Chapter 4
Gamification Ecosystems: Current State and Perspectives

Velimir Štavljanin
University of Belgrade, Serbia

Miroslav Minović
University of Belgrade, Serbia

ABSTRACT
Gamification is hot topic today. Many organizations consider the application of gamification in their processes. Therefore, to implement gamification, it’s necessary to know all elements and their relationships that comprise gamification ecosystem. The aim of this chapter is to clarify all details related to that ecosystem. At the beginning we defined gamification and similar concepts. Next, we introduced different types of gamification. One of the key parts of the chapter describes various game elements taxonomies and most used game elements or building blocks of gamification. Player as an inseparable part of that ecosystem is described through player identification, player types and player life cycle. It’s clear now that there is lot of different approaches available for application of games in non-leisure context. Rather than to talk about one kind of game or game system, we decided to use term ecosystem in order to be clearer and more consistent with our approach. That is to integrate different approaches and orchestrate different tools in order to make them work together.

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INTRODUCTION

Games are something that is related to the earliest development of the human community. It should be noted that the play in part is responsible for the survival of the human species, given that they through the play the people improved their hunting skills or learn the importance of following the rules (Bergeron, 2006, p. xv). Koster (2014, p. 64) agrees that games teach us the survival skills. The play is important in the modern era as clearly emphasizes Jane McGonigal (2011, pp. 3-4) in his book “Reality is Broken,” stating that “Reality is not engineered to maximize our potential. ... The truth is this: in today’s society, computer and video games are fulfilling genuine human needs the real world is currently unable to satisfy”. The projects that have emerged in recent years as Nike +, Volkswagen initiative The Fun Theory (The World’s Deepest Bin, Piano Staircase, the Speed Camera Lottery), Microsoft Language Quality game, Foursquare location service, Club Psych the fan site of television series, Samsung Nation program, ResearchGate site, as well as many others include elements of the game, but are not a play in the true sense of the words in order to engage users. The term gamification is bonded for previous projects, which experienced its real expansion in 2010 (Deterding et al. 2011; Werbach & Hunter 2012, p. 25). Although a relatively new concept, he quickly gained a large number of fans in different disciplines. Overall, the planet spends more than 3 billion hours per week playing games (McGonigal, 2011, p. 6).

BACKGROUND

The term gamification is not easy to define, given that gamification to different people means different things (Zichermann & Cunningham, 2011, p. xiv). Difficulties in defining came in because of the different disciplines in which the gamification is defined, such as education, information technology, business and marketing. Another source of the definition problem is mixing of this issue with the game, serious game, as well as some other terms.

Deterding et al. (2011) define the gamification as the use of design elements characteristic for games in non-game contexts.

Zichermann i Cunningham (2011, p. xiv) has defined gamification as the process of game-thinking and game mechanics to engage users and solve problems.

In an interview that Richard Bartle held with Andrzej Marczewski (2012) on gamification, the modern use of gamification is defined as taking techniques from games and applying them to non-games.
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