



THE OCTALYSIS GROUP

Student motivation in the digital learning space



THE OCTALYSIS GROUP

**WP4: Didactics and
Pedagogy | Gamification**

September
2023

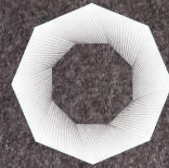


OCTALYSIS TEAM

Sergio Ligato

Gamification Designer

- Questions hunter
- Longlife learner
- Digital enthusiast
- Gamification Designer
- Author, Speaker, and Designer with 20 years of experience in Gameful Learning & Educational Technology



THE
OCTALYSIS
GROUP





OVER 1 BILLION USER EXPERIENCES IMPROVED WORLDWIDE

We make important things more **enjoyable**,
enjoyable things more **productive**

The Octalysis Group revolutionises experiences and drives digital transformation for our clients. Octalysis is the only Science Backed framework to integrate behavioral science and gamification.

We have a proven track record of **empowering** businesses to **captivate** audiences, **inspire** meaningful interactions, **enhance** user engagement, **boost** customer loyalty, and **drive** sustainable growth.



COMPLETE THE THREE MINIQUESTS
TO OPEN THE CHEST
[CLICK TO START](#) →

COMPANIES THAT



OUR JOURNEY TODAY

1. What is gamification and, more importantly, what it is not.
2. Why we can no longer do without gamification?
3. How to harness the potential of gamification?
4. Octalysis, an overview
5. Q&A
6. Time to practice. 5 Challenges to get started

2019

Gamification and Games

[Module details](#) ^

Module 1 • 2 hours to complete

Gamification is a new field, but games are ancient. In this first module, we'll look at what gamification is, why organizations are applying it, and where it comes from. While there isn't universal agreement on the scope of the field, a set of concepts are clearly representative of gamification. The second lesson explains why the concept of games is deeper than most people realize, and how game design serves as a foundation for gamification.

What's included

12 videos
 1 reading
 1 quiz

[Hide info about module content](#)

12 videos • Total 116 minutes

1.1 Introduction • 3 minutes • [Preview module](#)

1.2 Course Overview • 7 minutes

1.3 Definition of Gamification • 12 minutes

1.4 Why Study Gamification • 7 minutes

1.5 History of Gamification • 10 minutes

1.6 Examples and Categories • 14 minutes

2.1 Gamification in Context • 11 minutes

2.2 What is a Game • 10 minutes

2.3 Games and Play • 9 minutes

2.4 Video Games • 11 minutes

2.5 Just a Game? • 10 minutes

2.6 Ethan Mollick Interview with Prof. Werbach • 8 minutes

Instructor

 Instructor ratings **4.9** ★ (185 ratings)

Kevin Werbach

University of Pennsylvania

2 Courses • 155,785 learners

Offered by


University of Pennsylvania
[Learn more](#)



Hydras defeated this week



Challenges

Add a public comment... [Comment](#)



Distance Learning During Covid-19 Emergency

26 updates

- 4
- 6
- 7
- 6
- 3

Sergio Ligato

[Certified](#) [View](#)

Last update: May 19, 2020

The emergency situation we are living has deeply changed the way we teach and learn. The education system was forced to adjust to these circumstances, in which they struggle to reach each and every student, because of the lack of devices, connections and will.

The project aims to be one of the possible answers to the question that millions of teachers all over the world are asking...

"how can we engage all of our students and encourage them to study in such a difficult situation?"

Comments (8) ^

Add a public comment... [Comment](#)





Hydras defeated this week




Octalysis Companion


News
Status
Items
Geomon
Social
Profile


Inventory


Shop


Categories



 Geomon Traps


 Potions



 Magic Items


 Downloadables



 Hydra Items


Bronze Geomon Trap
OWNED: 14


Set Trap


Potion of Meaning
OWNED: 9

Drink


Potion of Accomplishment
OWNED: 10

Drink


Potion of Empowerment
OWNED: 9

Drink

2 ways of designing **experiences**

Function-focused design.

The right one.



“Human-Focused Design”

- As opposed to “**Function-Focused Design**”
- Systems that are designed to optimize for the **motivations and feelings of humans**... instead of assuming that people are robots who automatically interact with any task or function that is presented to them.



VS



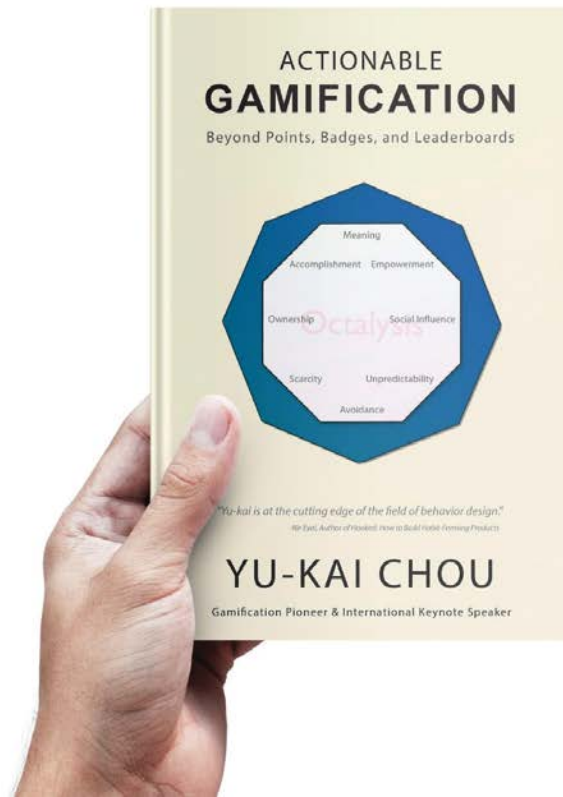
What is gamification, and more
importantly,
what it **is not**.





What Gamification is not

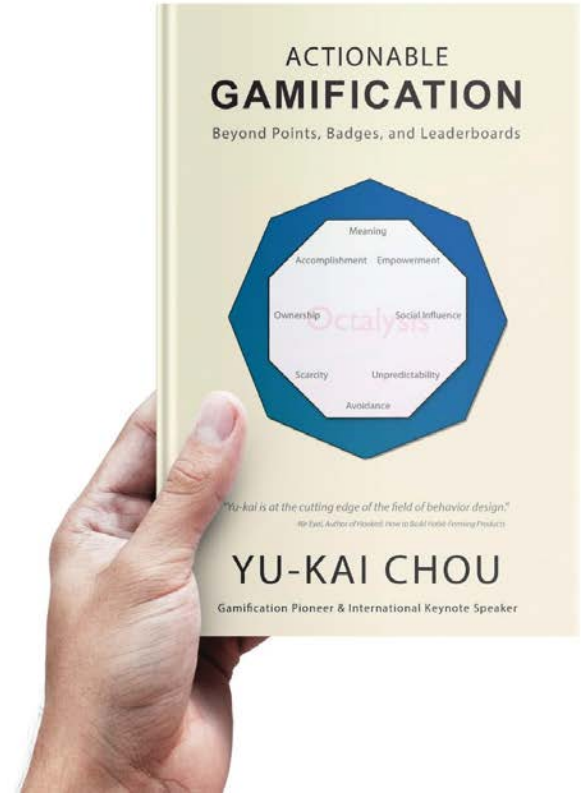
- PBL Fallacy
- Game elements do not automatically result in engagement.
- Bad gamification design puts game elements before human motivation.





