

# **A GAME DESIGNER'S VIEW OF GAMIFICATION**

**GAMIFICATION SUMMIT**

19<sup>TH</sup> JUNE 2012

**DR RICHARD A. BARTLE**

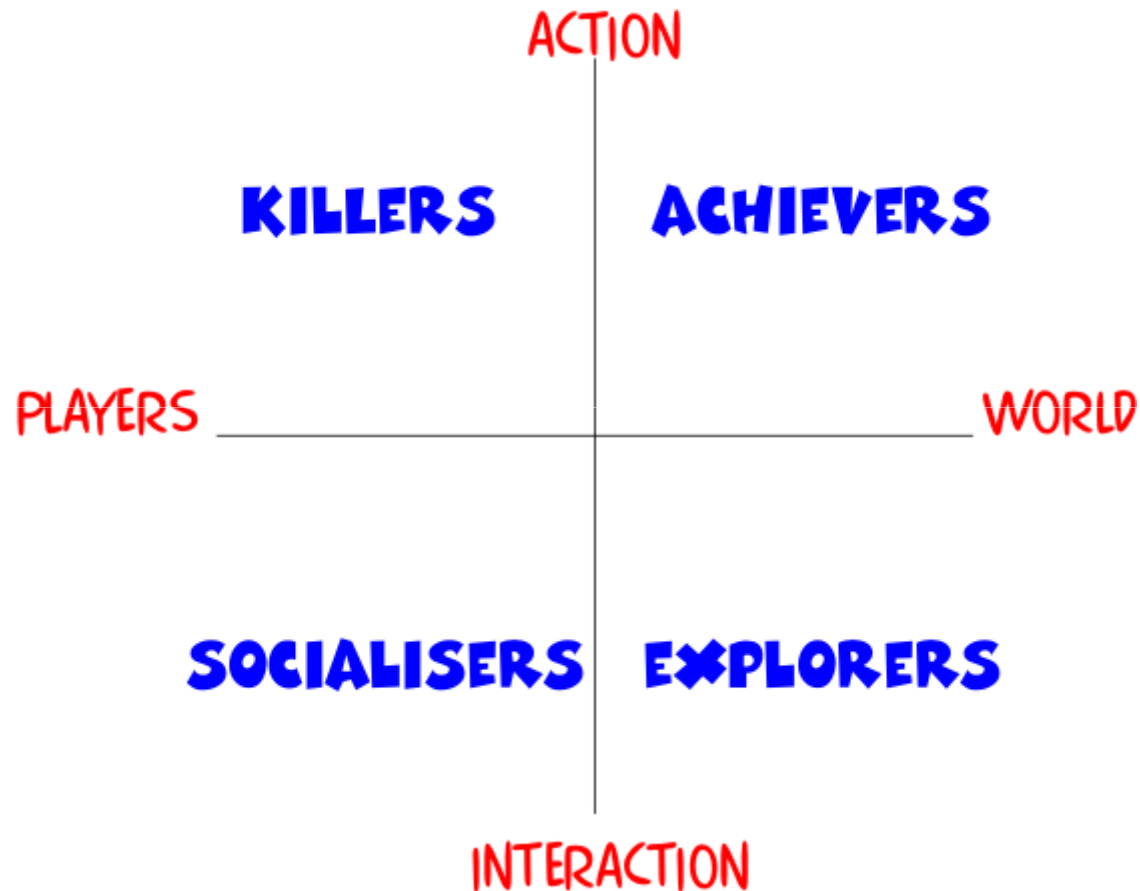
UNIVERSITY OF ESSEX, UK

## INTRODUCTION

- IMAGINE YOU'RE A **NOVELIST** WHO HAS DEVELOPED A WAY TO WRITE BETTER **FICTION**
- NOW SUPPOSE **JOURNALISTS** HAVE ADOPTED IT FOR WRITING BETTER **FACTUAL** STORIES
- YOU MIGHT BE MODERATELY **SURPRISED** TO LEARN THAT IT **WORKS**
- THIS IS MY SITUATION WITH **GAMIFICATION**
- I DEVELOPED A METHOD FOR DESIGNING BETTER **GAMES** THAT SEEMS TO WORK FOR PURPOSES EXPRESSLY **NOT** GAMES

## PLAYER TYPES

- SO THIS IS WHY I'M HERE TODAY:



