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	Descrizione fisica	1 online resource (xi, 138 pages) : illustrations (some color), charts
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	Soggetti	Gamification Computer games - Design Computer games - Psychological aspects Digital humanities
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	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Technology impact mindsets -- Gamified thinking -- Problems with applying gamified thinking into a product -- Games are learning systems -- Learning experiences in real life -- Game design principles usable in gamification -- Timings in games and gamification -- Immersion in games and gamification -- Multimodality in gamification.
	Sommario/riassunto	This book explores how gamification techniques are used to leverage users' natural desires for achievement, competition, collaboration, learning and more. Compared to other books on this topic, it gives more than just an introduction and develops the readers understanding through frameworks and models, based on research to make it easier to develop gamified systems. The concept of gamification achieved increased popularity in 2010 when a number of softwares and services started explaining their products as a 'gamification' design. Gamification Mindset explains how game elements and mechanics are important, how video games are learning systems and examines how video game aesthetics are vital in the development of gamification. The book will challenge some common beliefs when it comes to gamifications' abilities to immerse and change the user's intrinsic and extrinsic motivations. Gamification Mindset aims to develop new

models in gamification to enable easier gamification scenarios. It is a comprehensive analysis and discussion about gamification and serves as a useful tool, since it acquaints readers with gamification and how to use it, through illustrated practical theoretical models. Academic researchers, students, educators and professional game and gamification designers will find this book invaluable. .