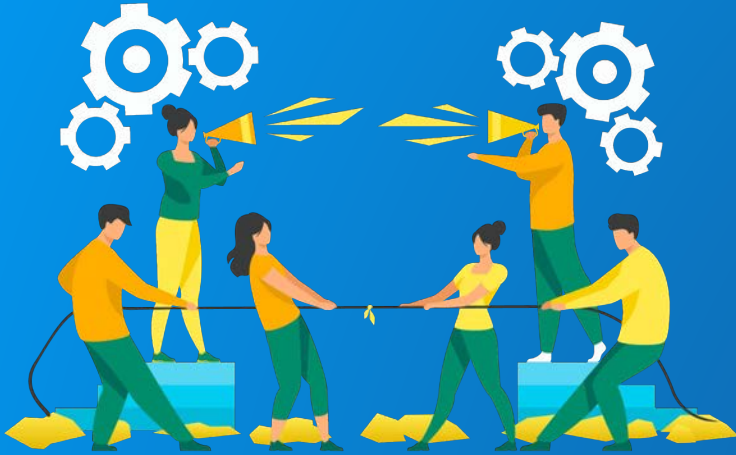
What Gamification is

Gamification is a method to change people's **behavior** through **motivation and engagement**, in order to improve **business metrics**.



Why can we no longer do
without gamification?





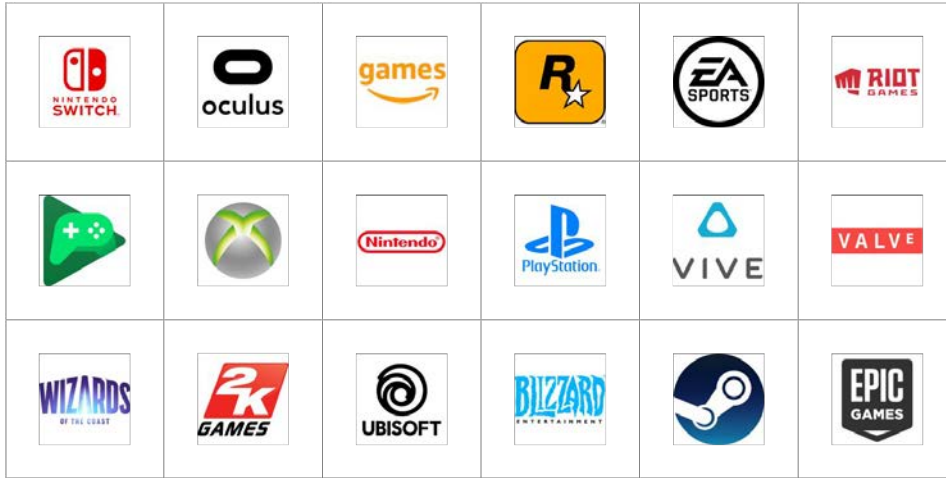
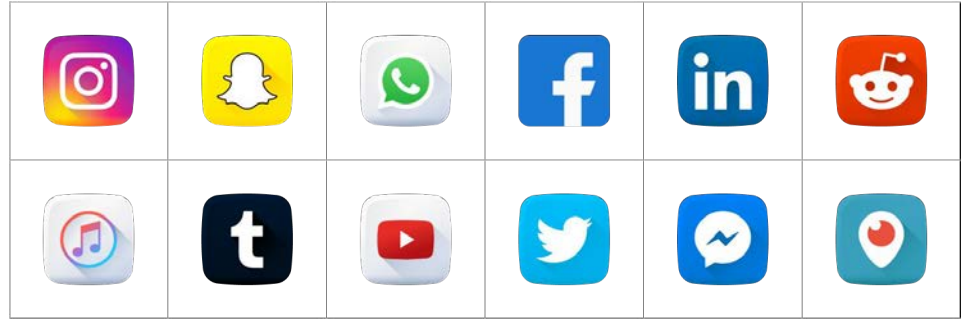
Fierce competition for users' motivation.

You are competing with these 'distractors'

Motivation is a finite resource.



Social Media



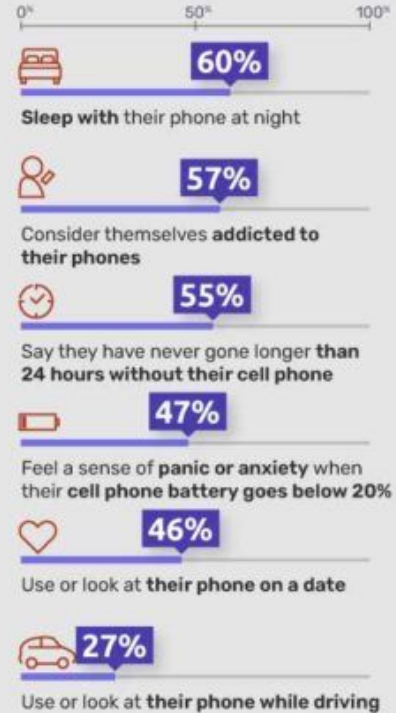
Games



Americans' Cell Phone Usage and Habits



How often we check our phones per day



How to harness the potential of gamification?



Octalysis

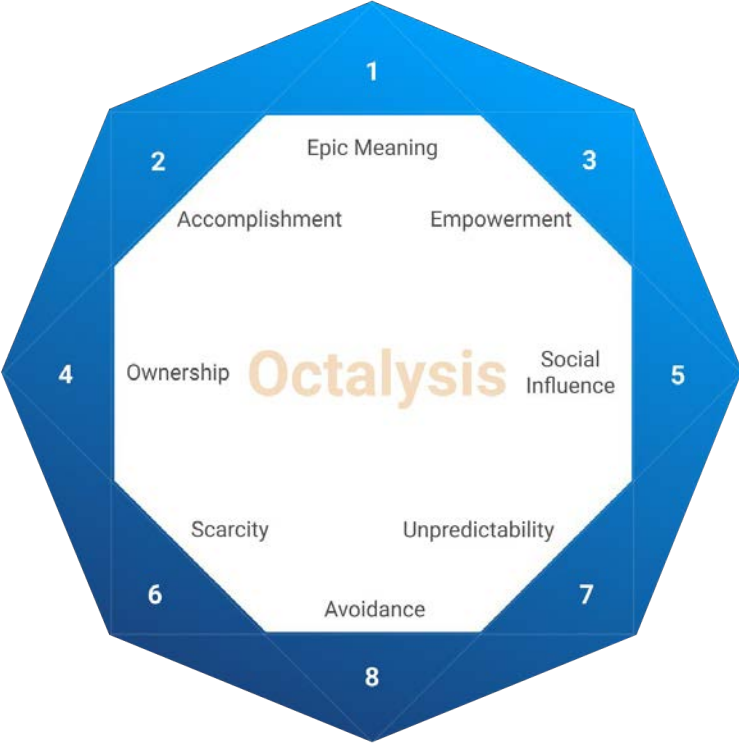
reference model for analyzing and
designing for engagement



Octalysis, an overview



WORLD-RENOWNED FRAMEWORK





Google Scholar octalysis

Articles About 2,420 results (0.05 sec)

Any time
Since 2023
Since 2022
Since 2019
Custom range...