- IT'S A WAY TO **PARTITION** MMO PLAYERS

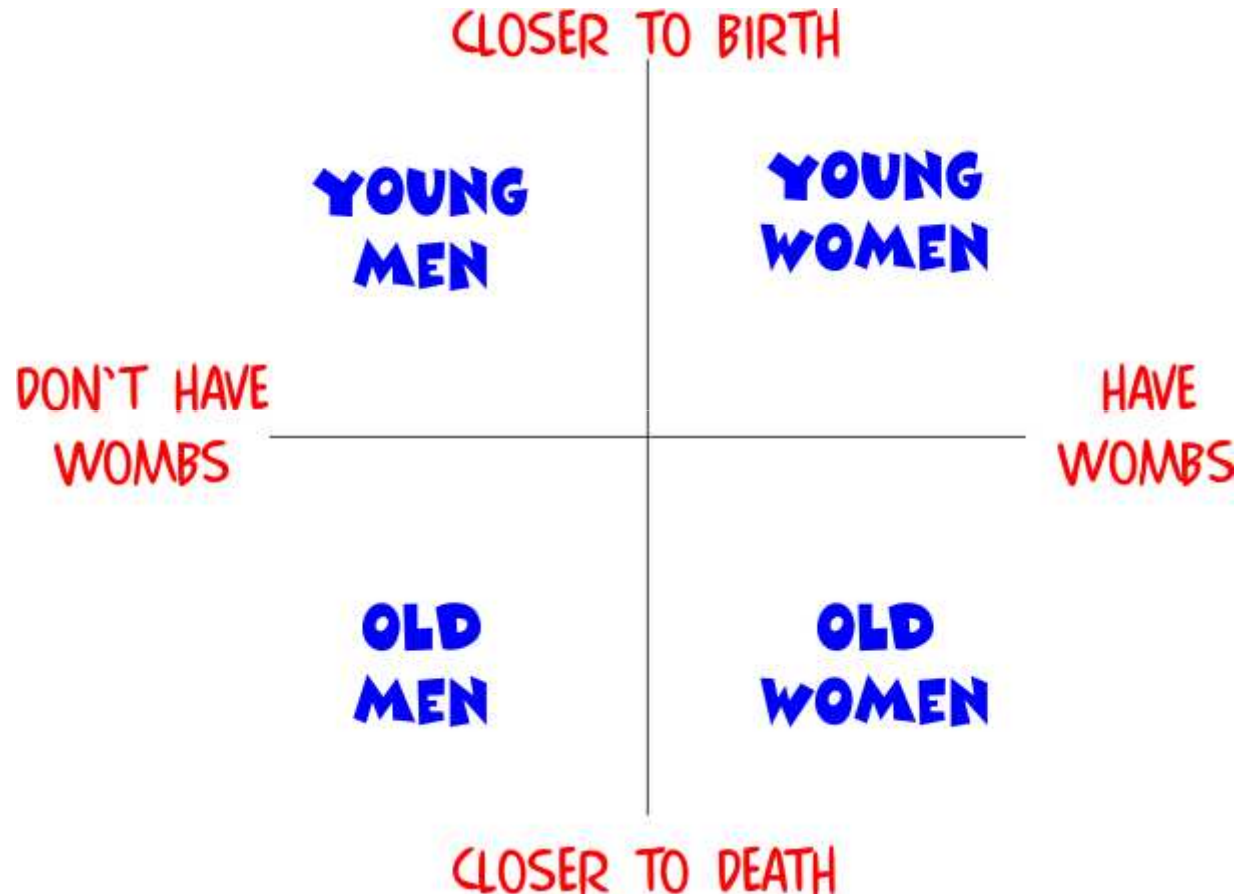
WHERE ELSE?

