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ARE YOU READY?

Gamification in brief

iEva Bieliunaite | Marketing Manager

What is gamification?

The use of design elements characteristic for games in non-game contexts.

(Deterding et al. 2011)

Using game-based mechanics, aesthetics, and game thinking to engage people, motivate action, promote learning, and solve problems.
(Structural gamification / Content gamification).

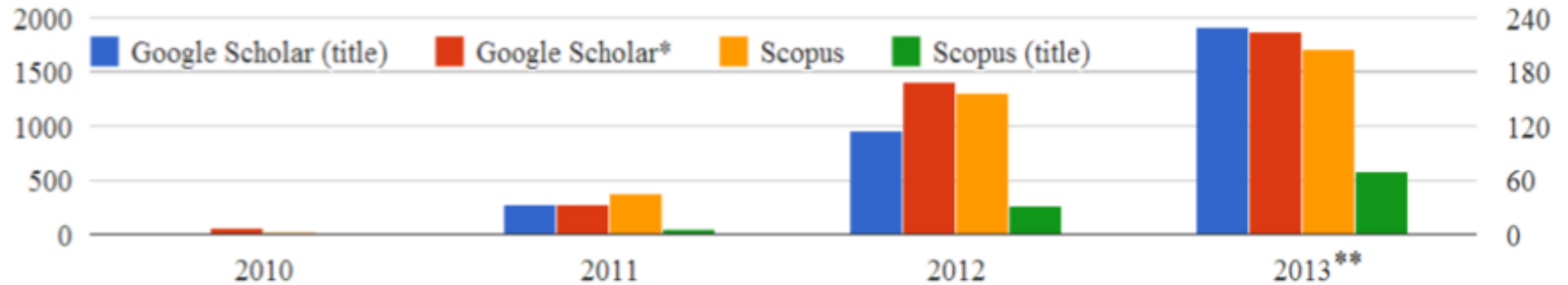
(Kapp et al. 2014)

#fact

Whatever your job might be,
you can always make it more interesting.



Old tricks, new concept and name



What is gamification used for?

1. Rising engagement
2. Creating interactivity / improving user experience
3. Positively changing behavior / persuading
4. Building an authentic practice
5. Stimulating innovation

Proven credentials in fields of

Education

(Kapp, 2012; Osipov et al., 2015)

HR and employee motivation

(Dale, 2014)

Product advertisement

(Bittner & Shipper, 2014)

Purchase intentions

(Shang & Lin, 2013)

Fundraising

(myself, 2016)

Gamification is not Game

Gamification

Using **game-based mechanics, aesthetics, and game thinking** to **engage people, motivate action, promote learning, and solve problems.**

(Kapp et al. 2014)



Game

A system in which players engage in an **abstract challenge**, defined by rules, interactivity and feedback, that results in a quantifiable outcome, often eliciting an **emotional reaction.**

(Kapp et al. 2014)

Why people engage into gamified solutions?