Sort by relevance
Sort by date

Any type
Review articles

include patents
 include citations

Create alert

Evaluation of student core drives on e-learning during the Covid-19 with octalysis gamification framework [PDF] unmerpas.ac.id
ACNP Full Text
[F Marisa, SS Syed Ahmad](#)... - (IJACSA) ..., 2020 - repository.unmerpas.ac.id
... , this study uses a gamification **octalysis** framework to analyze the ... As for the **octalysis** test scale, the average score of 6,5 on a ... While the results of the **Octalysis** framework with 8 core ...
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Gamification and human factors in quality management systems: mapping from octalysis framework to ISO 10018 [PDF] rcofemo.com
[ML Sanchez-Gordon, R Colomo-Palacios](#)... - Systems, Software and ..., 2016 - Springer
... set a naïve approach between **Octalysis** core drives' names ... by using several spreadsheets where **Octalysis** core drives are ... **Octalysis** and ISO 10018, 77 techniques related to **Octalysis** ...
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[PDF] **Classification of stress management mHealth apps based on Octalysis framework**
[S Ewais, A Alluhaidan](#) - 2015 - researchgate.net
... We are using **Octalysis** framework to map how top rated stress management apps address the right brain drives. 12 stress management mHealth are classified based on this framework ...
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Evaluation of a dynamic role-playing platform for simulations based on Octalysis gamification framework [HTML] westminster.ac.uk
[D Economou, I Doumanis, F Pedersen](#)... - ... Proceedings of the ..., 2015 - books.google.com
... **Octalysis** core drives (see section 3) based on four expert evaluators using the **Octalysis** ... This is an online tool that allows evaluators to assess a product/process against the **Octalysis** ...
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The gamification octalysis framework within the primary english teaching process: The quest for a transformative classroom [PDF] ipp.pt
S Duarte, [M Cruz](#) - Revista Lusófona de Educação, 2018 - recipp.ipp.pt
... O marco conceitual da **Octalysis** no processo de ensino de inglês no 1º Ciclo do Ensino ... O objetivo deste estudo é refletir sobre o modelo da **Octalysis** de Chou (2016) e como este pode ...
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Analysis of relationship CLV with 8 core drives using clustering K-means and octalysis gamification framework [PDF] unmerpas.ac.id
[F Marisa, SS SYED AHMAD](#)... - ... of Theoretical and ..., 2020 - repository.unmerpas.ac.id
... number of limits on the value of the **Octalysis** scale (**Octalysis** = 10). The result of calculating ... of the **Octalysis** scale in the form of integers, then converted in the **Octalysis** scale. ...
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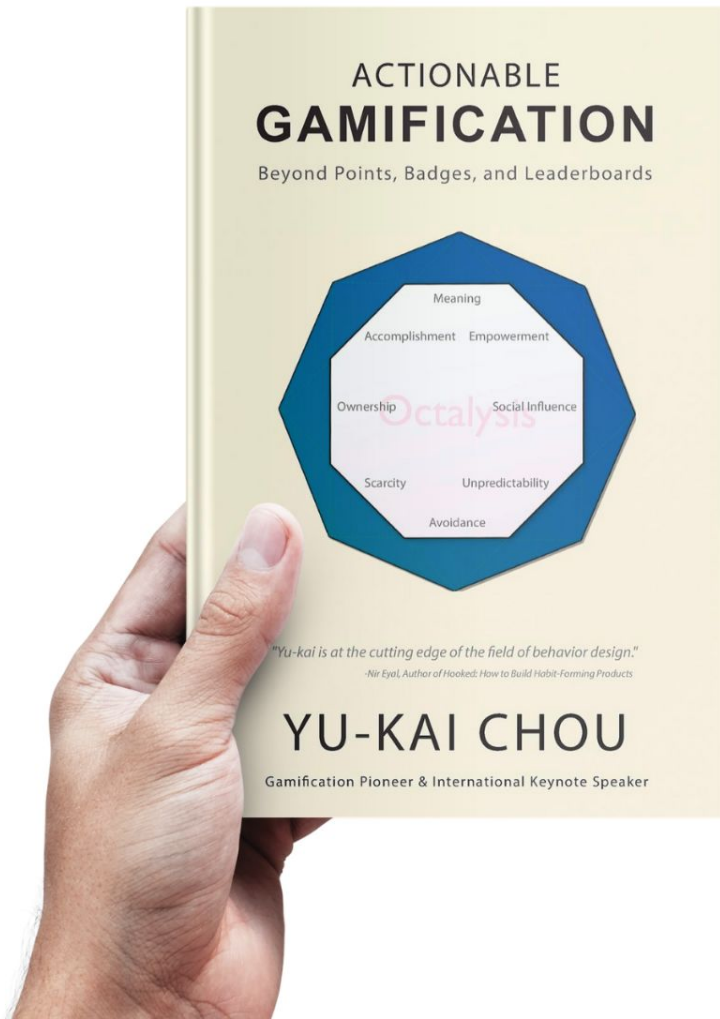
Java programming language learning application based on octalysis gamification framework [PDF] umn.ac.id
L Christopher, A Waworuntu - IJNMT (International Journal of ..., 2021 - ejournals.umn.ac.id
Java programming language is rated as the second most active language in the world based

About 2,420 results



THE BOOK

THE OCTALYSIS GROUP



ACTIONABLE GAMIFICATION

Beyond Points, Badges, and Leaderboards



"Yu-kai is at the cutting edge of the field of behavior design."

