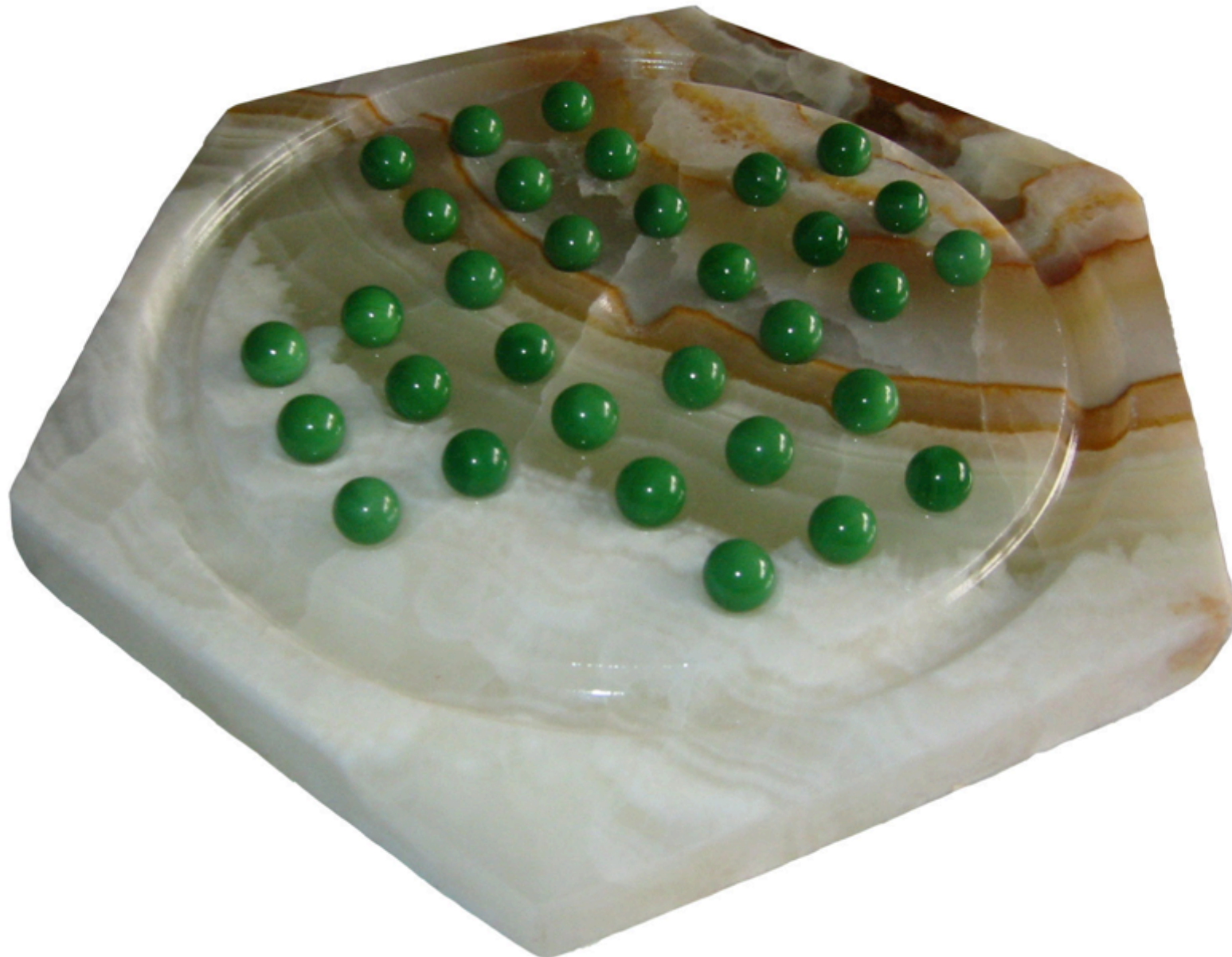


A photograph of a man in a dark jacket and blue shirt standing next to a white carousel horse. The background shows a building with windows and a carousel structure with lights.

**Next Generation Websites. Internet Briefing.
Gamification. Namics.**

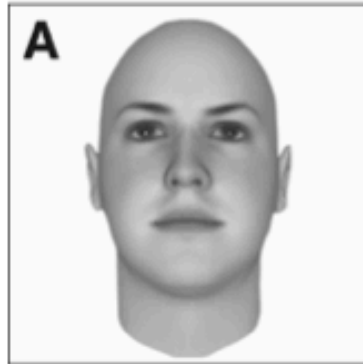
Jürg Stuker. CEO. Partner.