- AND HERE'S A PICTURE OF A **GOTH**  
– TAKEN FROM [GOTHSUPTREES.NET](http://GOTHSUPTREES.NET)



NEW PARTITION #1

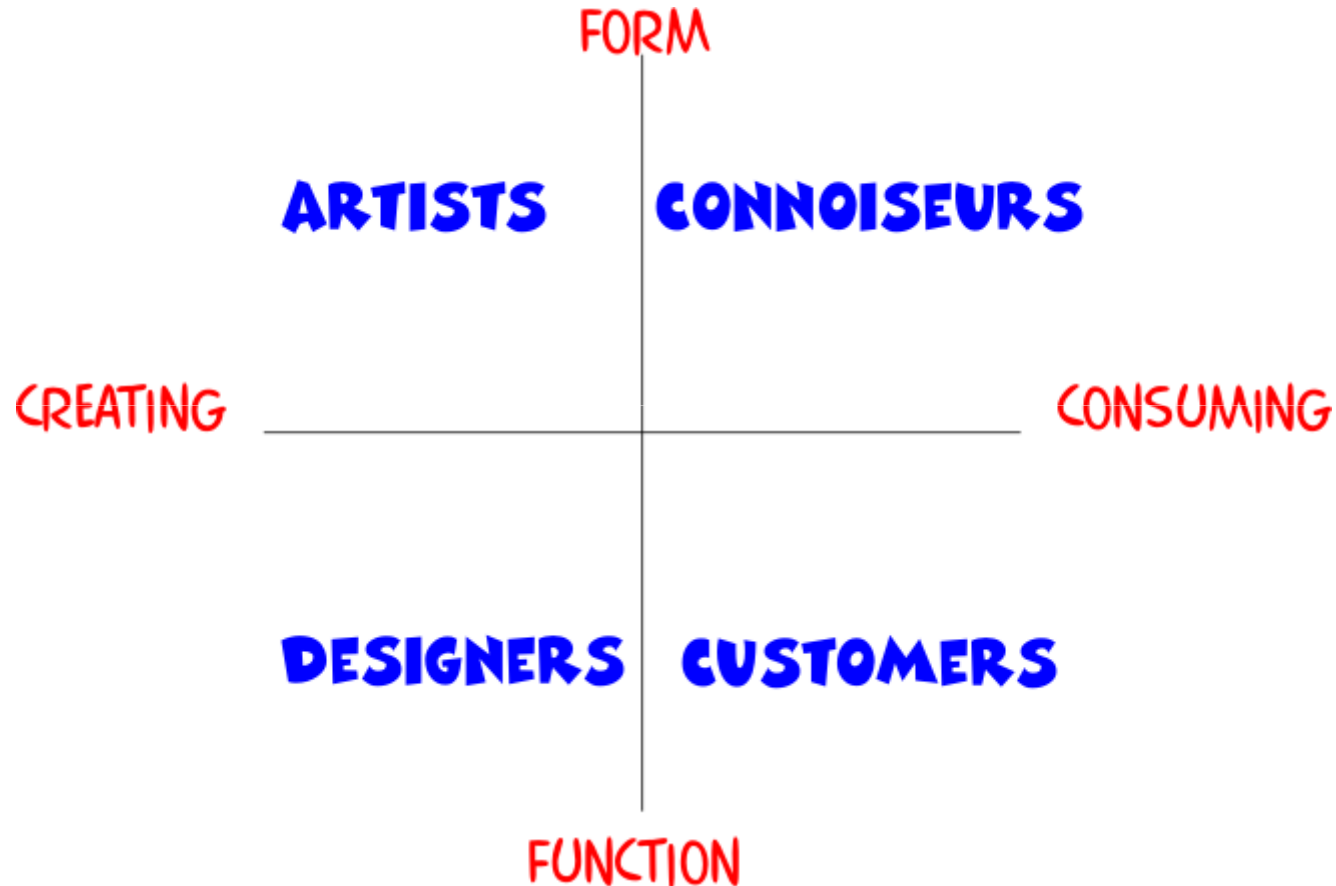
- THIS IS ANOTHER, EQUALLY **VALID** PARTITION:



- IT'S **COMPLETE** AND REASONABLY **CORRECT**

NEW PARTITION #2

- HERE'S YET **ANOTHER** WAY OF DOING IT:



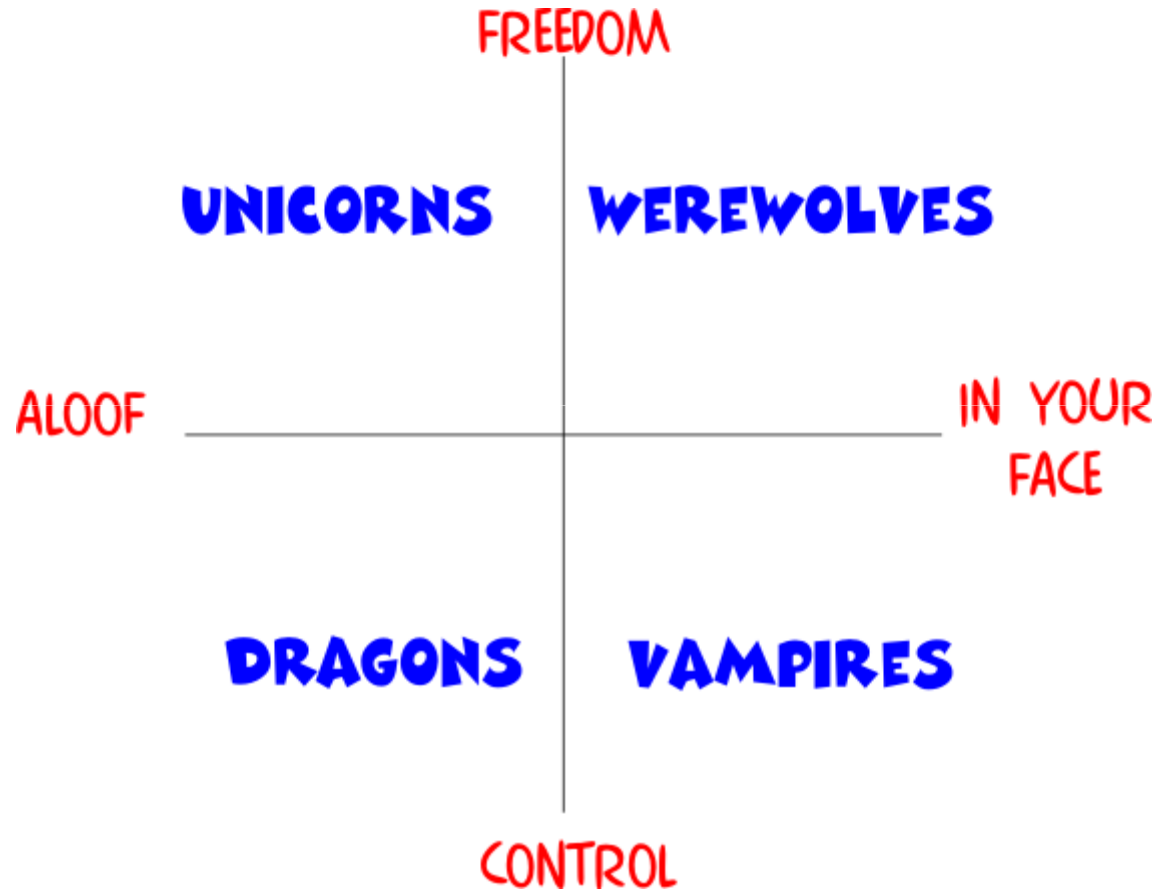
- **ALSO** COMPLETE AND CORRECT

## UTILITY

- NEW PARTITION #1 TELLS YOU **NOTHING** YOU DIDN'T ALREADY **KNOW**
- IT'S **NOT USEFUL** FOR GAME DESIGN
  - UNLESS YOUR GAME HAS **PHYSICAL** IMPLICATIONS INVOLVING **WOMBS** AND **AGE**
- NEW PARTITION #2 HAS MORE **INTERESTING** THINGS TO SAY
- YOU **COULD** VAGUELY USE IT IN GAMES
  - *MINECRAFT/ARTISTS, MASS EFFECT/CONNOISSEURS, ANGRY BIRDS/CUSTOMERS, THE SIMS/DESIGNERS*

NEW PARTITION #3

- THESE GRAPHS ARE **EASY** TO COME UP WITH:



- YOU WERE DECIDING WHICH ONE YOU ARE, YES?