-Nir Eyal, Author of Hooked: How to Build Habit-Forming Products

YU-KAI CHOU

Gamification Pioneer & International Keynote Speaker

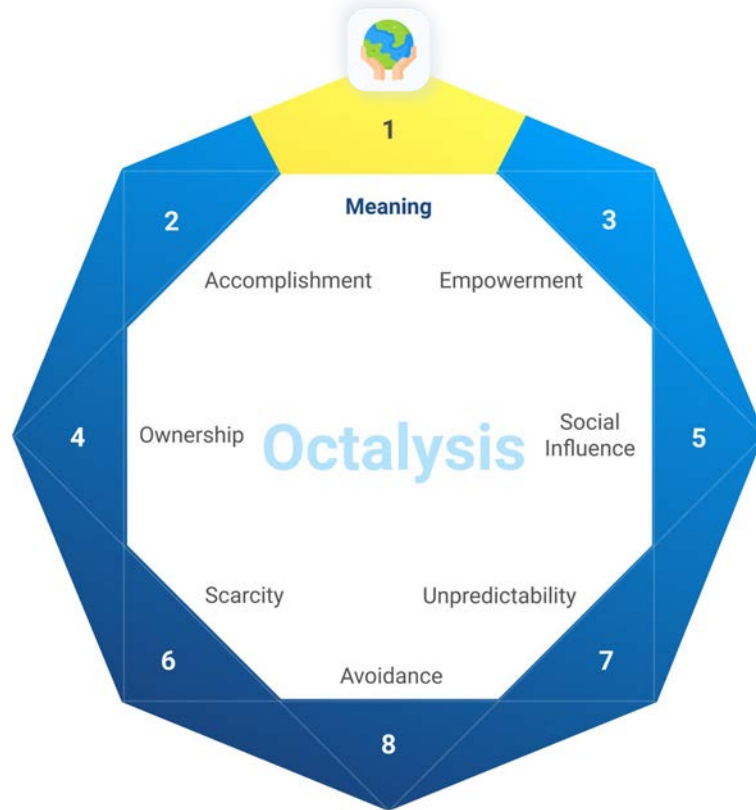
100,000 Copies Sold

Beyond Points, Badges and
Leaderboards.



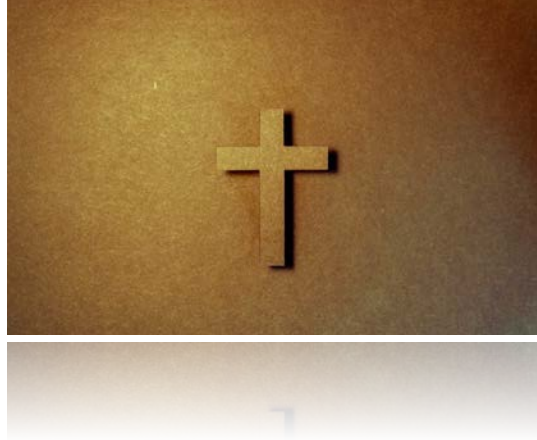
1. Epic Meaning & Calling

This is the motivation we feel when we are part of something bigger than ourselves. It gives us purpose and/or defines us as part of something with unique characteristics.





EXAMPLES





Octalysis Foundations

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EXAMPLES



EDUCATION





2. Development & Accomplishment

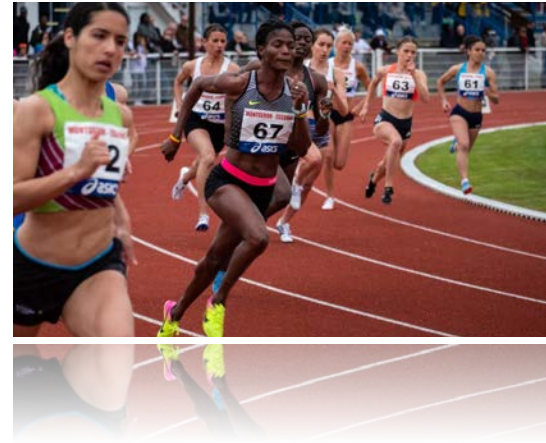
The internal drive of making progress, developing skills, and eventually overcoming challenges. The word “Challenge” here is very important, as a Badge or a Trophy without a challenge is not meaningful at all.





EXAMPLES





Kahoot!

The SDGame



MUSICCA

Piano



Naturals 1 (0/6)



Naturals 2 (0/5)

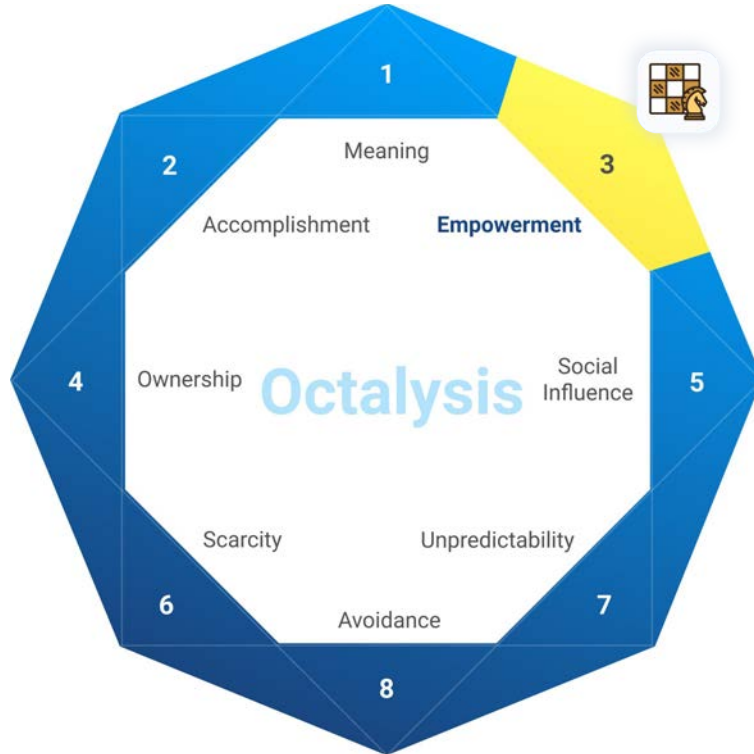


Accidentals (0/6)



3. Empowerment of Creativity & Feedback

When users are engaged in a creative process where they have to repeatedly figure things out and try different combinations. People not only need ways to express their creativity, but they need to be able to see the results of their creativity, receive feedback, and respond in turn.





