

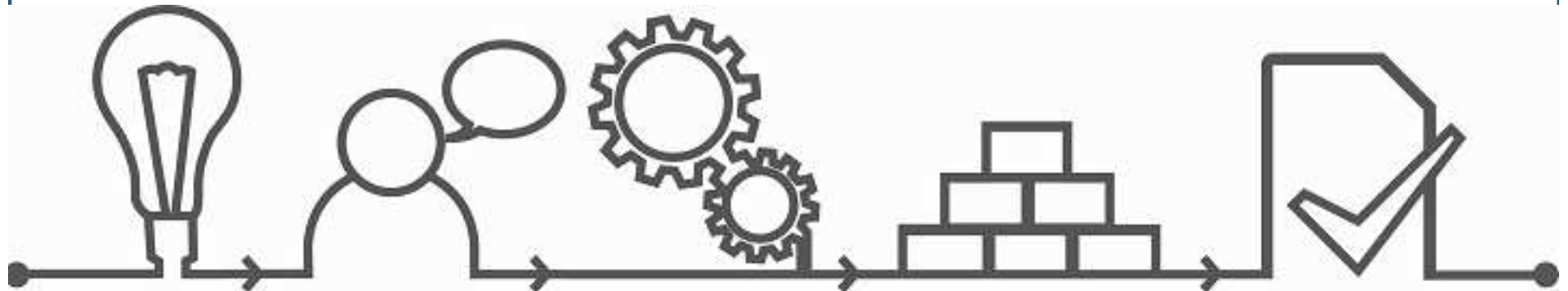
LIBER 43rd Annual Conference 2014

July 2-5, Riga, Latvia



Gamification in Academic Libraries: Level 1 – Why and the Basics of How

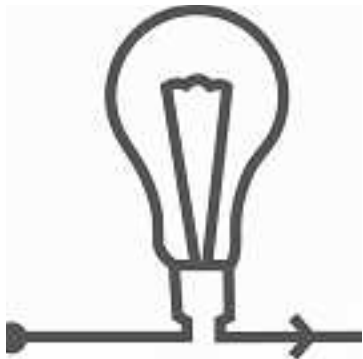
Adam Sofronijevic, Vesna Vuksan, Aleksandar Jerkov, Diana Parlic, Mladen Cudanov
University of Belgrade



Introduction



- Gamification
- Why?
- How?
- DART portal
- Conclusions



Gamification



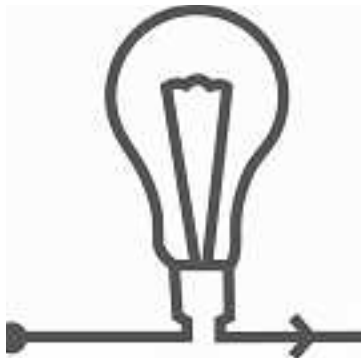
Gamification is the practice of introducing