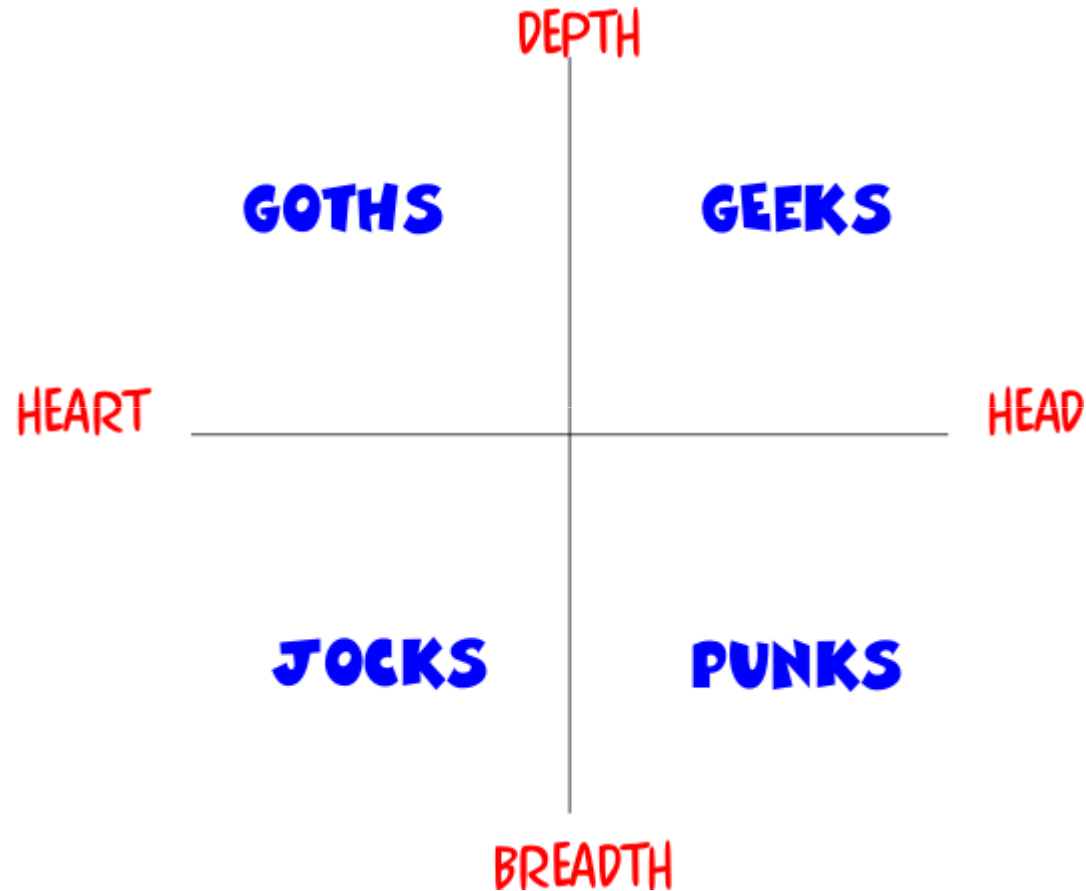


## WORKS

- THAT ONE ACTUALLY **WORKS** FOR MMORPGS
  - SOLO PLAY *VERSUS* GROUP PLAY
  - SANDBOX *VERSUS* THEME PARK
- IT **COULD** BE USED IN GAMIFICATION, TOO
- ALSO, THERE ARE **PLENTY** OF EXISTING PSYCHOMETRIC PROFILING SYSTEMS
  - MINNESOTA MULTIPHASIC PERSONALITY INVENTORY
  - FIVE FACTOR MODEL
- IT'S **NOT HARD** TO TAKE ONE, GIVE IT COOL **LABELS** AND DESCRIBE IT AS "PLAYER TYPES"

NEW PARTITION #4

- THIS IS A SLICE OF **MYERS-BRIGGS**



- THINKING/FEELING, EXTRAVERSION/INTROVERSION

15<sup>TH</sup> SEPTEMBER 1967

- FROM MY PRIMARY SCHOOL MATHEMATICS BOOK

September 15<sup>th</sup>

6 0 0	1 1	2 5 2
100 10 1	100 10 1	100 10 1
3 1	3 5	
100 10 1	100 10 1	100 10 1
4 0 7	1 1 6	
100 10 1	100 10 1	100 10 1
5 5	1 7	1 2 2
100 10 1	100 10 1	100 10 1
2 6	1 1 1	1 5
100 10 1	100 10 1	100 10 1
		5 5

good. ★

55 ✓  
106 ✓  
314 ✓  
570 ✓  
100 ✓  
135 ✓  
295 ✓  
165 ✓  
207 ✓  
392 ✓  
176 ✓

