



SPELEN MET APPS - GAMIFICATION

Apps4Kortrijk



Wit – Rood Kortrijk

**Wit
v
Rood
4 spelvragen**

In je zak





SPELVRAAG

Hoog / Laag



DEFINITIE APPS



= Applicatie (software)

Onmiddelijk gebruiken

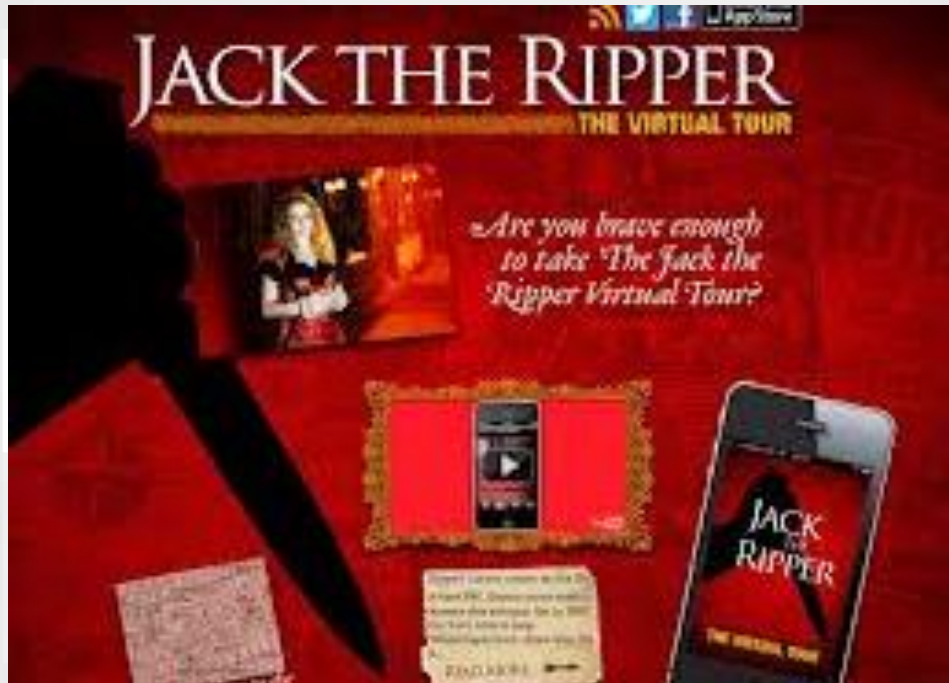
Klein computerprogramma

Beperkte functie

Mobiel platform



City Apps



City Apps



City Apss



SPELVRAAG

Twitter battle

MOMENTOPNAME
WIT / ROOD
@ThePrisca
#Apps4KortRijk



“Gamification is the process of using game mechanics and game thinking to engage users and to solve problems. “

(Gabe Zichermann)

“Een ontwerpstrategie die de motiverende principes uit games toepast binnen situaties in een non-game context. “

(Kennisnet)

