1.	Record Nr.	UNINA9910254923703321
	Titolo	Gamification : Using Game Elements in Serious Contexts / / edited by Stefan Stieglitz, Christoph Lattemann, Susanne Robra-Bissantz, Rüdiger Zarnekow, Tobias Brockmann
	Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017
	Edizione	[1st ed. 2017.]
	Descrizione fisica	1 online resource (XI, 164 p. 21 illus., 10 illus. in color.)
	Collana	Progress in IS, , 2196-8705
	Disciplina	794.8
	Soggetti	Ludificació Teoria de jocs Sistemes d'informació Management information systems Economic theory Computers Business Information Systems Economic Theory/Quantitative Economics/Mathematical Methods Information Systems and Communication Service Llibres electrònics
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di contenuto	Part I: Fundamentals, Concepts, and Theories of Gamification -- Part II: Open Innovation, Collaboration and Gamification -- Part III: Gamification and Learning.
	Sommario/riassunto	This compendium introduces game theory and gamification to a number of different domains and describes their professional application in information systems. It explains how playful functions can be implemented in various contexts and highlights a range of concrete scenarios planned and developed for several large corporations. In its first part the book presents the fundamentals, concepts and theories of gamification. This is followed by separate application-oriented sections – each containing several cases – that

focus on the use of gamification in customer management, innovation management, teaching and learning, mobile applications and as an element of virtual worlds. The book offers a valuable resource for readers looking for inspiration and guidance in finding a practical approach to gamification.