game elements/game design

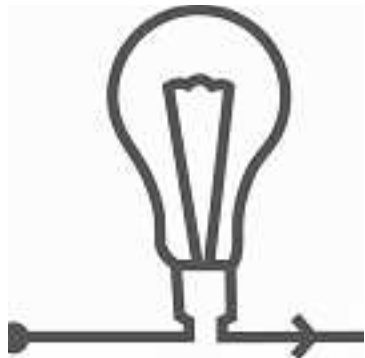
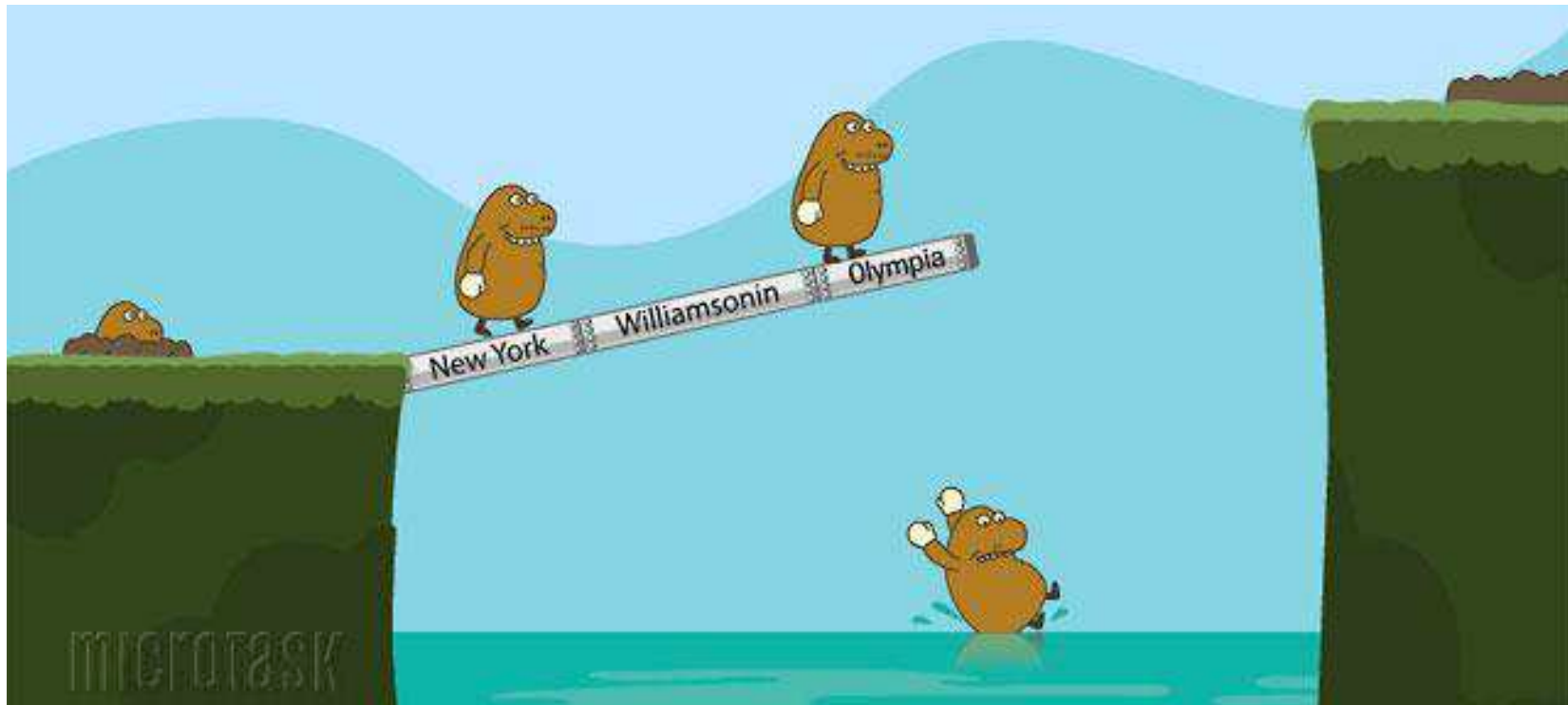
into a non-game environment

in order to achieve some specific business goal or for

behavior modification.



Gamification



Gamification



500+
connections



Certifications

A Beginner's Guide to Irrational Behavior →

Coursera

March 2014 – Present

Gamification →

Coursera

October 2012 – Present

Organizational Analysis →

Coursera

December 2012 – Present

coursera


coursera

coursera

Who's Viewed Your Profile

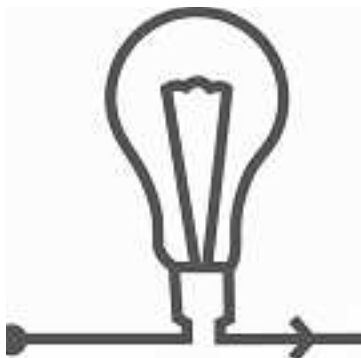
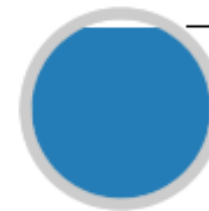
5 Your profile has been viewed by 5 people in the past 7 days.

▼ 4 Your rank for profile views moved down by 4% in the past 30 days.

 [Unlock the full list with LinkedIn Premium](#)

How powerful is your profile?

All-Star



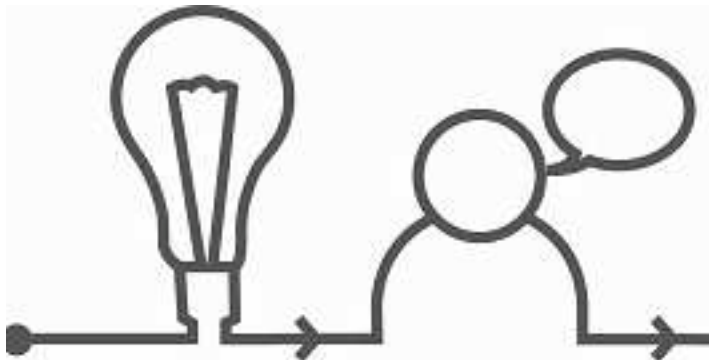
Why?