6. September 2011

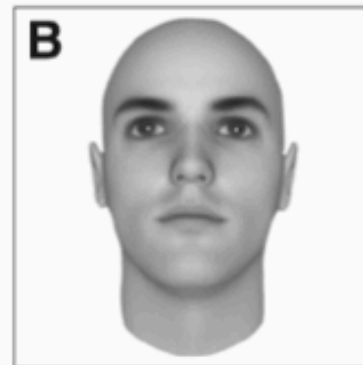
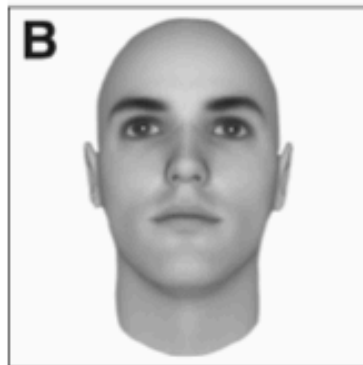
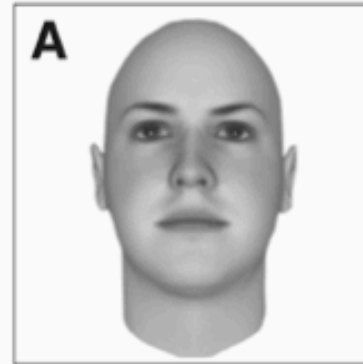


<http://www.handwerkskuenste.de/shop/pd421086382.htm>

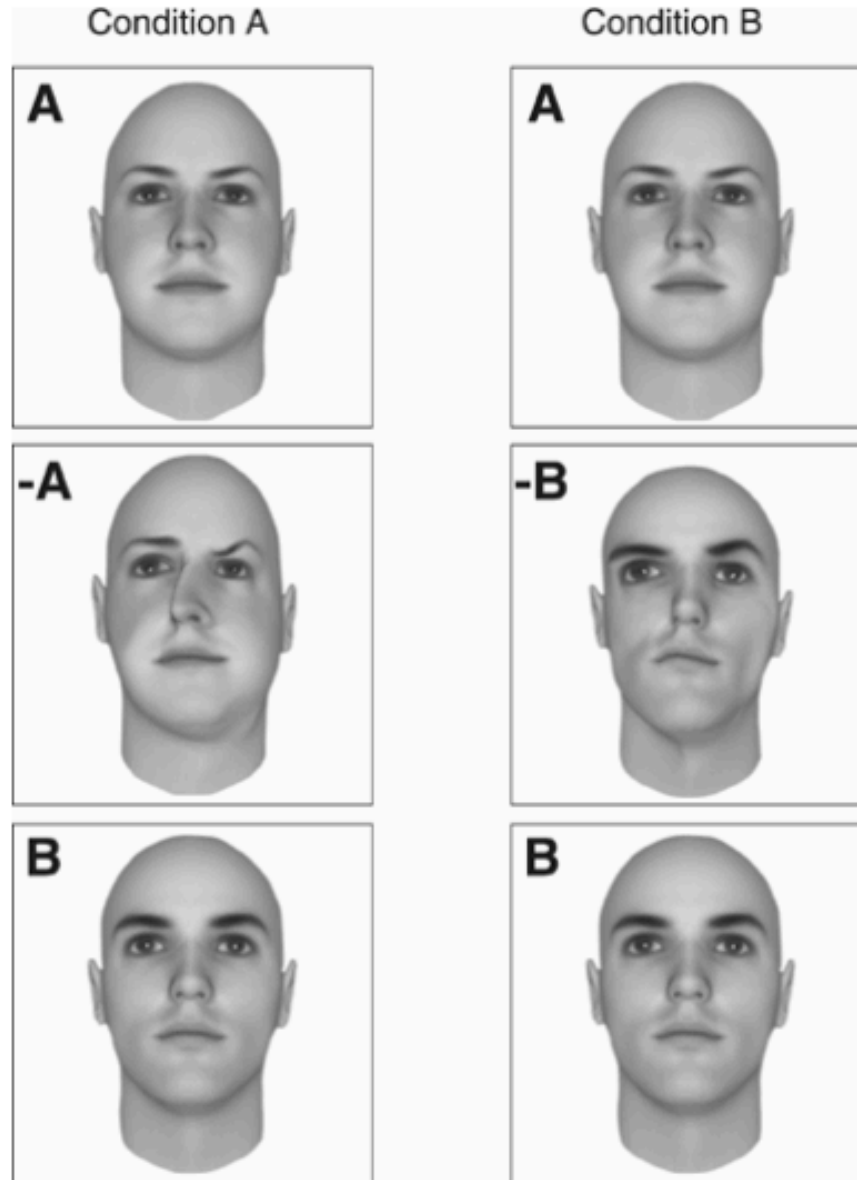
Condition A



Condition B



Quelle: Dan Ariely. Predictably Irrational.



Quelle: Dan Ariely. Predictably Irrational.

Economist.com	SUBSCRIPTIONS
OPINION	Welcome to
WORLD	The Economist Subscription Centre
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PEOPLE	<input type="checkbox"/> Print subscription - US \$125.00
BOOKS & ARTS	One-year subscription to the print edition of <i>The Economist</i> .
MARKETS & DATA	<input type="checkbox"/> Print & web subscription - US \$125.00
DIVERSIONS	One-year subscription to the print edition of <i>The Economist</i> and online access to all articles from <i>The Economist</i> since 1997.

→ **Test mit 100 Studenten
(Sloan School of Business)**

- Internet solo: 16 Studenten
- Print solo: 0 Studenten
- Internet + Print: 84 Studenten

Quelle: Dan Ariely. Predictably Irrational.

