What’s a game?

• Rules
• Adversarial conditions
• A win state
• Scoring or success measuring
• Low stakes

(The difference between a game and a simulation is that games come with their own motivation built in, while simulations require the user to bring their motivation with them.)
Pong
World of Warcraft
Angry Birds Space

"ONE SMALL FLING FOR A BIRD, ONE QUANTUM LEAP FOR BIRDKIND"
Gamification

"Gamification describes the broad trend of employing game mechanics to non-game environments such as innovation, marketing, training, employee performance, health and social change. Enterprise architects, CIOs and IT planners must be aware of, and lead, the business trend of gamification, educate their business counterparts and collaborate in the evaluation of opportunities within the organization."  Brian Burke, an analyst at Gartner, April 2011.

By 2015, more than 50 percent of organizations that manage innovation processes will gamify those processes, according to Gartner, Inc.

The goals of gamification are to achieve higher levels of engagement, change behaviors and stimulate innovation. The opportunities for businesses are great – from having more engaged customers, to crowdsourcing innovation or improving employee performance.
Means of Driving Engagement

1. **Accelerated feedback cycles**
   In the real world, feedback loops are slow (e.g., annual performance appraisals) with long periods between milestones. Gamification increases the velocity of feedback loops to maintain engagement.

2. **Clear goals and rules of play**
   In the real world, where goals are fuzzy and rules selectively applied, gamification provides clear goals and well-defined rules of play to ensure players feel empowered to achieve goals.

3. **A compelling narrative**
   While real-world activities are rarely compelling, gamification builds a narrative that engages players to participate and achieve the goals of the activity.

4. **Tasks that are challenging but achievable**
   While there is no shortage of challenges in the real world, they tend to be large and long-term. Gamification provides many short-term, achievable goals to maintain engagement.
Ribbon Hero 2
Federal Games Group

- Inter-agency community founded to foster government use of games as powerful tools to tackle challenges in education, health, energy, defense and other key areas.
- The goal of the community is to build capacity for knowledge sharing, distributing expertise, identifying shared challenges and solutions, identifying cross-agency needs and setting grand challenges and finding ways to tackle them.
- Led by the White House Office of Science and Technology Policy, the group was established in November, 2011.
- Membership is open to federally badged individuals.