✓ to achieve some specific business goal

externally

- more downloads from a specific service,
- more thesis in OA,
- more Foursquare check ins...



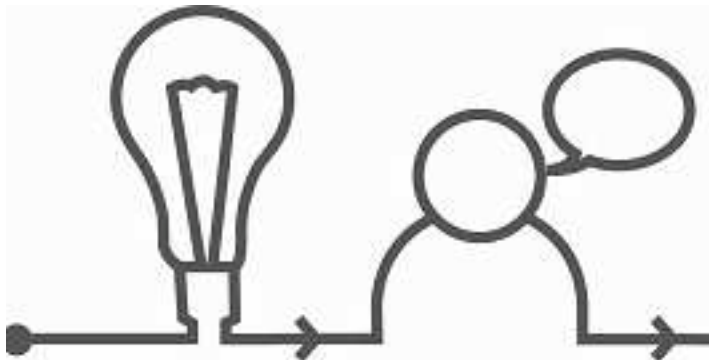
Why?



- ✓ to achieve some specific business goal

internally

- more ideas for service upgrades,
- more metadata created,
- more smiles for users...

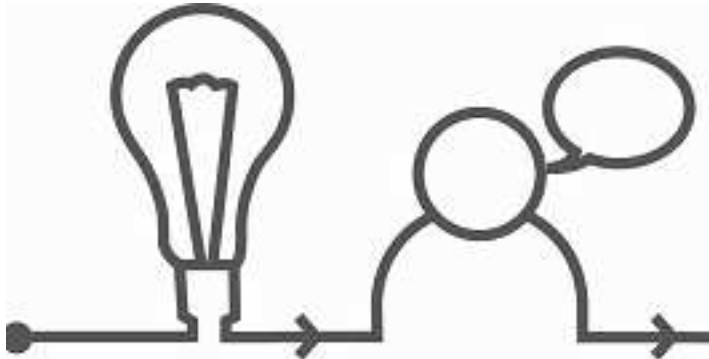


Why?



✓ **behavior modification**

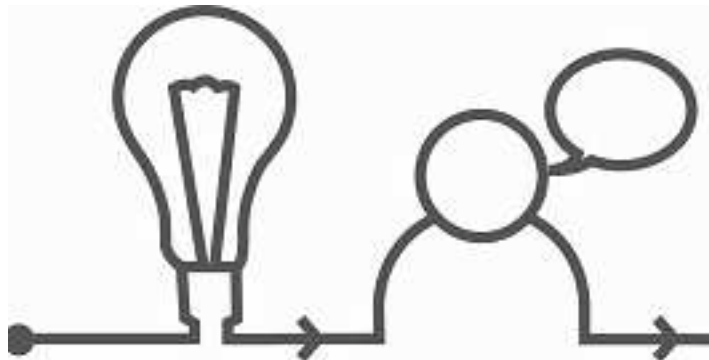
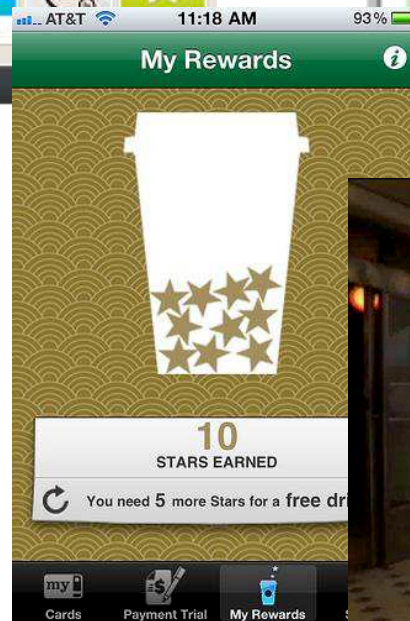
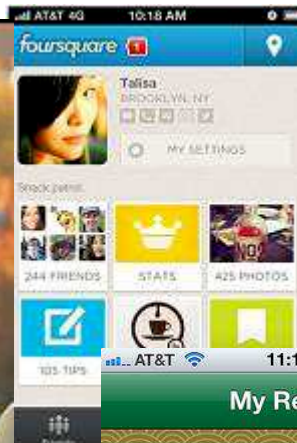
- reading habits
- advance search use
- tagging...



Why?



- ✓ Everyone else is already doing it



How?



Game - The magic circle

(Homo Ludens, Huzinga, J.)