Economist.com	SUBSCRIPTIONS
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WORLD	The Economist Subscription Centre
BUSINESS	Pick the type of subscription you want to buy or renew.
FINANCE & ECONOMICS	<input type="checkbox"/> Economist.com subscription - US \$59.00
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PEOPLE	<input type="checkbox"/> Print & web subscription - US \$125.00
BOOKS & ARTS	One-year subscription to the print edition of <i>The Economist</i> and online access to all articles from <i>The Economist</i> since 1997.
MARKETS & DATA	
DIVERSIONS	

→ **Test mit 100 Studenten
(Sloan School of Business)**

- Internet solo: 68 Studenten
- Internet + Print: 32 Studenten

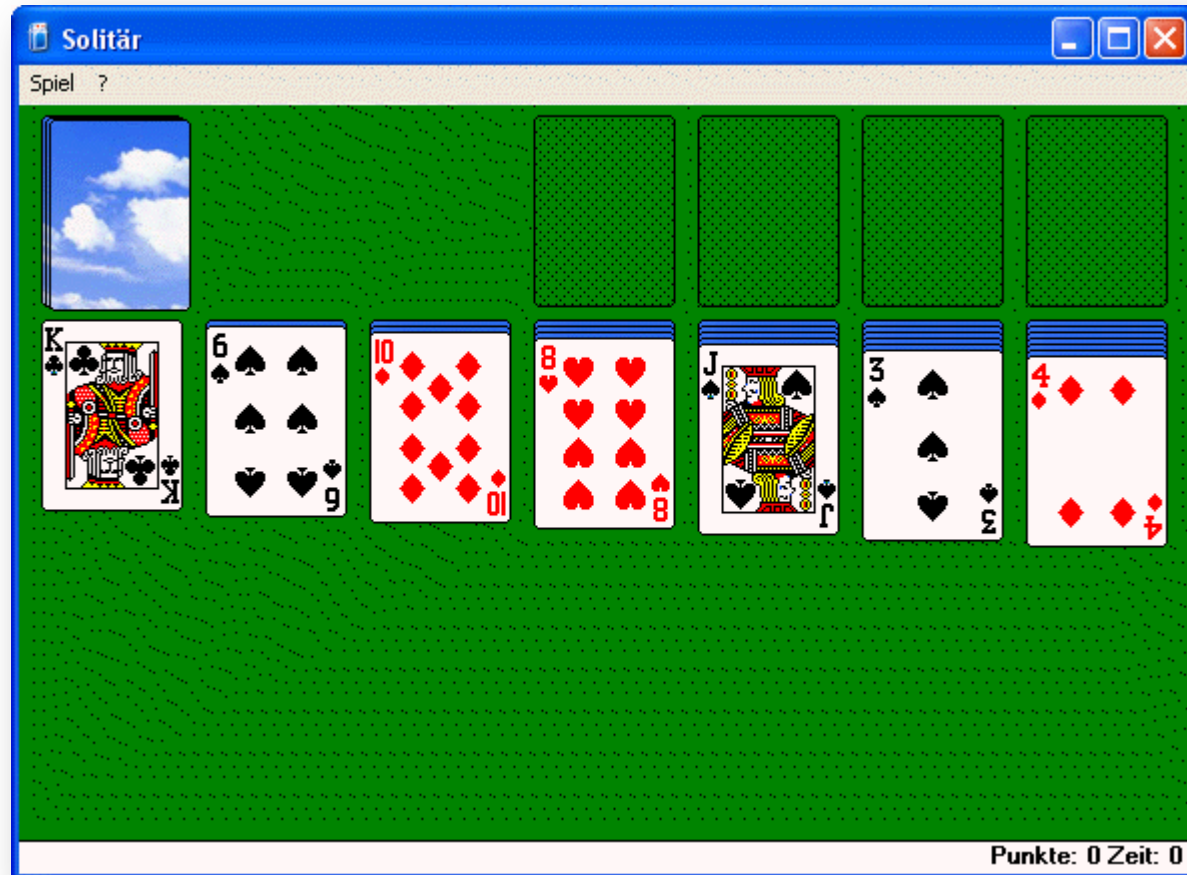
Quelle: Dan Ariely. Predictably Irrational.

Nach dem Exkurs über (vorhersehbare) Irrationalität nun zum Thema: Gamification

Menu für die nächsten paar Minuten

- **Was heisst “gamifiziert”?**
- **Unterschied zwischen “tun” und “spielen”**
- **ein paar grundlegende Spielmechanismen**
- **weiterführende Quellen**

Wer hat noch nie?



Wer sieht den Unterschied?



Und wer sieht nun den Unterschied?