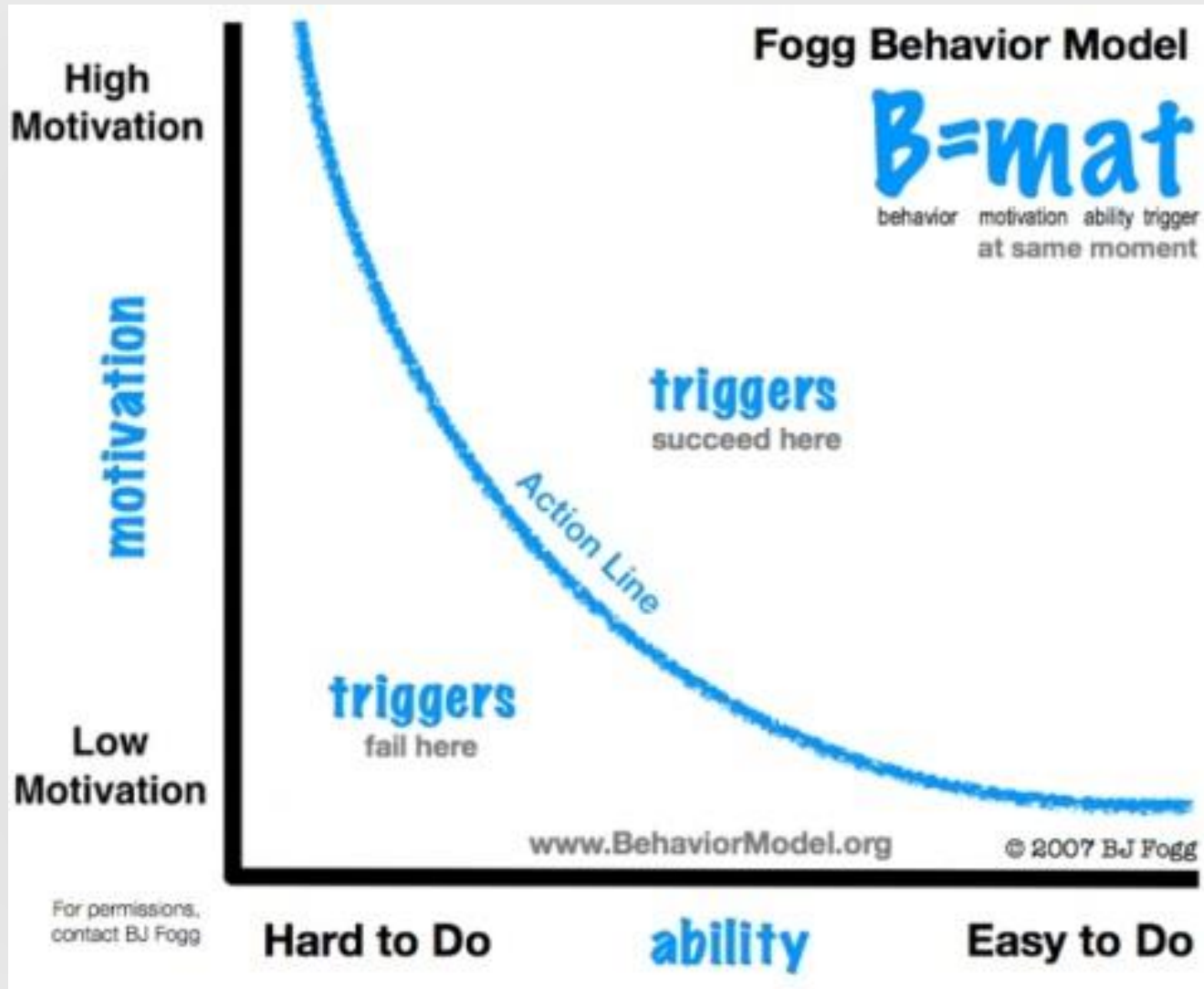
Betrokkenheid van gamification



- Versnelde terugkoppeling
- Duidelijke doelen en (speel)regels
- Een goed verhaal
- Haalbare uitdagingen

(Gartner, 2011)

Fogg Behaviour Model





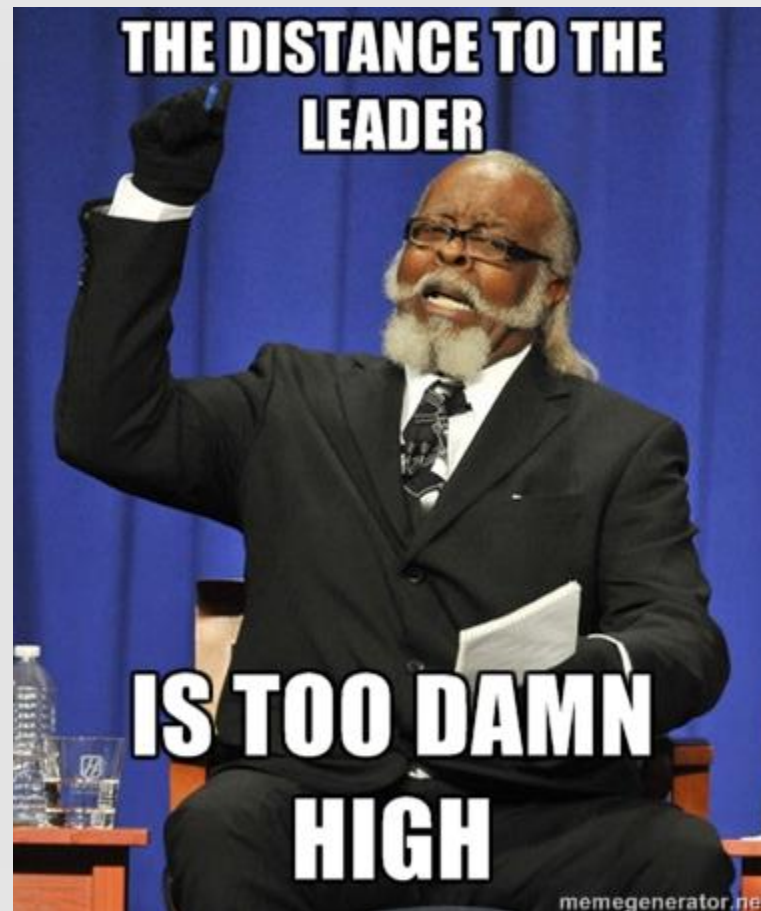
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Numerieke Abstractie

The PBL triade

1. Points: cijferwaarde
2. Badges: visualisatie
3. Leaderboards: rangorde

Abstracties – betekenis?