In a game one is **voluntarily overcoming unnecessary obstacles.**



How?



Business environment

+ game elements/game design elements

= captivating circle

in which users are fostered to overcome existing obstacles



How?



1. Gamification design – the big picture

Narrative, motivations, emotions, rules, progression, relations...

2. Gamification functions - the inner workings

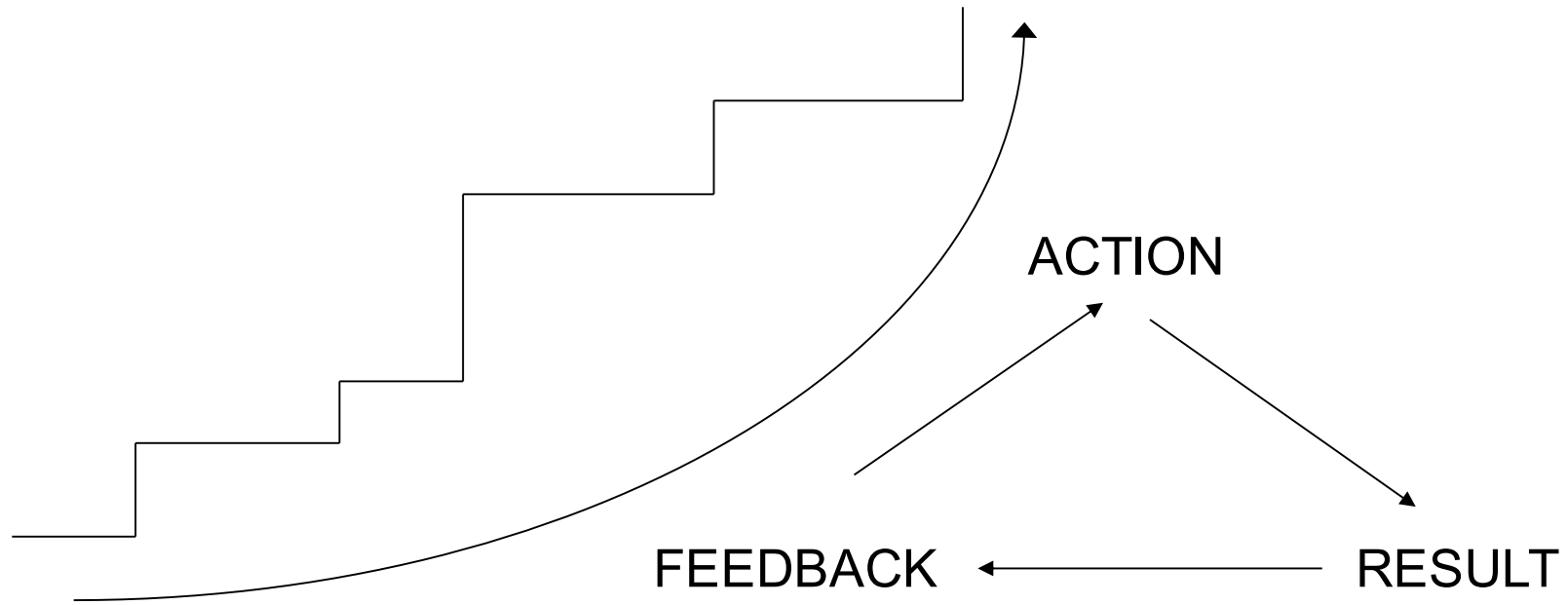
Feedbacks, win states, challenges, chance, resource acquisition...

2. Gamification tools – elements that make it work

Badges, points, leaderboards, virtual goods, levels, boss fights...



How?



How?



- Motivational design (intrinsic vs. extrinsic, existing vs. new)
- Behaviorism
- Reward structure/schedule

✓ FUN



How?



✓ FUN

- ✓ Easy fun (hanging out with friends)
- ✓ Hard fun (overcoming obstacles)
- ✓ People fun (involves other people, collaboration, networking)
- ✓ Serious fun (meaningful to wider society or to you)



DART portal



Academic library services and gamification:

- Personalized services – storytelling, motivation, PBL, long term customer relationship
- Non personalized services – (storytelling) and motivation on the fly, IP address, online rewarding



DART portal



www.dart-europe.eu

Access to 515334 open access research theses
from 562 Universities in 28 European countries.

Non personalized service for individual users, somewhat
personalized for partnering institutions.



DART portal



Two step proposition:

Step one – gamifying existing DART structure

Step two – gamifying proposed personalized DART structure



DART portal



Gamification Design Framework (Werbach, K.)

