AND OF NATURE, BUT THAT'S **ALL**
- THEY **DON'T** CHOOSE **NOT** TO DO CERTAIN THINGS AS A **CONDITION** OF ENGAGEMENT
 - THEY **CAN** IF THEY WANT A BETTER EXPERIENCE
 - EG. **NOT** LOOKING UP SOME STORY ELEMENT EARLY
 - THEY **WILL** IF THEY HAVE A SENSE OF WHAT THE ACTIVITY IS **ABOUT** AND **WHY** THEY'RE DOING IT
 - EG. LOSING WEIGHT
 - BUT THEY CAN **STILL** PARTICIPATE IF THEY **DON'T**

SO FAR

- PEOPLE WHO ARE PLAYING MAKE A **SOCIAL CONTRACT** TO **BOUND** THEIR BEHAVIOUR
 - IF THEY **ADHERE** TO IT, THIS LEADS TO **FUN**
- GAMIFICATION **ISN'T** PLAY, BECAUSE PEOPLE **DON'T** AGREE TO BOUND THEIR BEHAVIOUR
 - THIS IS WHERE THE GAME/REALITY BOUNDARY **COLLAPSES**
 - GAMIFICATION IS **ALL** REALITY, **NO** MAGIC CIRCLE
- BREAKING THE MAGIC CIRCLE IS **CHEATING** IN GAMES, BECAUSE IT BREAKS **TRUST**
- IT'S PERFECTLY **FINE** IN GAMIFICATION BECAUSE YOU **DIDN'T** SIGN UP TO A SOCIAL CONTRACT

MORE CHEATING

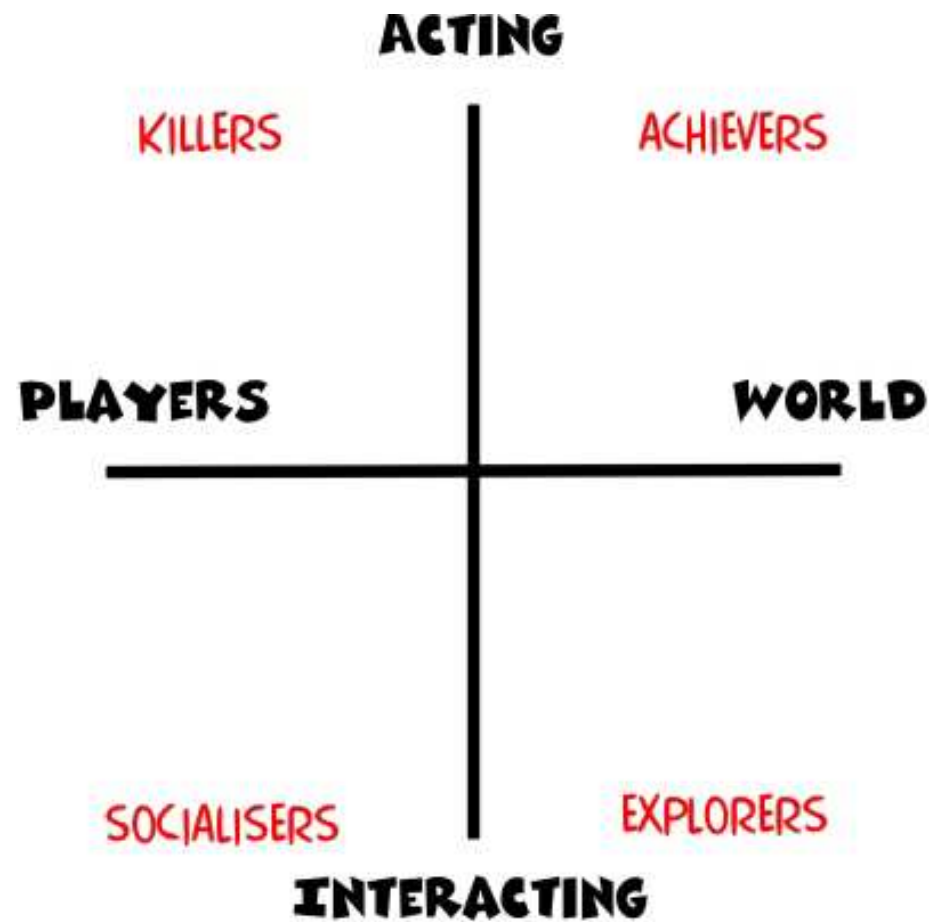
- THIS SUGGESTS YOU CAN'T **CHEAT** IN A GAMIFIED ACTIVITY
- IT'S TRUE, **YOU** CAN'T – BUT **OTHERS** CAN!
- THERE ARE ACTUALLY **THREE** TYPES OF RULE:
 - PHYSICALLY **UNBREAKABLE** RULES
 - I CAN'T KICK THIS BALL **THROUGH** THE GOALKEEPER
 - **WRITTEN** RULES
 - IF THE REFEREE AWARDS A FOUL, THERE'S A **FREE KICK**
 - **UNWRITTEN** RULES
 - ACTIONS AGAINST THE "SPIRIT OF THE GAME"