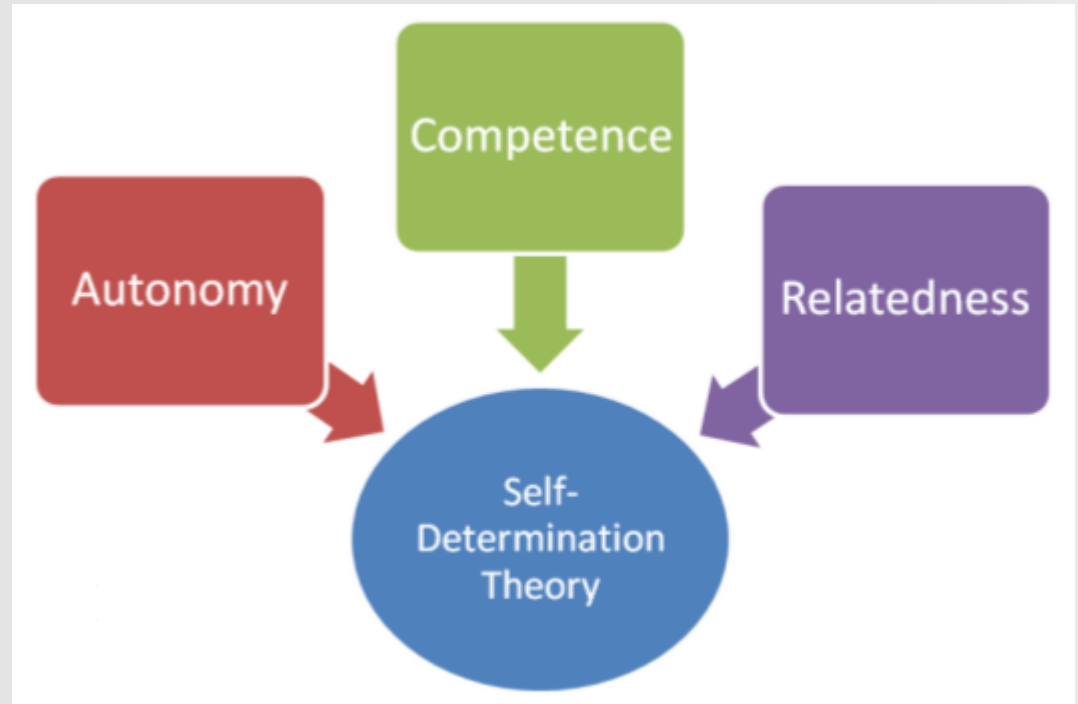
WAT IS HET VERHAAL ?



Autonomie >>
keuzevrijheid -
vrijwilligheid

Competentie >>
geloof in eigen
kunnen

Verbinding >>
sociaal



(Deci & Ryan, 2000. Haring et. al,
2011)

Gedragsverandering



Spelen in publieke ruimte



Meer spel in publieke ruimte
+ laag van onzekerheid

Kans

Meer dopamine

Meer cognitive load





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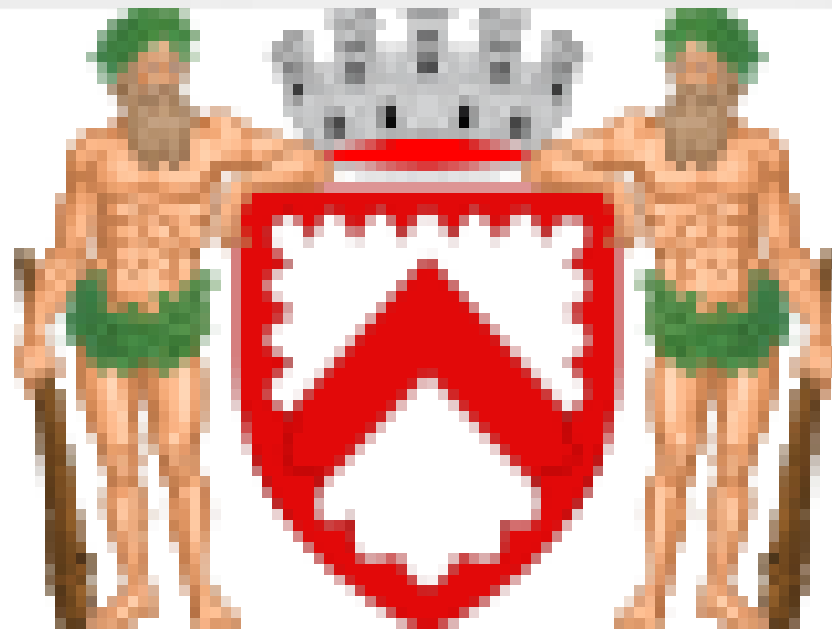
BOETE LOTERIJ

On-Bewust spelen

Hoge mate verbinding

Frictie autonomie





Winnaar ?



Massively Multiplayer Thumb Wrestling

Deci, E. L., & Ryan, R. M. (1985). *Intrinsic motivation and self-determination in human behavior*. New York: Plenum.

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Hoska, D. (1993) Motivating Learners Through CBI (Computer-based Interaction) Feedback: Developing a Positive Learner Perspective. In Dempsey & Sales (Eds), *Interactive instruction and feedback*. Englewood Cliffs, NJ: Educational Technology Publications.

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SLIDES – VIDEOS
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