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The Gamification Handbook - Everything You Need to Know about Gamification

By Robert Jr. Hunter

Tebbo. Paperback. Book Condition: New. Paperback. 924 pages. Dimensions: 11.7in. x 8.2in. x 2.1in. Gamification is the use of game play mechanics for non-game applications (also known as funware), particularly consumer-oriented web and mobile sites, in order to encourage people to adopt the applications. It also strives to encourage users to engage in desired behaviors in connection with the applications. Gamification works by making technology more engaging, and by encouraging desired behaviors, taking advantage of humans psychological predisposition to engage in gaming. The technique can encourage people to perform chores that they ordinarily consider boring, such as completing surveys, shopping, or reading web sites. This book is your ultimate resource for gamification. Here you will find the most up-to-date theory, examples, ideas, and much more. In easy to read chapters, with extensive references and links to get you to know all there is to know right away: Gamification, Gameplay, Funware, Website, Statistical survey, Facebook, Foursquare (social network), Gowalla, Progress bar, Virtual currency, Casual game, Customer engagement, Social networking service, Windows Phone 7, Buzzword, Behavioral economics, Behavioral analysis of markets, Economics of gambling, Neuroeconomics, Physioeconomics, Predictably Irrational, Outline of games, Classic Game Room, Computer-assisted gaming, Game clock, Game club, Gamer, Gen Con,...



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