UNWRITTEN

- **UNWRITTEN** RULES ARE **MOST** AT RISK OF BEING **GAMED**
 - PICKING UP **LITTER** AT SCHOOL
 - LOSE WEIGHT BY DRINKING **WATER**
- **IMPORTANT:** EVERY PLAYER HAS THEIR **OWN** SET OF UNWRITTEN RULES WHICH THEY **DO** FOLLOW
- **AND** THEY EXPECT EVERYONE **ELSE** TO FOLLOW THESE RULES TOO
- SO WHAT ARE THESE DIFFERENT RULES **LIKE?**
- WELL, THEY RELATE TO WHAT EACH **INDIVIDUAL** FINDS **FUN**

PLAYER TYPES

- HOORAY! IT'S TIME FOR PLAYER TYPES!



PERSONAL

- HERE'S A PAIR OF SPECIAL, **PERSONALISED** SHOES



PLAYER TYPES!

- DIFFERENT **PLAYERS** HAVE DIFFERENT **IDEAS** OF WHAT THE UNWRITTEN RULES **ARE**
- THESE TEND TO CLUMP AROUND **PLAYER TYPES**
- BREAKING THE RULES OF **ONE** PLAYER TYPE IS CHEATING, BUT **ONLY** TO THAT PLAYER TYPE
 - OTHER TYPES WILL **NOT** SEE IT AS CHEATING, OR EVEN UNDERSTAND WHY IT **MIGHT** BE CHEATING!
- THIS CAN CAUSE **FRICTION** BETWEEN PLAYERS OF DIFFERENT TYPES

EXAMPLE 1

- EVERY PAIR OF SHOES YOU BUY GETS YOU A **SHOE POINT**. 50 SHOE POINTS GETS YOU THE SPECIAL, **PERSONALISED** SHOES
- **ACHIEVERS** SEE THOSE SHOES AS A **TROPHY** THAT THE PLAYER HAS **WON**
 - THEY WOULD BE **HORRIFIED** IF CHEATS COULD **BUY** SHOE POINTS
 - IT'S LIKE BUYING A PHD OR A **WORLD RECORD**
- **NON-ACHIEVERS** SEE NOTHING **WRONG** WITH IT
 - THEY DON'T REGARD THIS AS A **COMPETITION**

EXAMPLE 2

- IF YOU BUY A COMBINATION OF SIX SECRETLY-**RELATED** PAIRS OF SHOES, YOU QUALIFY FOR THE SPECIAL, **PERSONALISED** SHOES
- **EXPLORERS** WOULD **LOVE** FIGURING OUT WHAT THE COMMON FEATURES MIGHT BE
 - THEY WOULD BE **HORRIFIED** IF CHEATS COULD FIND **SOLUTIONS** ON THE INTERNET
 - IT'S LIKE GIVING AWAY THE ENDING OF A **MOVIE**
- NON-EXPLORERS SEE NOTHING **WRONG** WITH IT
 - THEY **COULD** SOLVE THE PUZZLE, SO WHY BOTHER?