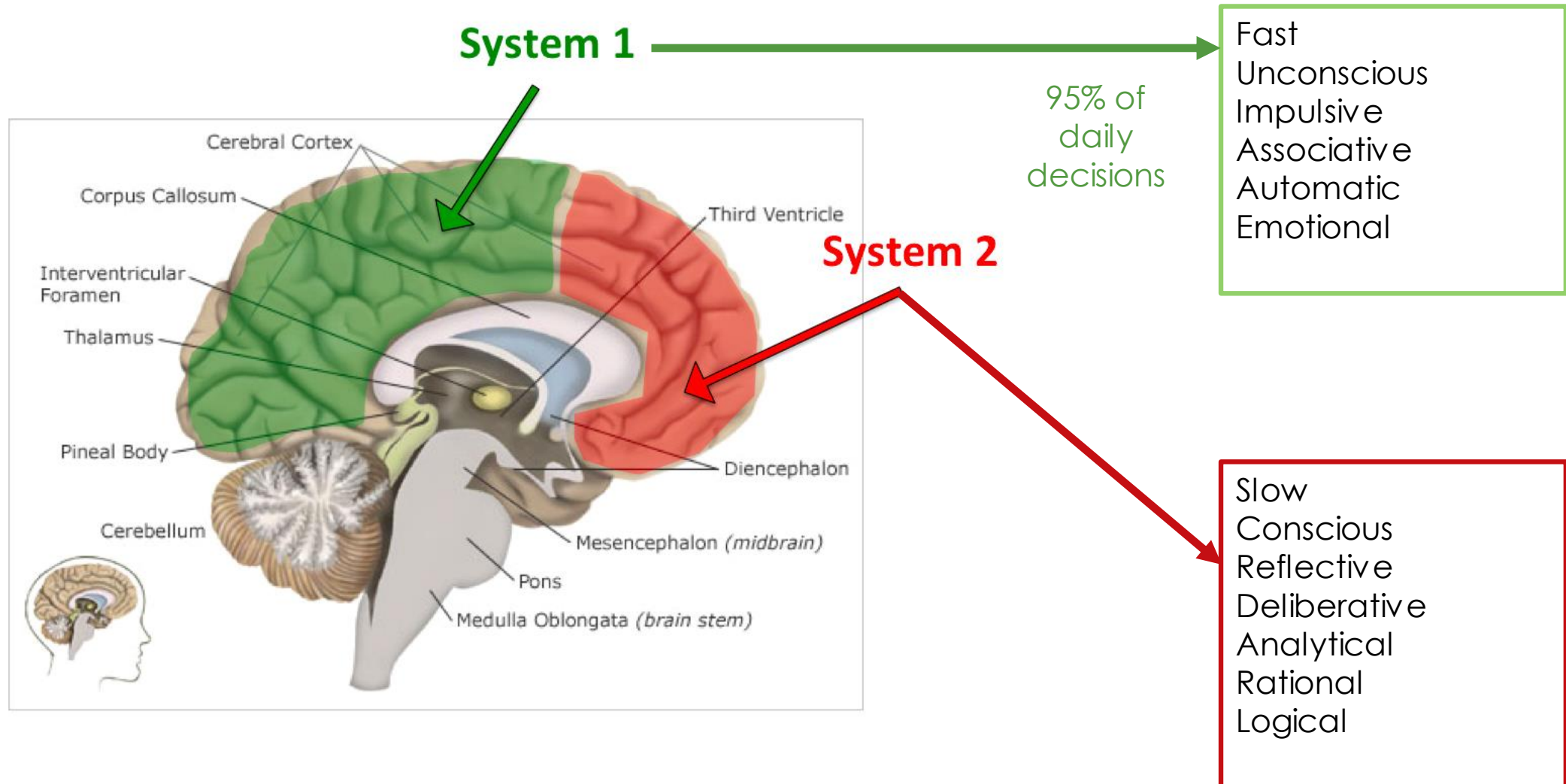


KEY MOTIVES

The way decisions are made



Decision making (D. Kahneman, 2014)



Motives into triggers:

There is no clearly predefined list of game-design elements that would trigger involvement into gamified solutions, but **some triggers constantly reoccur:**

1. **Competitiveness**

among players or teams, against system or oneself

2. **Fun**

pleasant, playful process

3. **Visual curiosity - aesthetics**

the digital world is a very visual world – infographics, avatars etc.

Examples

IN DIFFERENT AREAS OF BUSINESS

Engage to Fundraise

All 3 triggers used: competitiveness, fun, visual aesthetics

Results: 250.000 USD fundraised in 8 weeks



CASE

Engage to HR

1,5 trigger used: fun and some positive competitiveness

Goal: to give ownership to employees of their role

Means: 2 titles – formal and informal, eg.:

CFO – the Minister of Dollars and Sense
Office Manager – the Keeper of Keys
X-ray technician – Bone Seeker

Research: Job Titles as Identity Badges: How Self-reflective Titles can Reduce Emotional Exhaustion by A. M. Grant, J.M. Berg, D.M. Cable, Journal of Management, 2014 .

Article Published in Harvard Business Review, May 2016



A few years ago, when Susan Fontiers Lorch, former CEO of the Make-A-Wish Foundation of Michigan, attended a seminar at the Disney Institute, she heard a discussion of how people's titles influence their feelings about their jobs. So when she returned to the office, she let her 31-person staff create their own titles to represent themselves on the org chart. She recently described the process to HR.

Why did you try self-created titles? We faced challenging situations, working with families whose children had serious health issues. I was looking to do something fun that would give employees a sense of control. People kept their traditional titles, but everyone created an additional, fun title. I became "the fairy godmother." Our finance director became "the minister of dollars and sense." The office manager became "the keeper of keys," from Harry Potter. I used both titles on business cards and in e-mail—I put the supplemental title in italics.

What did it accomplish? Creating new titles gave people a way to describe how they felt about the job. It gave them ownership of their role. The new titles often became a conversation starter with external people—they'd ask about it, and it created an opening to explain what you do.

What if someone couldn't come up with something clever? We'd sit down, talk about it, play around with words together. Most people came up with things they felt really good about.

I'm not sure how this would go over in my workplace. For it to work well, the leader has to be comfortable with it, and it has to make sense for the organization. It could be challenging in a large one, where many people have the same title. It's probably better

Engage to HR – hunger games

3 triggers used: fun, aesthetics, competitiveness

Results: won international prize in retail sector for highest employee engagement

OSLO CITY HUNGER GAMES

Engage to Watch Politics

1 trigger used: fun

Results: >8 mln views in 5 days



The image shows a screenshot of a YouTube video player. At the top, the YouTube logo is visible on the left, and a search bar contains the text "obama slow jams the news". The video player itself shows a scene from "The Tonight Show Starring Jimmy Fallon" where Jimmy Fallon is speaking into a microphone, with President Barack Obama and other band members in the background. Below the video player, the title is "'Slow Jam the News' with President Obama". The channel name is "The Tonight Show Starring Jimmy Fallon" with a "Subscribe" button and a subscriber count of 11,234,394. The video has 8,082,452 views, 122,033 likes, and 6,679 dislikes. It was published on Jun 9, 2016.