Angewandte Psychologie

→ **Spieltrieb um User zu „steuern“**

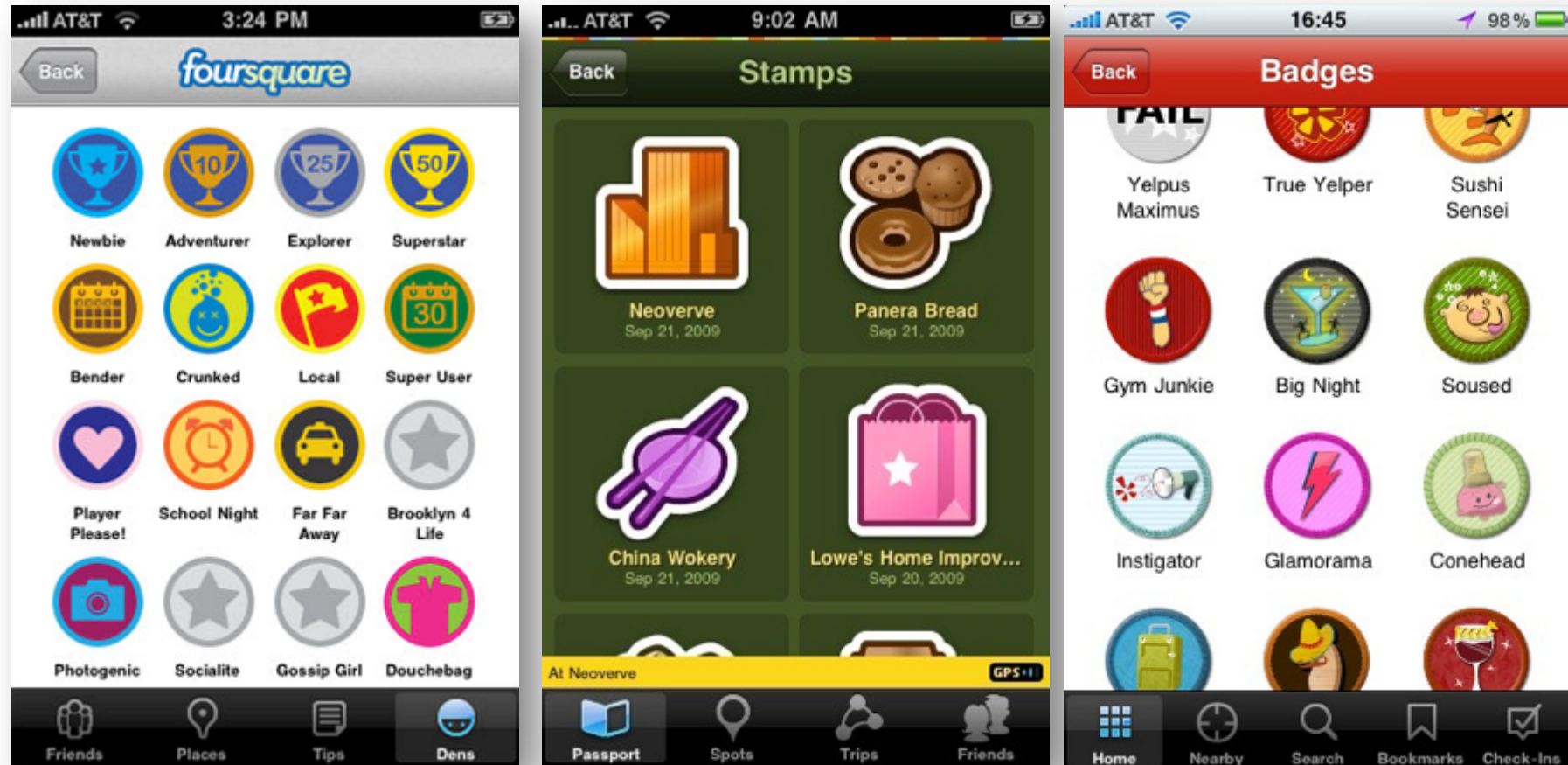
→ **nicht wirklich neu, aber neu entdeckt**

- Loyalitätsprogramme, Rabbatmarken und Co.

→ **einfach verständliche Elemente**

- Badges / Levels
- Ranglisten und „Spiel“herausforderung
- Fortschrittsanzeige
- virtuelles Geld
- ...

Plötzlich geht es nicht mehr (nur) um das Spiel



Kenn ich das irgendwo her?



<http://www.dw-world.de/dw/article/0,,6323677,00.html>

Wie nutzlos sind Badges (Orden) wirklich?



http://www.monstersandcritics.com/news/europe/features/article_1404474.php/In_photos_Russia_Victory_Day?page=4

Sichtbarkeit wirkt verstärkend...



 **@freshdesign**
Michael M. Nussbaumer

I just unlocked the "I'm on a boat!" badge on **@foursquare!** <http://4sq.com/eg8v55>

1 hour ago via foursquare ☆ Favorite ↻ Retweet ↩ Reply



 **@eLd0raDo**
Markus Tressl

I was just awarded the "Action Fan" badge on **@gomiso** <http://miso.io/h9ZZSd>

15 hours ago via Miso ☆ Favorite ↻ Retweet ↩ Reply



 **@getvive**
Vive

Hamany unlocked the Viver badge <http://apps.facebook.com/getvive/#getvive>


5 minutes ago via getvive ☆ Favorite ↻ Retweet ↩ Reply



 **@surber**
Philippe Surber

Hätte ich den Swarm-Badge nicht schon, könnte ich ihn hier locker beim Messebesuch in der Kirche holen. **#4sq**
#bk

3 minutes ago via Twitter for iPhone



 **@TechPreacher**
Sascha Corti

I just became the mayor of Zen China Restaurant on **@foursquare!** <http://4sq.com/c213FX>

21 hours ago via foursquare ☆ Favorite ↻ Retweet ↩ Reply

Sushi San Francisco

www.yelp.com/search?find_desc=sushi&ns=1&find_loc=San+Francisco%2C+CA

Now in the UK! Yelp is using Facebook to personalize your experience. [Options](#) **Friends' Activity 11** [Sign Up for Yelp](#) [Log In](#)

yelp Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's) Near (Address, Neighborhood, City, State or Zip) [Search](#)