EXAMPLES





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EXAMPLES

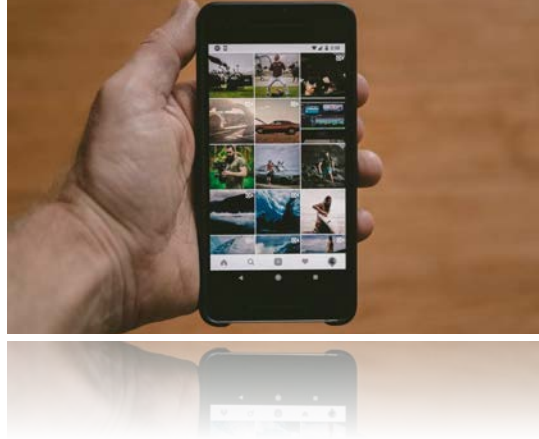
EDUCATION





EDUCATION

EXAMPLES

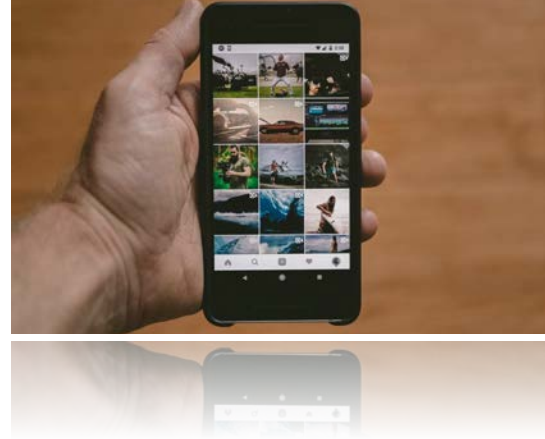




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EXAMPLES



EDUCATION

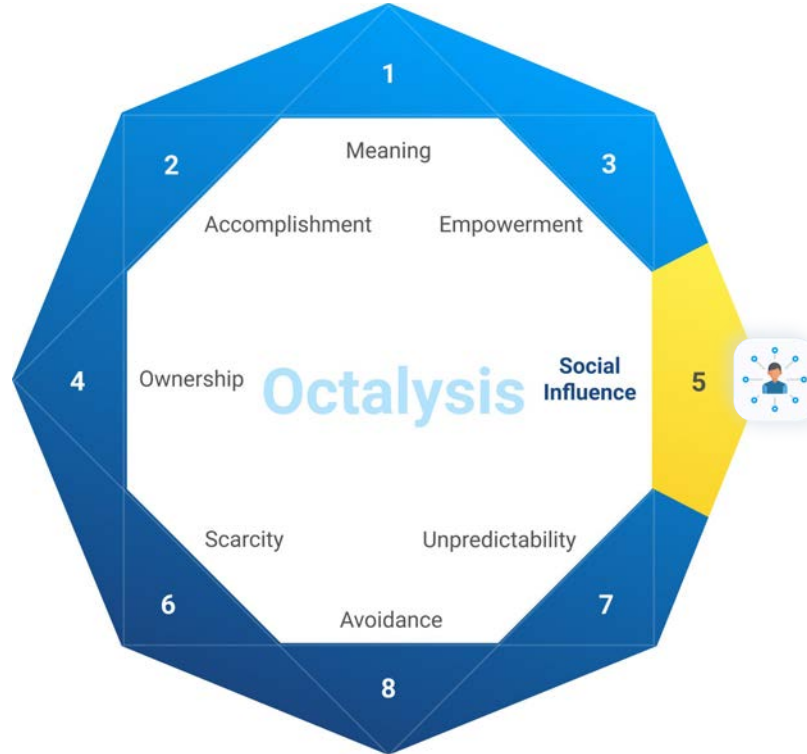


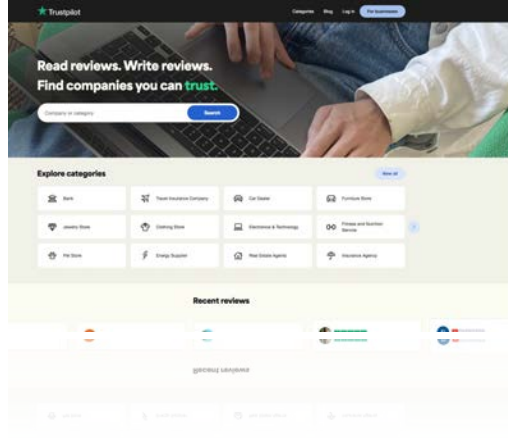
Student PORTFOLIOS



5. Social Influence & Relatedness

This drive incorporates all the social elements that drive people, including: mentorship, acceptance, social responses, companionship, as well as competition and envy.



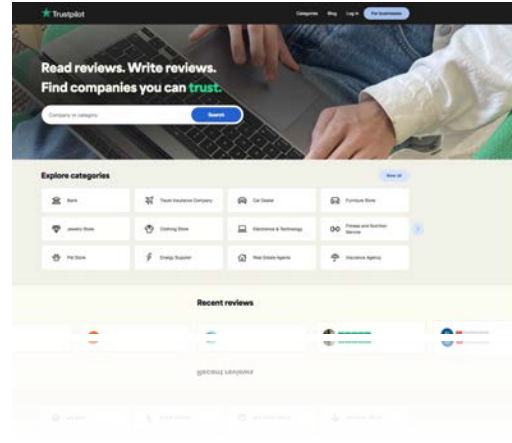




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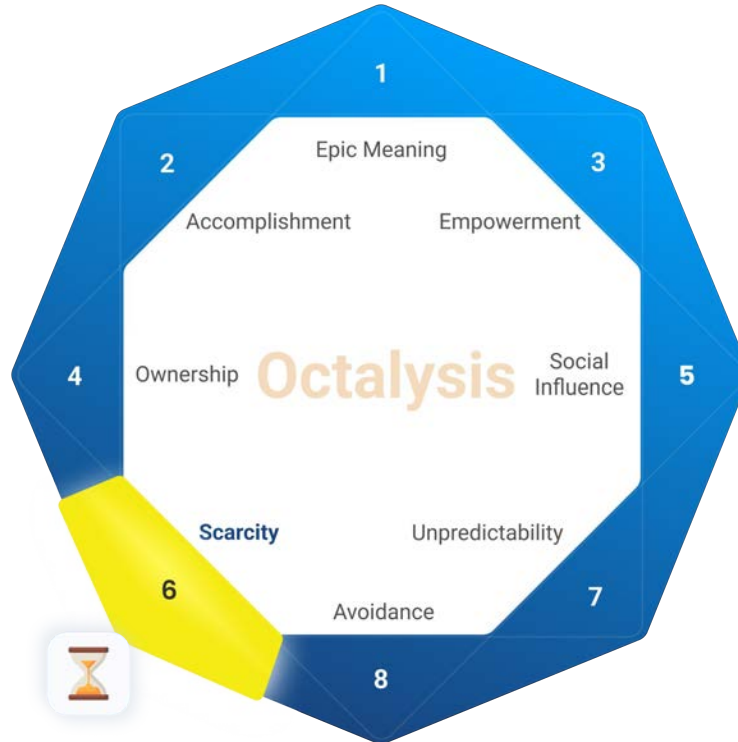
EDUCATION





6. Scarcity & Impatience

This is the drive of wanting something because you can't have it yet. The fact that people can't get something right now motivates them to think about it continuously. Even frantically.





Barcelona is a top pick amongst travellers on your selected dates (68% reserved).
 Barcelona is already 68% reserved on our site for your dates. Why not try these alternatives?