YouTube

"Slow Jam the News" with President Obama

The Tonight Show Starring Jimmy Fallon 11,234,394

8,082,452 views

+ Add to ↗ Share ⋮ More 👍 122,033 👎 6,679

Published on Jun 9, 2016

Good news: there is
no need to look that
far as we have **great**
examples in house



GET ABOARD AND EXPERIENCE THE ADVENTURE

MISSION: KYRGYZSTAN

What a day when we finally won it! In cooperation with our colleagues from Creditinfo Lithuania, and together with our local partner, an experienced Credit Bureau operator, we succeeded in winning business in this beautiful country, full of high mountains and big lakes. Do you possess what it takes to set off on an adventure and join a Creditinfo mission? Scroll down and tell us how you will harness your powers to change the world.

ARE YOU BRAVE ENOUGH?

DO YOU WANT TO JOIN OUR MISSIONS?
WE ARE HIRING HEROES!

Something about you

Your e-mail

Please share what you are
doing, this is useful and
inspiring information!

Way to start:

1. Define your goals or challenges
2. Outline your target audience
3. Establish player goals
4. Create an engagement model
5. Give play space and ensure a fine journey
6. Understand the game economy
7. Play, test, iterate

Let's gamify a bit

Internal Creditifno Academy – next webinar

The objective during our next webinar will be to broaden our employees' knowledge in leadership & management practices using non-standard psychologic tools and insights.

My personal challenge is to have **triple participation rate** in a Creditinfo webinar compared to today, on the 25th of August 2016.

We will try to gamify a bit using simple tools and 0 EUR.

WAIT FOR A CURIOUS ENQUIRY FROM US IN THE NEXT DAYS ENTITLED:

«A SURVEY ON PSYCHOS».

Key gamification limitations:

Fun is an outcome, not a cause. It's easy to get carried away. Watch out.

One can not gamify about the same thing forever. Better if gamified solutions **are framed in time and space**,

Younger generations might be more prone to it.

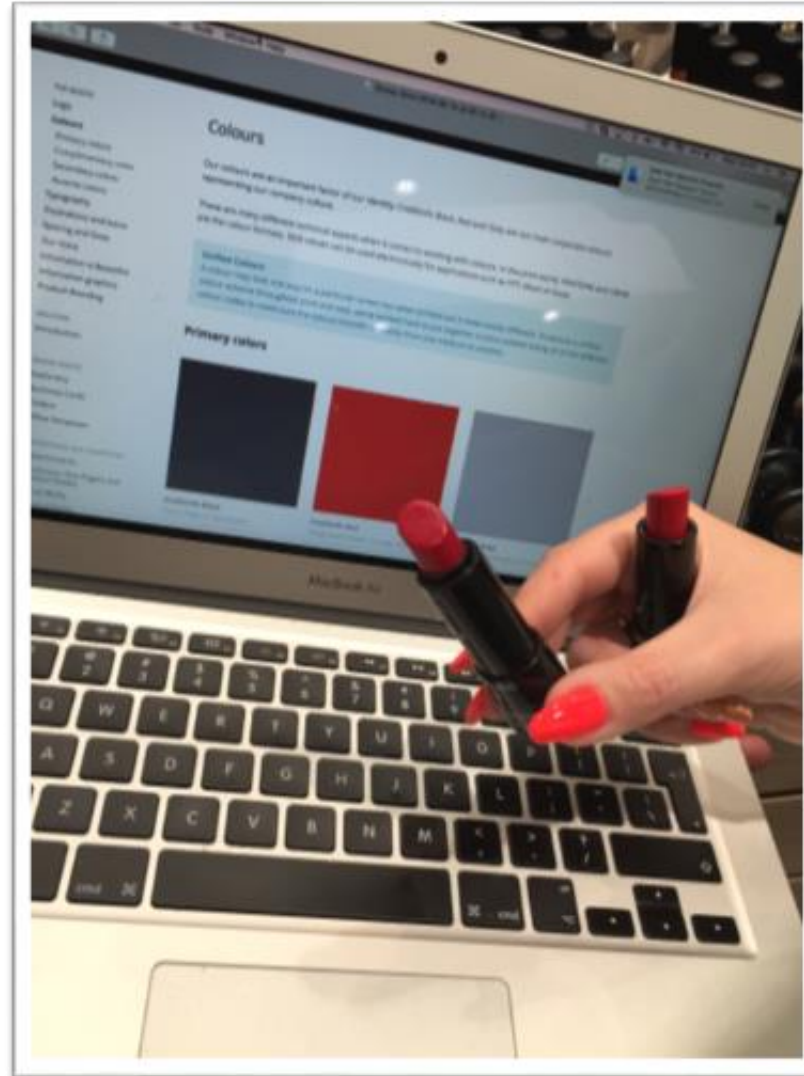
One can **not be forced into play**, but it can become an addiction.

Conclusion

I will gamify and invite colleagues to gamify as well.

There is no rational reason not to.

THE CREDITINFO RED – INSPIRING CONFIDENCE



DISCUSSION

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