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk Events [Member Search](#)

sushi San Francisco 1 to 10 of 348 - Results per page: 10

Browse Category: [Sushi Bars](#)

[Hide Filters](#)

Sort By	Neighborhoods	Distance	Features	Price	Category
» Best Match Highest Rated Most Reviewed	<input type="checkbox"/> Pacific Heights <input type="checkbox"/> Outer Richmond <input type="checkbox"/> Lower Pac Heights <input type="checkbox"/> Mission ... More Neighborhoods »	» Bird's-eye View Driving (5 mi.) Biking (2 mi.) Walking (1 mi.) Within 4 blocks	<input type="checkbox"/> Open Now (3:53 pm) <input type="checkbox"/> Beer & Wine Only <input type="checkbox"/> Good for Dinner <input type="checkbox"/> Take-out ... More features »	<input type="checkbox"/> \$\$\$\$ <input type="checkbox"/> \$\$\$ <input type="checkbox"/> \$\$ <input type="checkbox"/> \$	<input type="checkbox"/> Sushi Bars <input type="checkbox"/> Japanese <input type="checkbox"/> Food <input type="checkbox"/> Asian Fusion ... More categories »

Ebisu Yelp Ad

Category: Japanese
 Neighborhood: Inner Sunset
2 free SF Giants Tickets

★★★★☆ 789 reviews
 1283 9th Ave
 San Francisco, CA 94122
 (415) 566-1770

5 different kinds of Toro last time I went there. FIVE! Freakin awesome. Don't get makizushi, stick to whatever the **sushi** chefs are recommending. The kobe beef **sushi**... [read more »](#)

1. ICHI Sushi

Categories: Japanese, Sushi Bars
 Neighborhood: Bernal Heights

★★★★☆ 91 reviews
 3369 Mission St
 San Francisco, CA 94110
 (415) 525-4750

ICHI **Sushi** reminds me a bit of Sebo in Hayes Valley in that the owners are not there to impress nor please all its customers. They exist to do what they love to do regardless of the stigma that may

Mo' Map Redo search when map moved

2 of your friends have already joined Yelp. [Sign up and join them](#) [Hide](#)

Sushi Zone - Hayes Valley - x

www.yelp.com/biz/sushi-zone-san-francisco

Now in the UK! Yelp is using Facebook to personalize your experience. [Options](#) [Friends' Activity 11](#) [Sign Up for Yelp](#) [Log In](#)

yelp
Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's)

Near (Address, Neighborhood, City, State or Zip) [Search](#)

Welcome [About Me](#) [Write a Review](#) [Find Reviews](#) [Invite Friends](#) [Messaging](#) [Talk](#) [Events](#) [Member Search](#)

Sushi Zone

677 reviews [Rating Details](#)

Categories: [Sushi Bars](#), [Japanese](#) [\[Edit\]](#)

1815 Market St
San Francisco, CA 94103
Neighborhoods: Hayes Valley, Mission

(415) 621-1114

Hours:
Mon-Sat 5 pm - 10 pm

Good for Kids: No

Accepts Credit Cards: No

Parking: Street

Attire: Casual

Good for Groups: No

Price Range: \$\$

Takes Reservations: No

Delivery: No

Take-out: No

Waiter Service: Yes

Outdoor Seating: No

Wi-Fi: No

Good For: Dinner

Alcohol: Beer & Wine Only

Noise Level: Average

Ambience: Casual

Has TV: No

Caters: No

Wheelchair Accessible: No

[Edit Business Info](#) [Work Here? Unlock This Business Page](#) [First to Review](#) [Tanger T.](#)

[Send to Friend](#) [Bookmark](#) [Send to Phone](#) [Write a Review](#)

Tao Cafe 169 reviews Yelp Ad

Luke C. said: "I've lived near Tao Cafe for about five years and it has always been a pleasure to go there. The Pho there is amazing and is a nice way to warm up when its cold outside. They also have a sea bass with plantains and curry sauce I enjoy. Inside, the space is open and the..." [read more »](#)

678 reviews for Sushi Zone [Search Reviews](#)

[Review Highlights](#) [What's this?](#)

[View Larger Map/Directions](#)

Browse Nearby:
[Restaurants](#) | [Nightlife](#) | [Shopping](#) | [Movies](#) | [All](#)