12 Jul - 15 Jul	13 Jul - 16 Jul	14 Jul - 17 Jul	15 Jul - 18 Jul	16 Jul - 19 Jul
From € 84	From € 45	From € 45	From € 45	From € 45
62% reserved	67% reserved	68% reserved	68% reserved	70% reserved

Barcelona: 769 properties found

3 reasons to visit: Sagrada Familia | Las Ramblas | La Rambla
 Sightseeing | Food | Restaurants

Our top picks: Lowest price first | Review score and price | Stars | Distance from city centre | Review score | Deal first | .genius

Chic & Basic Ramblas ★★★★★
 C/utal Vella, Barcelona • Metro access
 Popular now! 11 people are looking at this moment
 You last stayed here between 7 Mar 2016 and 8 Mar 2016.
 19,000+ Bookings

Guest rating: Very good 8.4 (437 reviews)

In high demand! Price for 3 nights: € 400 - € 447
[See our last available rooms >](#)





Barcelona is a top pick amongst travellers on your selected dates (61% reserved).
Barcelona is already 61% reserved on our site for your dates. Why not try these alternatives?

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Barcelona: 769 properties found

3 reasons to visit: Sagrada Família Sightseeing, Las Ramblas Food, La Rambla Restaurants

Our top picks | Lowest price first | Review score and price | Stars | Distance from city centre | Review score | Deal first

Chic & Basic Ramblas ★★★★★
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INTERNATIONAL DAYS



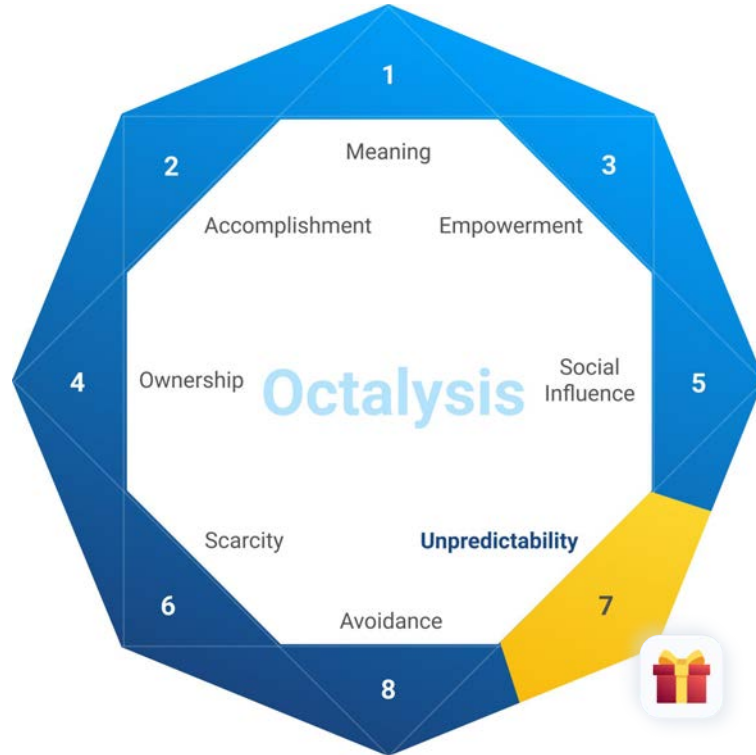
SPECIAL DAYS

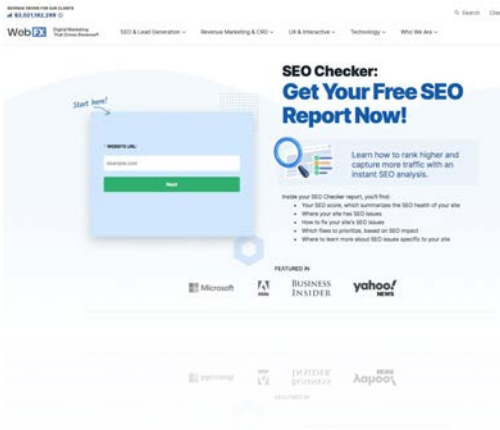


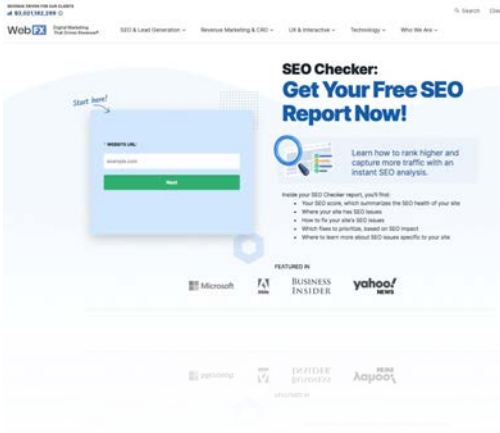


7. Unpredictability & Curiosity

This is the drive of wanting to find out what will happen next. If you don't know what's going to happen, your brain is engaged and you think about it often.



