



CORSO DI LAUREA: Tecnologie e Linguaggi della Comunicazione LM-59

INSEGNAMENTO: Gamification Strategies

CFU: 6

EVENTUALE ARTICOLAZIONE IN MODULI: No

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ORARIO DI RICEVIMENTO: At the end of the lecture or by appointment

TEACHING-LEARNING OUTCOMES:

The course aims to provide students with the basic knowledge and application tools useful to understand and exploit the potential of games in non-gaming contexts. Gamification, in fact, means the application of game mechanics and elements to solve real problems. During the course will be presented case studies of particular relevance, to highlight how the game has been successfully exploited to modify behaviours, motivate and engage users. In addition, the course will allow students to put their acquired knowledge into practice by designing a gamified system.

More in detail, the teaching aims to have the student achieve the following learning outcomes.

In reference to knowledge and ability to understand:

- Understand how and for what purposes it is possible to use gaming in contexts other than entertainment.
- Understand the basic mechanisms of human motivation, the difference between intrinsic and extrinsic motivation, and the relationship between intrinsic motivation and flow state;
- Know the professional skills that are typically present in a team that deals with the implementation of gamified solutions and the related competencies;
- Know the steps in the process of designing a gamified system and the activities

involved in each step.

In reference to application of the acquired knowledge and skills:

- Be able to apply the knowledge gained during the course to the design of original gamified solutions.

In reference to communication skills:

- Be able to propose an original gamified solution in a professional and convincing manner;
- Master the subject technical language.

DETAILED PROGRAMME

The course program traces the fundamental steps of the design process of a gamified solution. Students, lesson after lesson, will be guided in putting into practice the theoretical notions learned in the development of an original group project.

In this way, theory and practice will proceed in parallel, facilitating both the learning of course content and the acquisition of soft skills crucial in the world of work, such as the ability to work in teams, to manage time according to the achievement of specific objectives and to effectively present the results achieved.

The main topics covered in the course are as follows:

1. What are the potentials of gaming in non-entertainment contexts
2. How to analyze the context in reference to which you want to design a gamified solution
3. Define the objectives of the gamified solution
4. Outline the behaviors you want to incentivize
5. Understanding the needs of the target audience
6. Design a gamified solution that is motivating and engaging
7. Conduct playtest sessions with users and gather feedback to improve the gamified solution

RECOMMENDED PROPEDEUTICS

No recommended propedeutics

EXAMINATION PROCEDURE

The exam includes a written test designed to assess the students' acquisition of the theoretical knowledge of the course.

Students must also submit a group project work, on which they should work during the course.

TEACHING EVALUATION CRITERIA

With reference to the knowledge and ability to understand, the final exam will evaluate the

student's acquisition of the fundamental theoretical notions related to the topics covered in the teaching program.

With reference to the application of the acquired knowledge and skills, the final exam will evaluate the level with which the student will be able to use the theoretical notions addressed in the teaching program in order to design an original gamified solution.

With reference to communication skills, the final exam will evaluate, in addition to the content of the answers, also the degree of mastery by the student of the terms of the specialized language of the subject, his ability to effectively expose the topics studied and his ability to effectively and convincingly present an original gamified solution.

CRITERIA FOR AWARDING THE FINAL GRADE

The grade will be given in thirtieths and will be determined on the basis of an individual written test.

TEACHING MATERIAL

Attending students are required to complete their preparation for the exam by supplementing the lecture materials discussed in class with the following required volume:

- 1) Kevin Werbach and Dan Hunter, *For the Win: How Game Thinking Can Revolutionize Your Business*, Wharton School Press, 2012.

They can also supplement the above by consulting the following in-depth volumes:

- 1) Marczewski, A. (2018). *Even Ninja Monkeys Like to Play: Unicorn Edition*. Gamified UK.
- 2) Eyal, N. (2014). *Hooked: How to Build Habit-Forming Products*, Portfolio.
- 3) Csikszentmihalyi, M. (1990). *Flow: The Psychology of Happiness*. Random House ebooks.

Non-attending students will be evaluated on the exam on the two volumes listed below:

- 1) Kevin Werbach and Dan Hunter, *For the Win: How Game Thinking Can Revolutionize Your Business*, Wharton School Press, 2012.
- 2) Marczewski, A. (2018). *Even Ninja Monkeys Like to Play: Unicorn Edition*. Gamified UK.