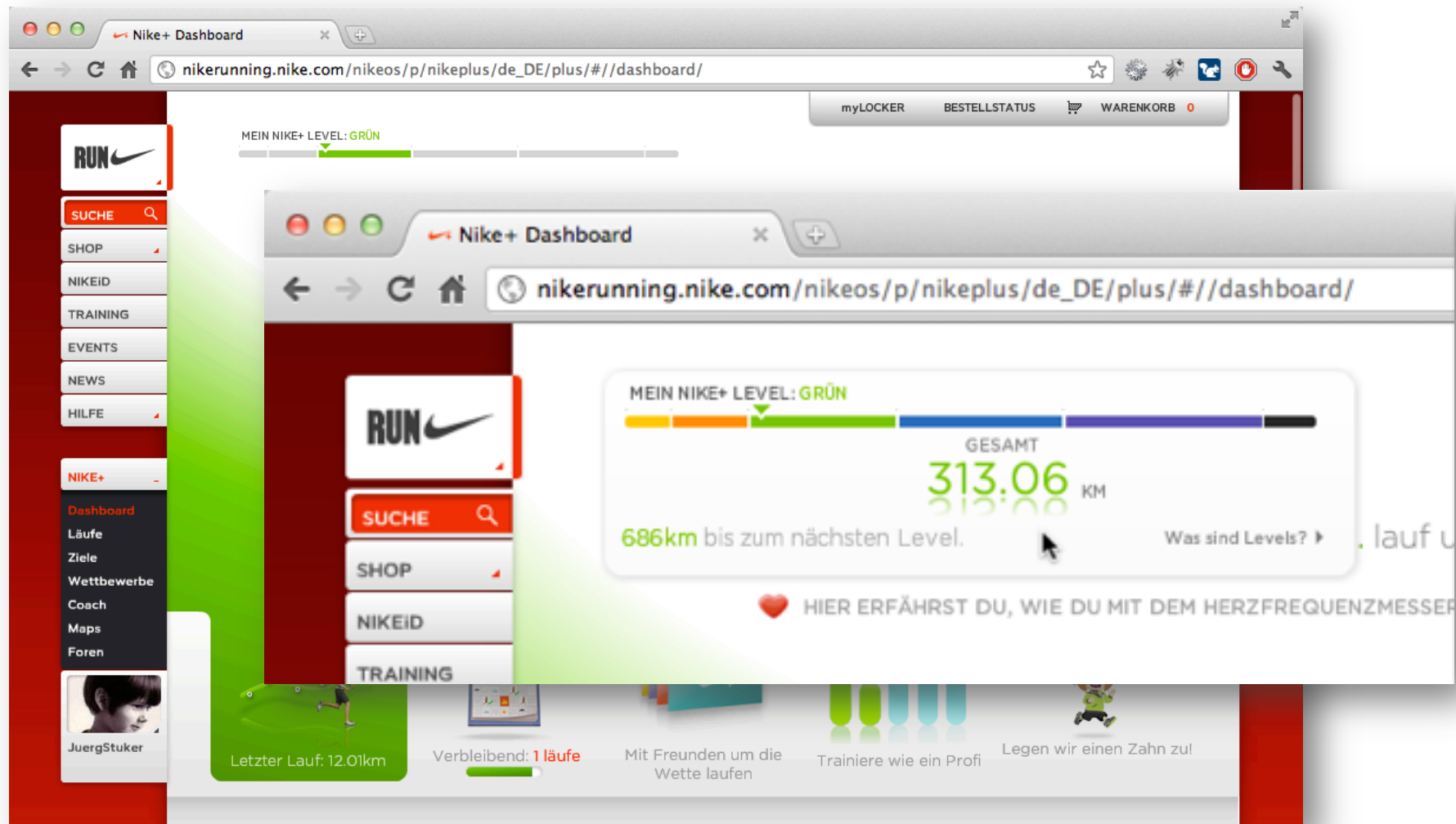
Deals Nearby

\$20 for \$40 Worth of Food and Drink
Curbside Cafe
San Francisco, CA

\$10 for \$20 Certificate
Bombay Indian Restaurant
San Francisco, CA

People Who Viewed This Also Viewed...
 [Kiss Seafood](#)

Es braucht nicht viel: Nike+



Es braucht nicht viel

The screenshot shows the RunKeeper website interface. At the top, there is a navigation bar with the RunKeeper logo, a home icon, and a search bar with options for Routes, Races, FitnessClasses, and Apps. The user's name, Jürg Stuker, is displayed in the top right corner. Below the navigation bar, there is a "Become RunKeeper ELITE" button. The main content area is divided into three columns. The left column contains a user profile for Jürg Stuker with a "Post New Activity" button and a "Body Measurements" section showing a weight of 76 kg. The middle column is the "FitnessFeed" with four activity entries: David Worni (6.00 km), Markus Tressl (10.86 km), Jürg Stuker (12.02 km), and Boris Baldinger (new personal records). The right column contains "Street Teammates" (Heinz Beutler, Markus Tressl, HD) and "New from RunKeeper This Month!" with links to the store and mobile apps.

Running app and fitness com x

runkeeper.com/home

RunKeeper

Find: Routes Races FitnessClasses Apps

Support | Store Jürg Stuker

Become RunKeeper ELITE

Jürg Stuker
jstuker

Profile

Activities

Routes

Street Team

FitnessReports

Races

FitnessClasses

Post New Activity

Body Measurements: [update](#)

Weight: 76 kg

Your body measurements are only viewable by you.

FitnessFeed

David Worni Completed a 6.00 km. running activity.
Neuer Ort, alte Aare, Kondition in Bern vergessen

Yesterday | Comment | Like

Markus Tressl Completed a 10.86 km. running activity.
Besuch bei Königs in Lengwil. Fies, steil, heiss.

Yesterday | Comment | Like

Jürg Stuker Completed a 12.02 km. running activity.

Yesterday | Comment | Like

Boris Baldinger Achieved new personal records for running activities:

- Farthest distance
- Farthest distance in a week

Yesterday | Comment | Like

Street Teammates

Heinz Beutler
is-baer
3 activities this month

Markus Tressl
eLdOraDo
3 activities this month

HD
hdzimmermann
2 activities this month

[view all](#)

New from RunKeeper This Month!

