

The background of the slide is a dark blue field with a complex network of white and light blue dots connected by thin lines, creating a web-like pattern. A large, orange, trapezoidal shape is positioned on the right side of the slide, containing the main text. At the bottom right of this orange shape, there is a white trapezoidal shape containing the Erasmus+ logo.

Motivation

Prepared by An Coppens
Gamification Nation

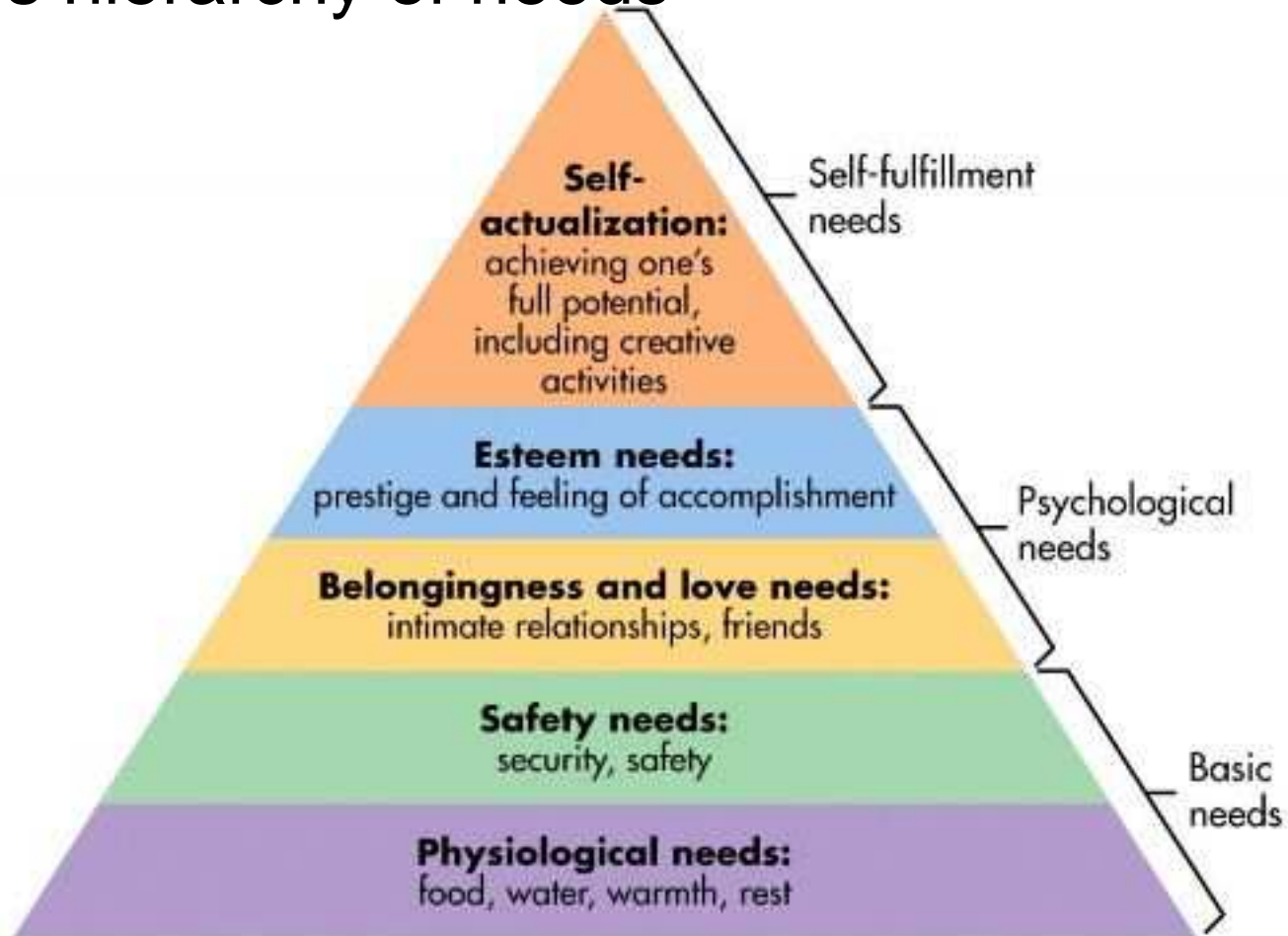


Motivational frameworks

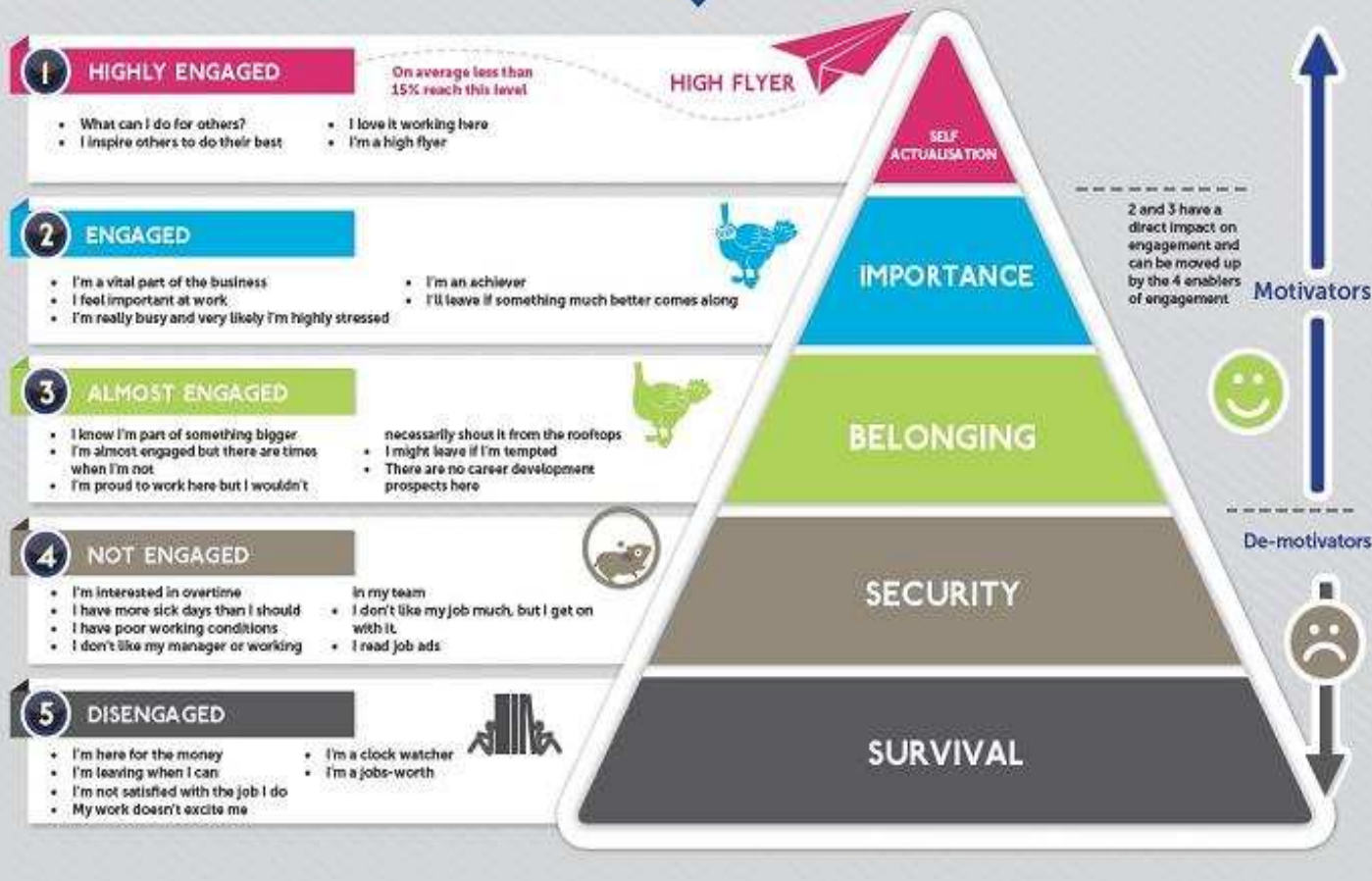


Maslow
Daniel Pink
Flow

Maslow's hierarchy of needs