1. DEFINE business objectives
2. DELINEATE target behaviors
3. DESCRIBE your players
4. DEVISE activity loops
5. DON'T forget the fun!
6. DEPLOY the appropriate tools

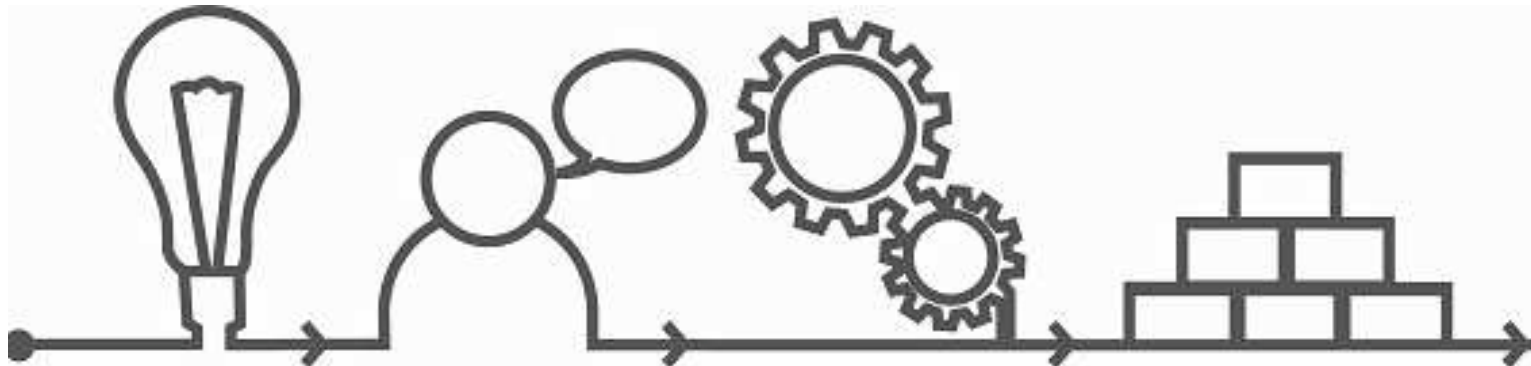
Bartle MMOG Player Type Model



DART portal



- ✓ Hard fun (overcoming obstacles)
- ✓ People fun (involves other people, collaboration, networking)
- ✓ Serious fun (meaningful to wider society or to you)
- ✓ Achievers
- ✓ Explorers
- ✓ Existing motivational structure + new motivators

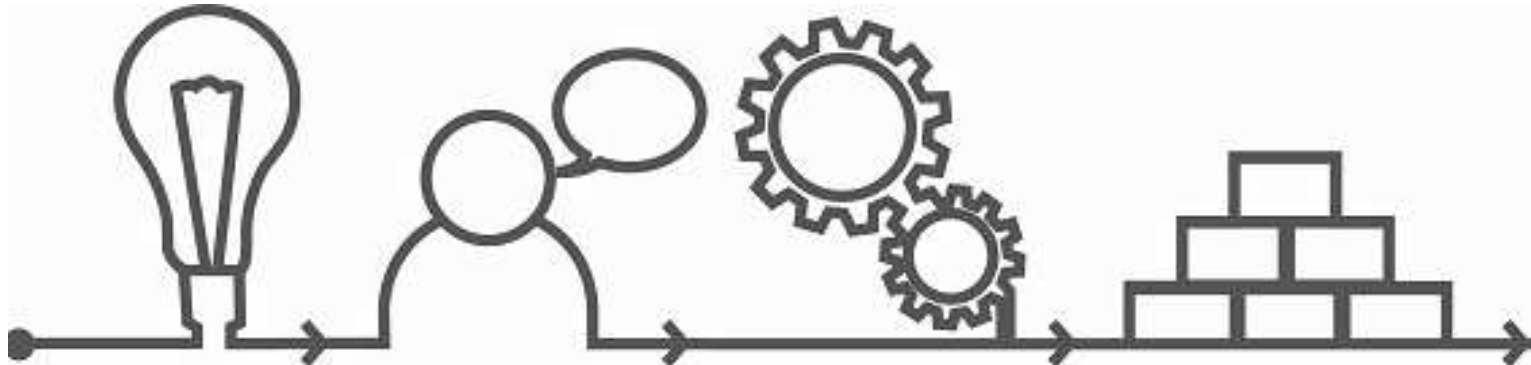


DART portal



Step one – gamifying existing DART structure

- Institutions – storytelling related to fostering OA, PBL structure, non conflicting motivators,...
- Individual users - fostering use, rewarding on the fly, surprise rewards, access to sponsor owned publications by IP address or download during the session,...