- The New RunKeeper Store
- RunKeeper on Windows Phone 7

Es braucht nicht viel (aber auch nicht zu viel!)

The image shows a 'RunKeeper FitnessAlert - New personal record for running' email on the left and a screenshot of the RunKeeper website on the right. The email contains a congratulatory message and a link to view the user's new personal record. The website screenshot shows the user's profile for 'Jürg Stuker' with a 'Personal Records' tab selected. A table displays the user's best performance in three categories: Best Activity, Best Week, and Best Month.

	Best Activity	Best Week	Best Month
Running			
Farthest Distance	20.1 km <small>June 19, 2011</small>	27 km <small>Week of June 19, 2011</small>	106.2 km <small>Month of August 2011</small>
Longest Duration*	Want more Personal Records? View your personal records for duration, pace, calories burned, elevation, and more with:		
Most Calories Burned*	RunKeeper ELITE		
Fastest Average Pace*			
Biggest Elevation Climb*			
Most Active			

Aber wo sind die Grenzen?



http://www.motortrend.com/features/mt_hot_list/1103_the_40_mpg_car_club/photo_48.html
http://www.ford.com/cars/fusion/trim/?trim=hybrid#categoryInterior_Features

Weitere Mechanismen...

→ **Status (erarbeiten oder kaufen)**

- Bsp. Mafia Wars: Virtuelles Spiel (mit realen Freunden)

→ **Macht (resp. diese nicht wieder verlieren)**

- Was macht ein Gruppenleiter im WoW in seinen Ferien?

→ **Dinge (z.B. virtuelle Währung „nutzen“ können)**

- Bsp. Club Penguin: Punkte/Geld sammeln ist gratis, um es auszugeben muss man bezahlendes Mitglied sein

→ **Zugang (z.B. künstliche Verknappung)**

- Bsp. Vente-Privee: Nur Mitglieder dürfen einkaufen
- Bsp. Daydeal: Ein Produkt pro Tag, limitierte Anzahl

Funktioniert auch in der „Geschäftswelt“

→ The Gamification of SAP

- <http://blogs.forbes.com/sap/2011/03/04/the-gamification-of-sap/>

→ Aussendienstanwendung



A man with short brown hair and a beard, wearing a white t-shirt, is sitting in a black office chair. A small white dog is sitting on his back. He is looking towards the left of the frame. The background is an office with a desk, a water bottle, and a window. The text "Das funktioniert doch nicht bei mir!" is overlaid on the image in large white font.

**Das
funktioniert
doch nicht
bei mir!**

Das funktioniert doch nicht bei mir!

→ **Was heisst genau “das”**

- Vielzahl von Mechanismen und Anwendungsgebieten

→ **Und wenn die Antwort “nein” heisst, ist auch egal**

- Deine Mediennutzung / -kompetenz ist unüblich
- Du bist nie Zielgruppe...

→ **Zudem ist Introspektion kaum tauglich um allgemeingültige Aussagen zu treffen ;-)**