MASLOW'S HIERARCHY OF NEEDS APPLIED TO EMPLOYEE ENGAGEMENT



Drive – Daniel Pink

<https://youtu.be/u6XAPnuFjJc>

Flow - Csikszentmihalyi

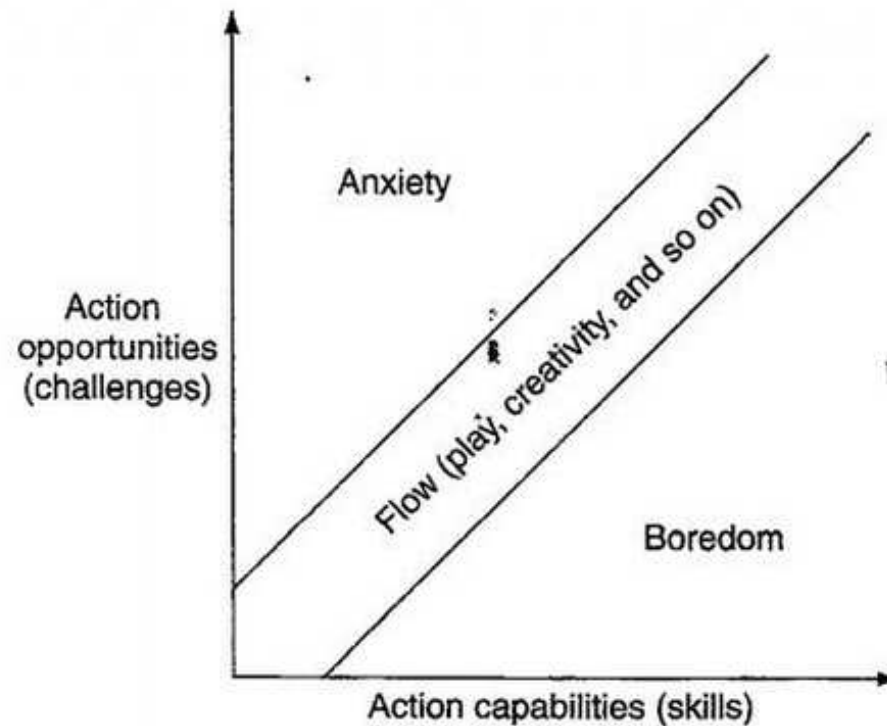
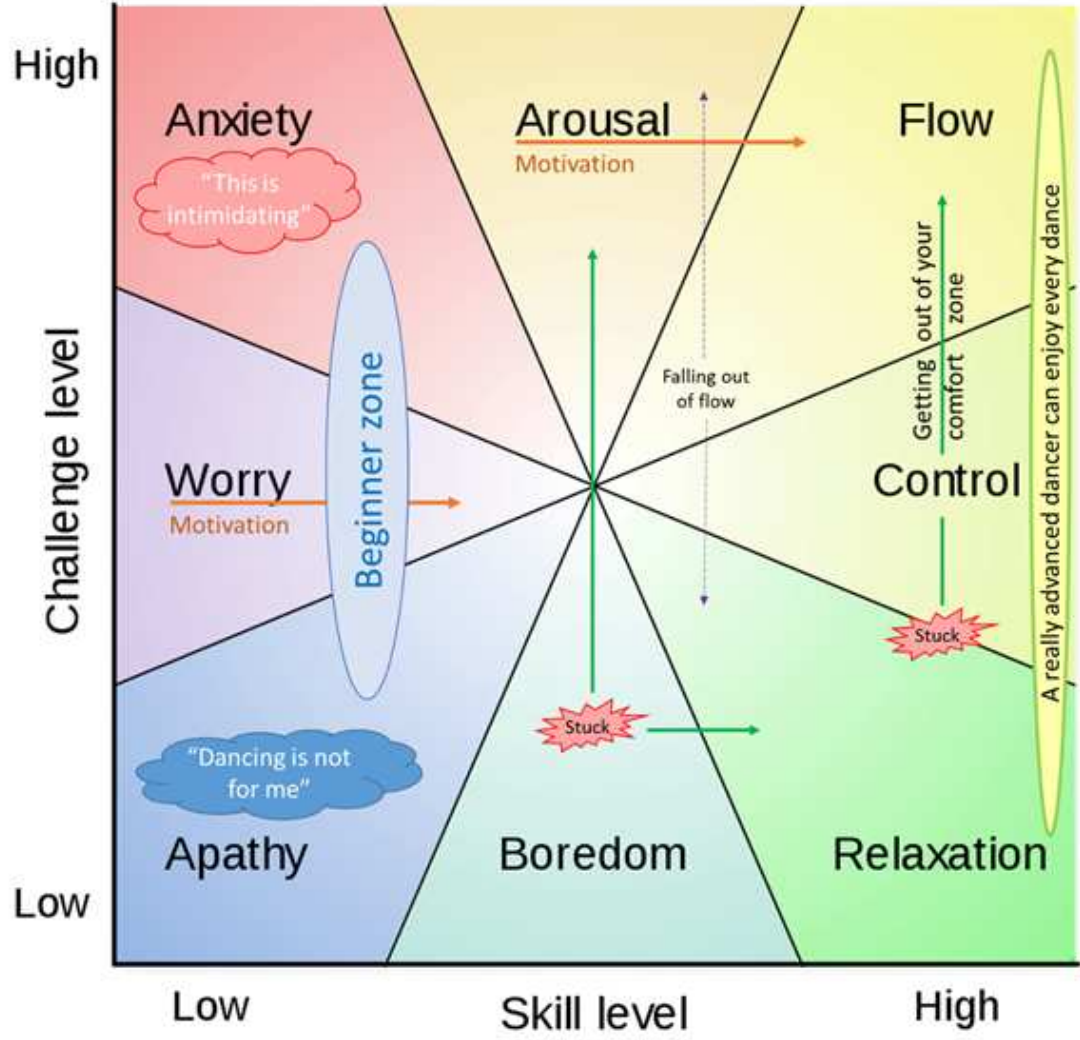