## PLAYER TYPES

- GIVEN ALL THESE **POSSIBILITIES**, WHY DID GAMIFICATION GO WITH **MMO** PLAYER TYPES?
- THE ANSWER SEEMS TO BE THAT THEY STRIKE A **CHORD**
- OTHER TYPOLOGIES LOOK AT **PERSONALITY**, OR **ACTIVITY**, OR **WORLD VIEW**
  - ALL OF WHICH ARE PERFECTLY REASONABLE
- PLAYER TYPE THEORY IS THE ONLY ONE AIMED AT WHAT DIFFERENT PEOPLE FIND **FUN**
- FUN IS WHAT GAMIFICATION WISHES TO **MINE**

## ALTERNATIVES

- THE ALTERNATIVES **AREN'T** FUN-CENTRIC
- **FORMAL** APPROACHES TEND TO BE TOO **BROAD-BRUSH** TO JIVE WITH GAMIFICATION'S REQUIREMENTS
  - REISS **DESIRE** PROFILE: 16 INTRINSIC MOTIVATORS, INCLUDING EATING, ROMANCE, **VENGEANCE**, ...
- **INFORMAL** APPROACHES RELY HEAVILY ON STEREOTYPES AND FOLK WISDOM
  - “WOMEN LIKE <WHATEVER>”, “YOUNG PEOPLE DISLIKE <WHATEVER>”, “<WHATEVER> ATTRACTS STUDENTS”

## UTILITY

- PLAYER TYPES GIVE GAMIFICATION A WAY TO MARRY UP **REWARDS** WITH **ACTIVITY**
- IF YOU **ONLY** GIVE "POINTS" FOR AN ACTIVITY, YOU **ONLY** REWARD ACHIEVERS
  - IF YOU WANT TO REWARD **EXPLORERS**, GIVE THEM MORE **INFORMATION**, NOT **POINTS**
- IT'S **OBVIOUS** THERE MUST BE MUCH **BETTER** PARTITIONS YOU CAN USE
- A **GAME DESIGNER** WOULD ACTUALLY BE **LOOKING** FOR THESE – FOR **FUN!**

## A CONFESSION

- I **DIDN'T** FORMULATE PLAYER TYPE THEORY TO SAY "**THESE** ARE THE **DIFFERENT** THINGS MMO PLAYERS FIND FUN"
- I **DID** IT TO SAY "MMO PLAYERS **FIND** DIFFERENT THINGS FUN"
- **PRIOR** TO THIS, DESIGNERS ONLY CREATED MMOS THAT THEY, **PERSONALLY** FOUND FUN
- **TODAY**, THEY CREATE MMOS THAT **PEOPLE** FIND FUN
- GAME DESIGNERS TREAT **PEOPLE AS PEOPLE**

## GAMIFICATION

- I SEE THE **SAME** THING WITH GAMIFICATION
- IN MY SCHOOL, **GOLD** STARS WERE BEST, THEN **SILVER**, THEN STARS IN **BLOCK** COLOUR
- YET SOME KIDS DIDN'T **WANT** GOLD OR SILVER
- **THEY** WANTED THE **SAME** BLOCK COLOUR AS THEIR **FRIENDS**
- **EXTRINSIC** REWARDS MEANT FOR ACHIEVERS **COULD** HAVE BEEN USED TO REWARD SOCIALISERS, BUT THEY **WEREN'T**



## CONTRIBUTION

- PLAYER TYPE THEORY'S **MAIN** CONTRIBUTION TO GAMIFICATION **ISN'T** THAT THE LATTER NOW ACCOUNTS FOR ACHIEVERS, EXPLORERS, **SOCIALISERS** AND KILLERS
- IT'S THE MERE FACT THAT IT NOW ACCOUNTS FOR DIFFERENT USERS **AT ALL**

## CONCLUSION

- GAME DESIGNERS FIND GAMIFICATION **WEIRD**
  - WE WOULD BE **APPALLED** IF OUR GAMES WERE SO BAD WE HAD TO **BRIBE** PEOPLE TO PLAY THEM
- HOWEVER, WE **DO** HAVE MUCH IN **COMMON**
- THE FIRST QUESTION GAME DESIGNERS ASK IS: **WHO** DO YOU WANT TO **PLAY** THIS GAME?
- FOR THOSE **HERE**, IT'S: WHO DO YOU WANT TO **ENGAGE** WITH YOUR **GAMIFICATION**?
- PLAYER TYPES IS **AN** ANSWER, BUT **THE** ANSWER HAS YET TO BE FOUND