DART portal



Step two – gamifying proposed personalized DART structure

- Individual user profiles
- Not just place for downloading OA thesis
- Community building around PhD and MSc paper writing process
- Different user types: students, supervisors, other stakeholders (researchers, librarians, institutions, industries)

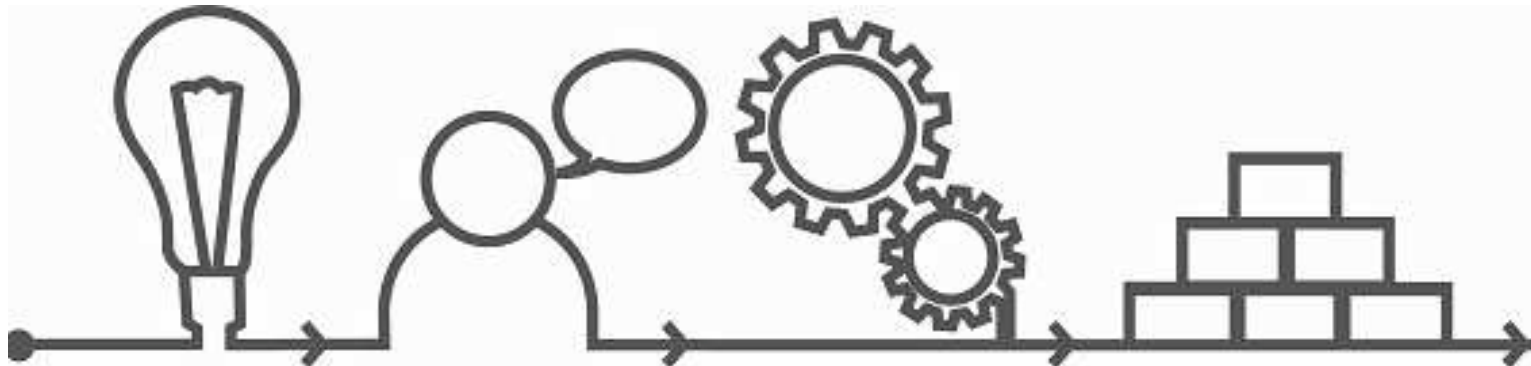


DART portal



Step two – gamifying proposed personalized DART structure

- Storytelling fostering a parallel – DART scientific hierarchy: are you a DART Sage? How many DART Archonts does your university employ?
- PBL system that reward both RL and DART activities in non-conflicting manner



Conclusions

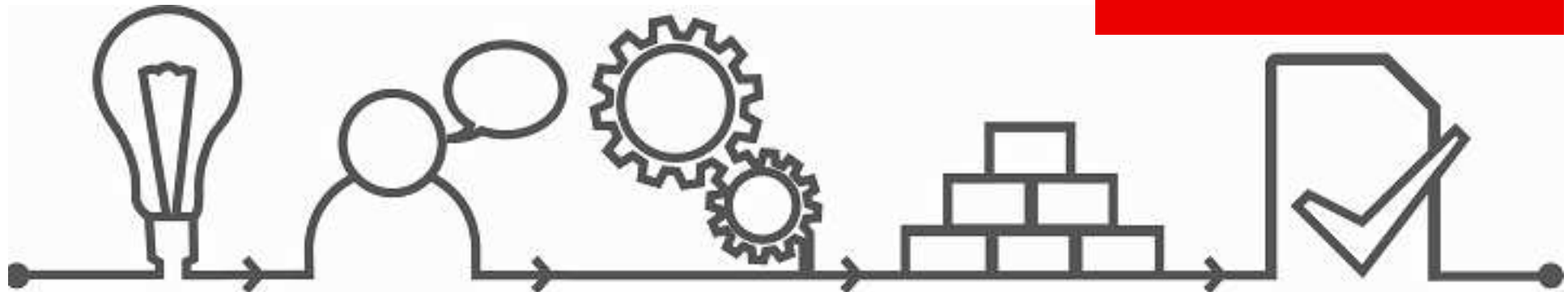


Gamification in academic libraries...now!

Ethics & moral issues.

Legal & regulatory issues.

Gamification is (not) for every service.



Conclusions



Q!

Q&A

THANK YOU!

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