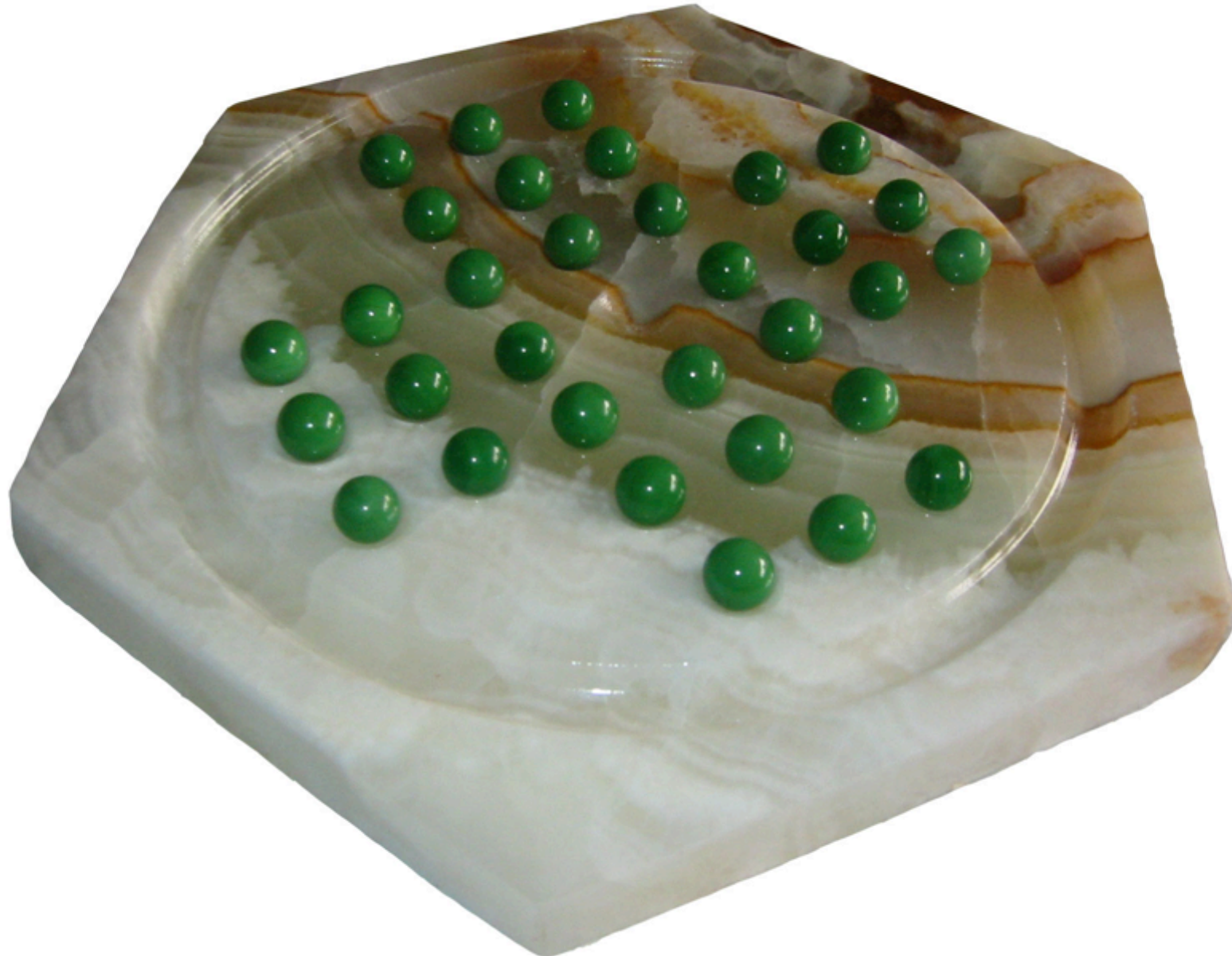
Gründe um online zu spielen

→ **Three of the top four reasons why people play social games can be attributed to boredom**

- “They help to pass the time when I’m bored” — 57%
- “It gives me something to do when I am in the mood for something mindless” — 40%
- “It is a good way to spend time alone” — 39%

(Stichprobe: 2004 Amerikaner, 18-44 Jahre alt)

quelle: Saatchi & Saatchi. Gamification for Business, Brands, and Loyalty. Juni 2011



<http://www.handwerkskuenste.de/shop/pd421086382.htm>

Erfolgreiche Spiele?

- **Kenntnis und Verständnis der Motivationsfaktoren**
- **Überraschung / Zufälligkeit**
- **Belohnung ist immer besser als Bestrafung**
 - sozialer Status / Einfluss
 - Begehrlichkeiten / (intrinsische) Motivation
- **Feedback zur Zielerreichung**
- **„Alarm Clocking“**
 - „...if they don't see visible joy in seven minutes the game will be a flop...“ (Game Developer von EA)
- ...

Fazit

- **Hawthorne Effekt: Beobachtete Personen leisten mehr**
- **Freiwilligkeit**
- **(min.) einen Grund zurückzukommen**
 - immer neue Probleme / immer neue Belohnung / immer neue Entdeckungen / immer neue Herausforderungen...
 - kein Gewinner und Verlierer
- **gutes Verständnis**
 - der Zielgruppe (insb. Motivationsfaktoren)
 - der Spielmechanismen
- **Gesunder Blick auf negative Effekte notwendig...**

Weiterführende Informationen (1 von 3)

→ Talks

- <http://www.clickz.com/clickz/column/2042227/gamification-evolution>
- <http://www.forbes.com/2010/10/28/education-internet-scratch-technology-gamification.html>
- <http://www.incentivemag.com/Incentive-Programs/Consumer/Articles/Gamification-Takes-Off/>
- <http://gigaom.com/collaboration/the-gamification-of-work/>

→ Sites

- <http://intelligent-gamification.de/>
- <http://gamification.co/>
- <http://gamification-research.org/>

Weiterführende Informationen (2 von 3)

→ **Präsentationen**

- <http://www.slideshare.net/dings/pawnd-gamification-and-its-discontents>
- <http://www.slideshare.net/Rypple/work-better-play-together-on-enterprise-gamification>

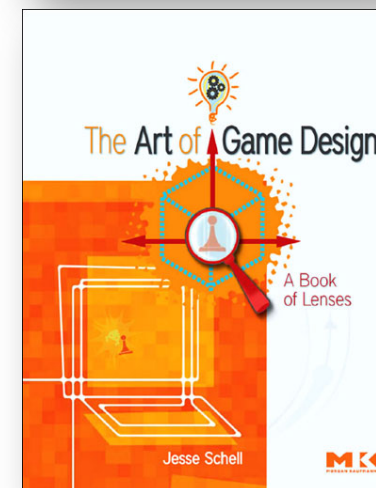
→ **Talks**

- <http://www.g4tv.com/videos/44277/dice-2010-design-outside-the-box-presentation/>
- http://www.ted.com/talks/lang/eng/seth_priebatsch_the_game_layer_on_top_of_the_world.html
- http://www.ted.com/talks/tom_chatfield_7_ways_games_reward_the_brain.html

Weiterführende Informationen (3 von 3)

→ Bücher

- Gamification by Design.
Gabe Zichermann and
Christopher Cunningham.
O'Reilly Media. 2011.
- The Art of Game Design.
Jesse Schnell.
Morgan Kaufmann. 2008.



**Next Generation Websites. Internet Briefing.
Gamification. Namics.**



juerg.stuker@namics.com
[@jstuker](https://twitter.com/jstuker)