EXAMPLE 3

- IF 50 PEOPLE **LIKE** YOUR COMMENTS IN THE **SHOE FORUM**, YOU QUALIFY FOR THE SPECIAL, **PERSONALISED** SHOES
- **SOCIALISERS** WOULD **ENJOY** CRITIQUING SHOES AND MAKING WISECRACKS
 - THEY WOULD BE **HORRIFIED** IF PLAYERS SWAPPED LIKES **REGARDLESS** OF ACTUAL **MERIT**
 - IT WOULD BE LIKE BUYING A **REPUTATION**
- NON-SOCIALISERS SEE NOTHING **WRONG** WITH IT
 - IF THEY WANT THE SHOES, THEY WANT THE SHOES...

EXAMPLE 4

- HERE'S A PHOTO OF ME KICKING A **BEERCAN** IN MY SPECIAL, **PERSONALISED** SHOES
 - HERE'S A VIDEO OF ME **BURNING** THEM LATER
 - I BOUGHT THE SPECIAL SHOES **YOU** WANT AND I **RUINED** THEM **JUST TO ANNOY YOU**
- KILLERS WOULD BE **HORRIFIED** IF THEY WERE **BANNED** FROM THE SHOE FORUM
 - IT'S RESTRICTING **FREE SPEECH**
- NON-KILLERS SEE NOTHING **WRONG** WITH IT
 - THOSE WHO LIVE BY THE SWORD DIE BY THE SWORD

MORE

- THERE ARE **OTHER** FORMS OF CHEATING THAT **DON'T** FIT HERE
 - **ACCIDENTAL** – YOU DIDN'T KNOW THE RULES
 - **FRUSTRATION** – THE MECHANIC IS TOO HARD SO YOU CHEAT TO MAKE IT EASIER
 - **BOREDOM** – THE MECHANIC IS TOO EASY SO YOU CHEAT TO MAKE IT MORE INTERESTING
- **META**-GAMING, WHICH **WOULD** BE CHEATING IN GAMES, IS **NOT** CHEATING IN GAMIFICATION
 - REALITY IS NOT META WITH RESPECT TO REALITY

VIRTUAL AND REAL

- THE VIRTUAL/REAL BOUNDARY IS BOTH A **PROBLEM** AND AN **OPPORTUNITY**
 - A PROBLEM, BECAUSE THINGS THAT WORK IN THE VIRTUAL MAY **NOT** WORK IN REALITY
 - AN OPPORTUNITY, BECAUSE THINGS THAT DON'T WORK IN THE VIRTUAL **MAY** WORK IN REALITY
- PLAYERS OCCUPY **BOTH** THE VIRTUAL **AND** THE REAL WORLDS
 - THEY BRING REALITY TO VIRTUALITY – CHEATING
 - THEY BRING VIRTUALITY TO REALITY – MAGIC CIRCLES

CONCLUSION

- GAMIFICATION COMES WITH **UNWRITTEN** RULES, JUST AS DO **GAMES**
- THESE RULES EXIST **ONLY** IN PLAYERS' **HEADS**
- BE **AWARE** OF AND **ACCOUNT** FOR THEM
 - PLAYER TYPE MODELS (OF ANY KIND) AREN'T ONLY "**THESE** PEOPLE **LIKE** THIS"
 - THEY'RE **ALSO** "THESE PEOPLE **DON'T** LIKE THIS"
- DON'T JUST **USE** MODELS, **UNDERSTAND** THEM
- THE KEY POINT IN SUCCESSFUL **GAMIFICATION** IS THE **SAME** AS FOR SUCCESSFUL **GAME** DESIGN
- **KNOW YOUR PLAYERS**