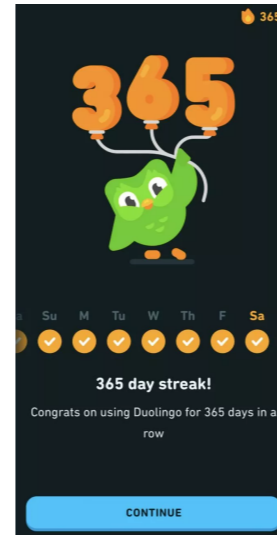


# Gamification

CS 095

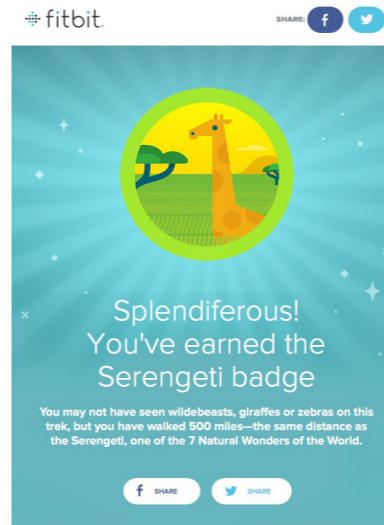
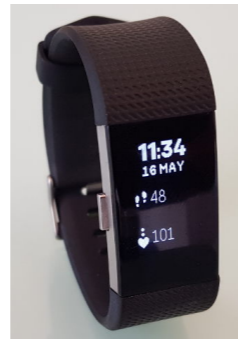
# Example: Duolingo



<https://raw.studio/blog/how-duolingo-utilises-gamification/>

Ask who has used Duolingo. What elements do they remember, which increase motivation to engage with the app?  
Then: guide students through this blog post — lots of good screenshots and explanations

# Example: Fitbit



<http://www.uxforthemasses.com/10-gamification-lessons/>

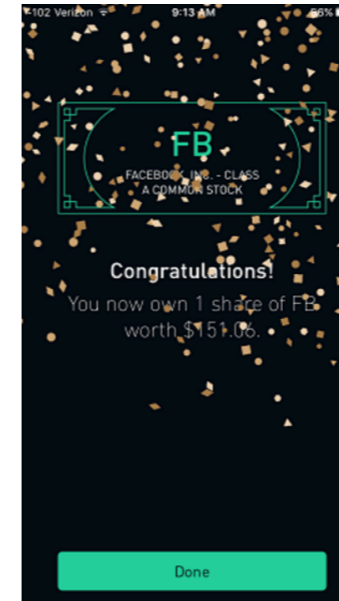
Ask students who has used fitness apps. Ask what motivational elements they remember. Earning badges, closing rings, etc.

# Example: Robinhood

<https://www.fastcompany.com/90619112/robinhood-gamification-dark-side>

<https://www.investopedia.com/articles/active-trading/020515/how-robinhood-makes-money.asp>

<https://www.paristechwatch.com/2021/08/have-retail-investors-been-treated-fairly-in-the-world-of-stocks-and-shares/>

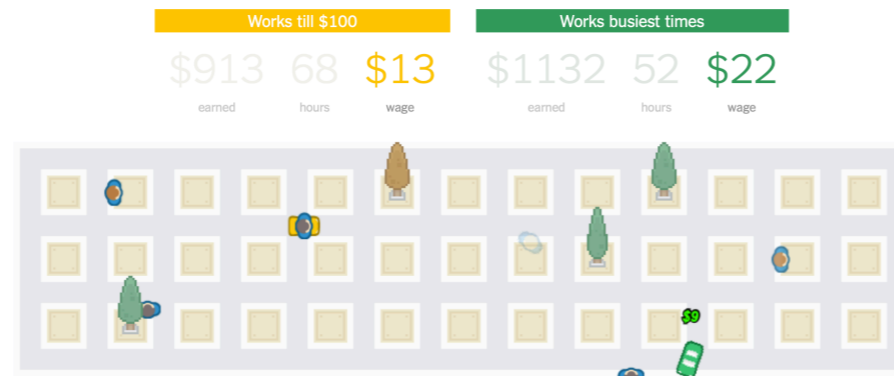


Robinhood displays confetti when you make a trade. Ask students what effect they think this might have (i.e., encouraging people to trade more). Explain why Robinhood wants that effect: they make money by selling access to traders' orders. Explain why this could be bad for traders: day traders tend to make less money than people who just buy and hold long-term.

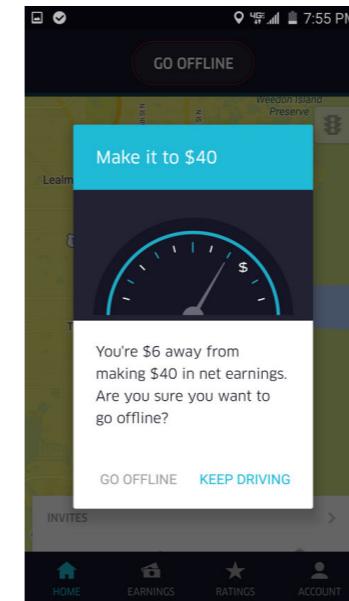
# Example: Uber

Ride-share companies can benefit if they get drivers to focus on dollar targets, instead of working only during the busiest times.

Tip: Watch the hourly wage rates.



<https://www.nytimes.com/interactive/2017/04/02/technology/uber-drivers-psychological-tricks.html>



This one is trickier, so just explain it: driver make less money driving in the off hours, so Uber tries to get people to focus on the number of dollar's they've made, instead of their hourly earnings.

Uber tends to gamify the experience for drivers, which can cause drivers to lose money.

**Other Examples?**

Write down the examples students give on the board. Also, write down the examples we just went over.

# Evaluating Gamification

- Who benefits from the gamification?
  - The user, the app developer, both?
- At what point does persuasion turn into manipulation?

## Activity: Fix It

- In groups of 3-4, work to improve the Disney work tool from the article
- Describe:
  - The user incentives
  - How the game is scored
  - What elements will be added to or removed so the system is less manipulative and exploitative
- Try to keep the tool useful and interactive, while increasing productivity

15 minutes for this activity. Then, come together to discuss. Have each group describe their findings. If students didn't do the reading, tell them to read the article.