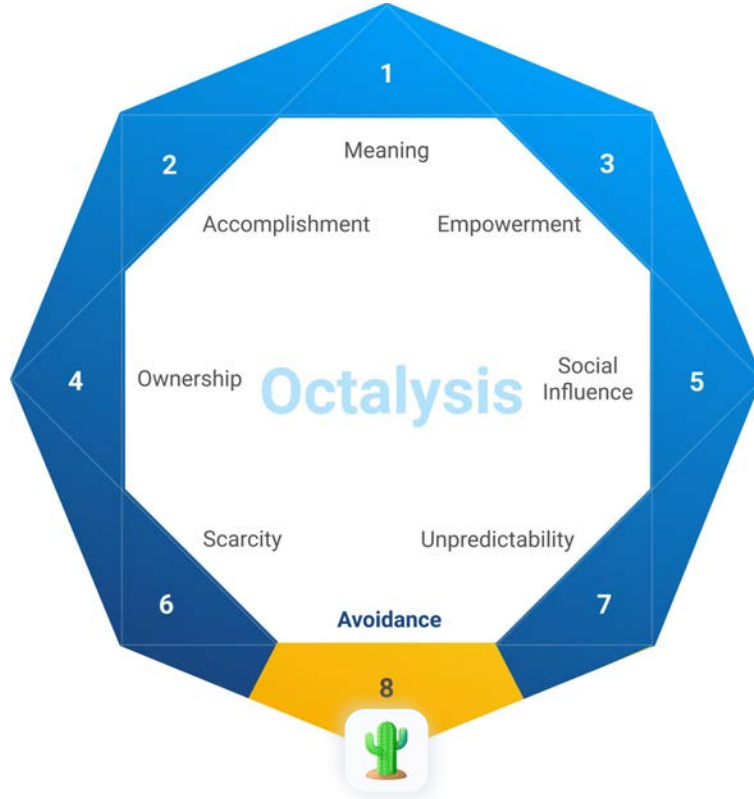


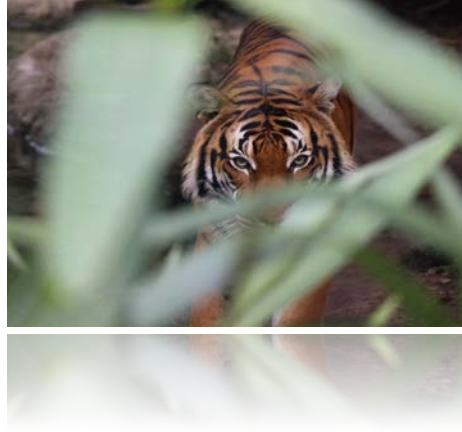
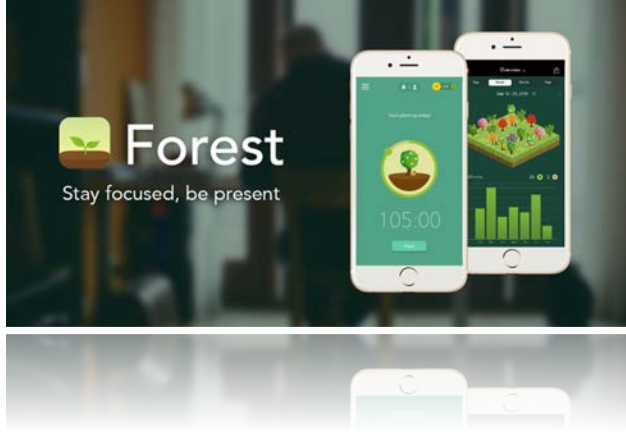
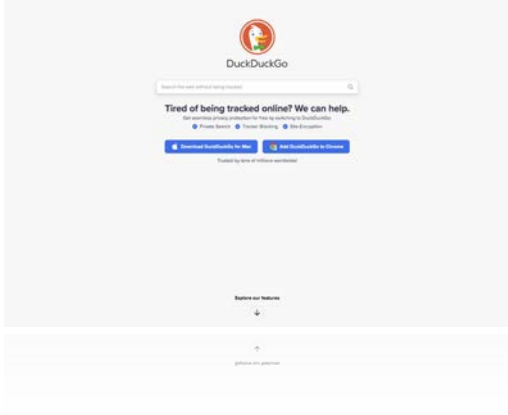




8. Loss & Avoidance

This core drive motivates us through the fear of losing something we have or avoiding negative events.





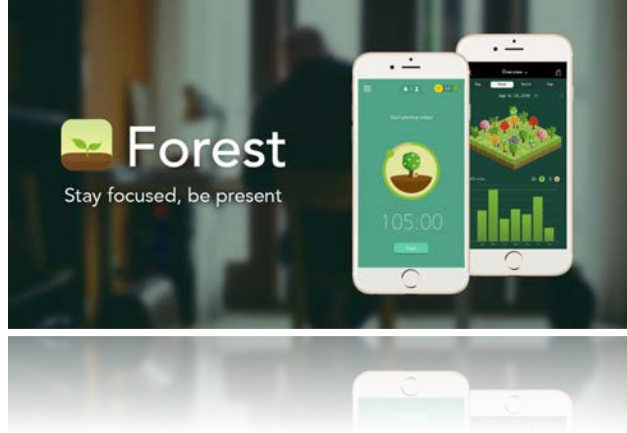
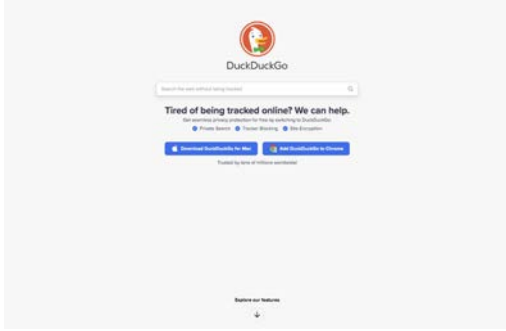


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EXAMPLES

EDUCATION





2. Development & Accomplishment

The internal drive of making progress, developing skills, and eventually overcoming challenges. The word “Challenge” here is very important, as a Badge or a Trophy without a challenge is not meaningful at all.

4. Ownership & Possession

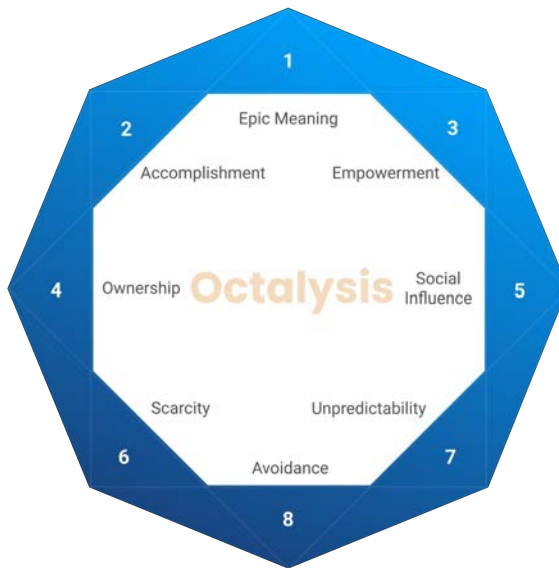
Users are motivated because they feel like they own something. When a player feels ownership, she innately wants to make what she owns better and own even more.

6. Scarcity & Impatience

This is the drive of wanting something because you can't have it yet. The fact that people can't get something right now motivates them to think about it continuously. Even frantically.

1. Epic Meaning & Calling

This is the motivation we feel when we are part of something bigger than ourselves. It gives us purpose and/or defines us as part of something with unique characteristics.



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5. Social Influence & Relatedness

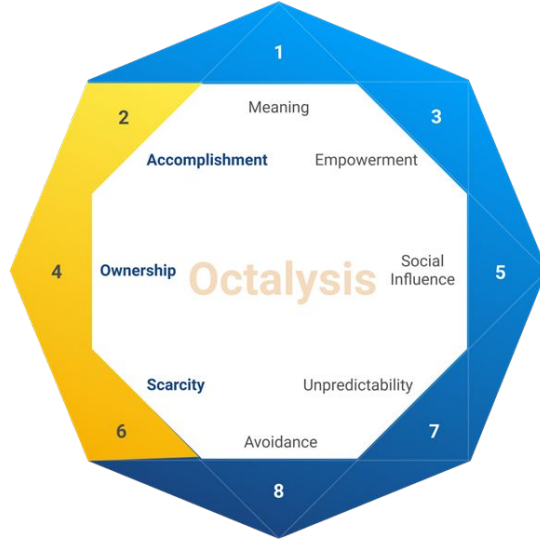
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Extrinsic vs. Intrinsic



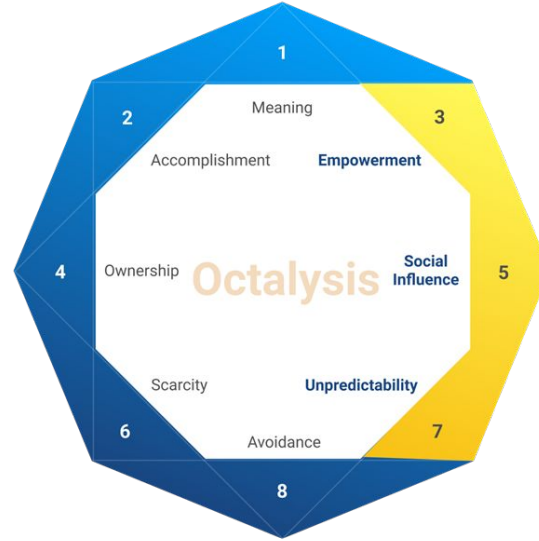
Extrinsic Core Drives

Result-oriented activities

(done for a reward or a goal other than the activity itself).

+ Feels productive, helps to trigger or justify a behaviour

- Risks replacing intrinsic motivation; needs constant updating



Intrinsic Core Drives

Experience-oriented activities

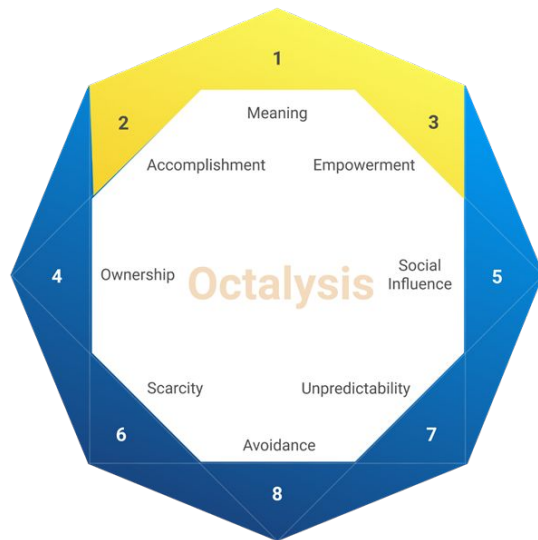
(done for the sake of it).

+ Creates a stronger engagement

- May feel unproductive



White hat vs. Black hat

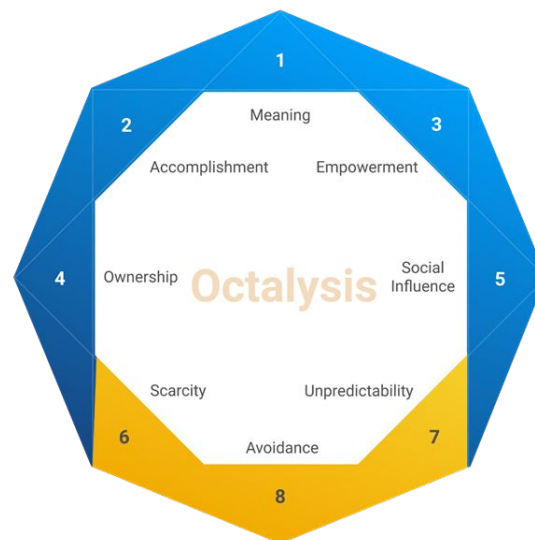


White Hat Core Drives

Good for **long-term user engagement** and making the users feel powerful, fulfilled, and satisfied.

+ Makes people feel good, powerful and in control

- Gives no sense of urgency



Black Hat Core Drives

Good for creating a sense of **urgency** in **short-term user engagement** and making the users feel **obsessed, proactive** and **focused**.

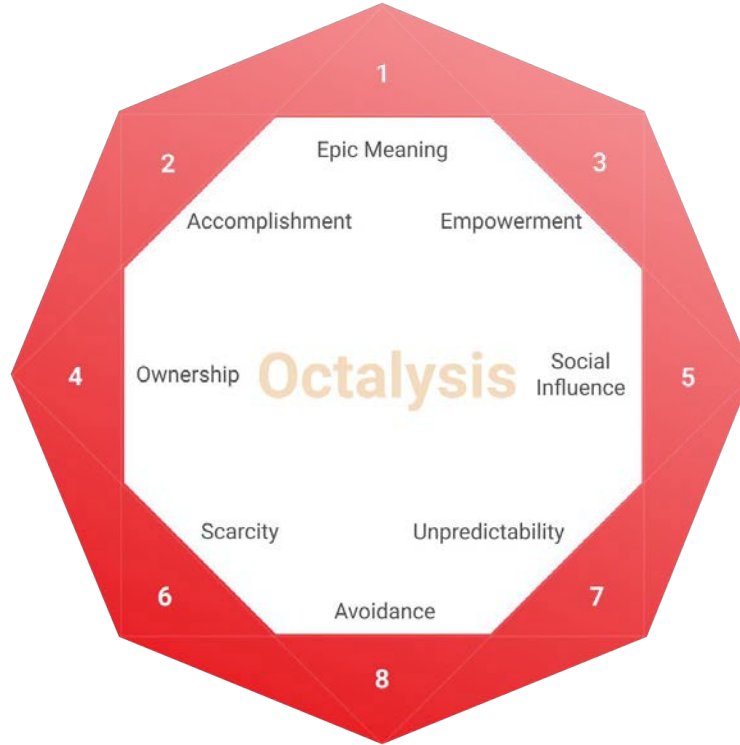
+ Makes people feel urgent or even obsessed

- Makes people feel out of control, guilty, or addicted



Anti-Core Drives

Anti Core Drives are the motivational pulls away from a Desired Action



Q&A Time!



Time to Practice

Use the **Octalysis Tool**
to address one or more challenges



qrco.de/octalysistool



Challenge 1

Think about your **best lesson ever**.

Why was it so **engaging**?



Challenge 2

Think about your **favorite approach to teaching**.

Which **Core Drives** are involved?



Challenge 3

Reflect on **education today**.

What makes it **engaging**, and
what do you believe it **lacks**?



Challenge 4

Envision **education in 2030**.

What should its
motivational profile look like?



Education in 2030



Card

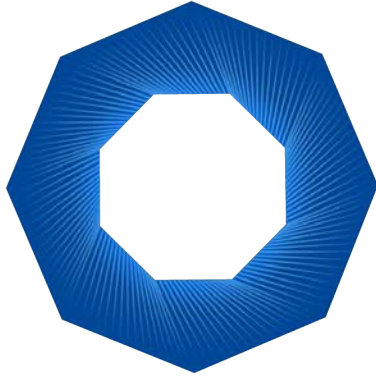




Challenge 5

Consider Universal Design for Learning Guidelines.

How can each **suggestion** be connected to the **Core Drives**?



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