Fig. 18.1 The original model of the flow state. Flow is experienced when perceived opportunities for action are in balance with the actor's perceived skills. Adapted from Csikszentmihalyi (1975/2000).

Flow



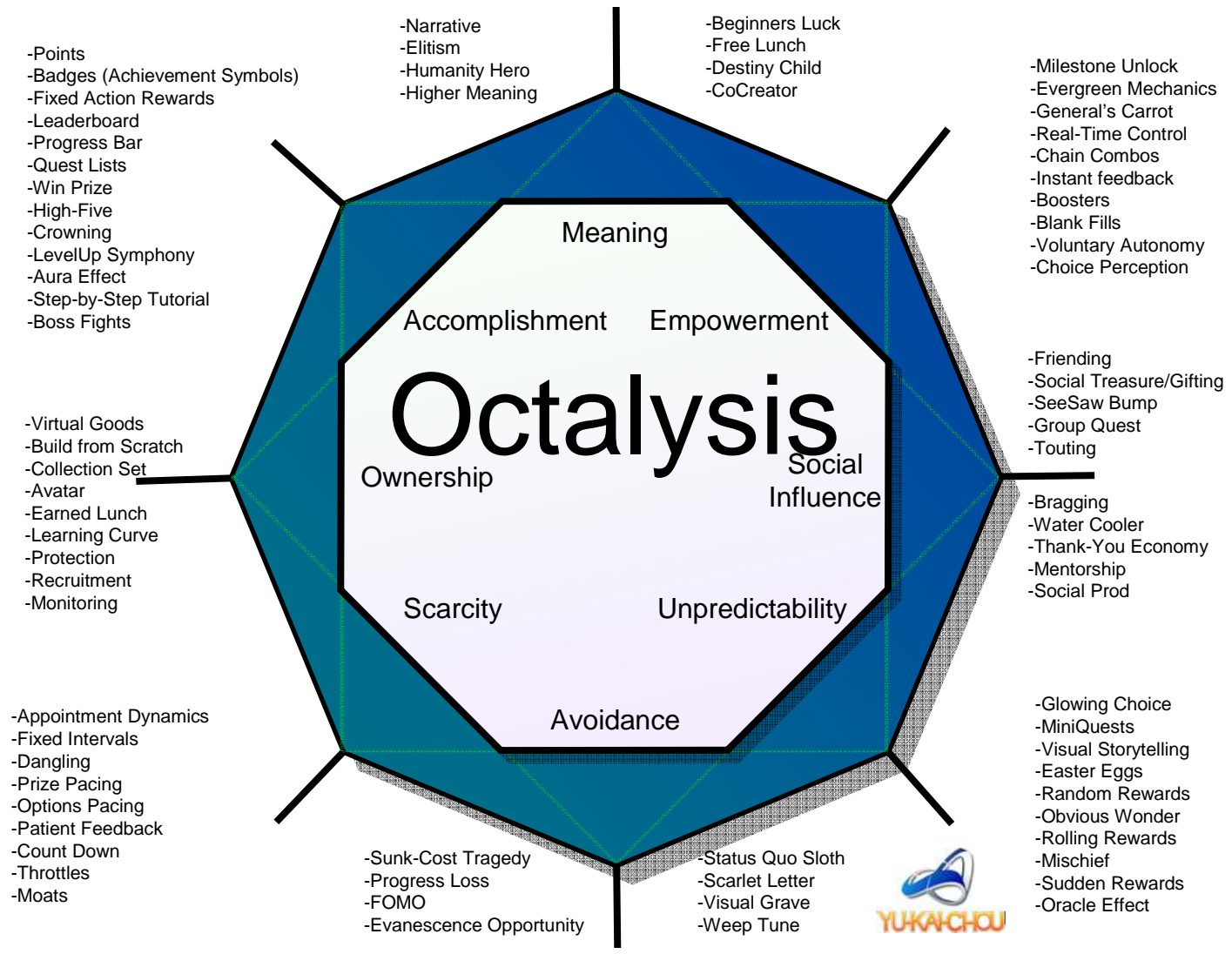
Motivation and gamification

Yukai Chou – Octalysis
Gabe Zicherman – SAPS
Nir Eyal - Hooked

Motivational drivers

1. Epic meaning and calling
2. Development and achievement
3. Empowerment of creativity and feedback
4. Ownership and possession
5. Social influence and relatedness
6. Scarcity and impatience
7. Unpredictability and curiosity
8. Loss and avoidance

Source: Octalysis framework by Yukai Chou



What motivational drivers does this play on?

http://youtu.be/bGJSEEx2pXc?list=PLfbtDJcZvTsGbZ_CXHRbMUDniGuwUeCtf

SAPs – Gabe Zicherman

Status

Access

Power

Stuff (things inside games)

Nir Eyal - Hooked

The Hook



NIR EYAL
NirAndFar.com
@nireyal

LINKEDIN

TRIGGER

I just met someone!
I don't want to forget them.

Send invitation to
connect

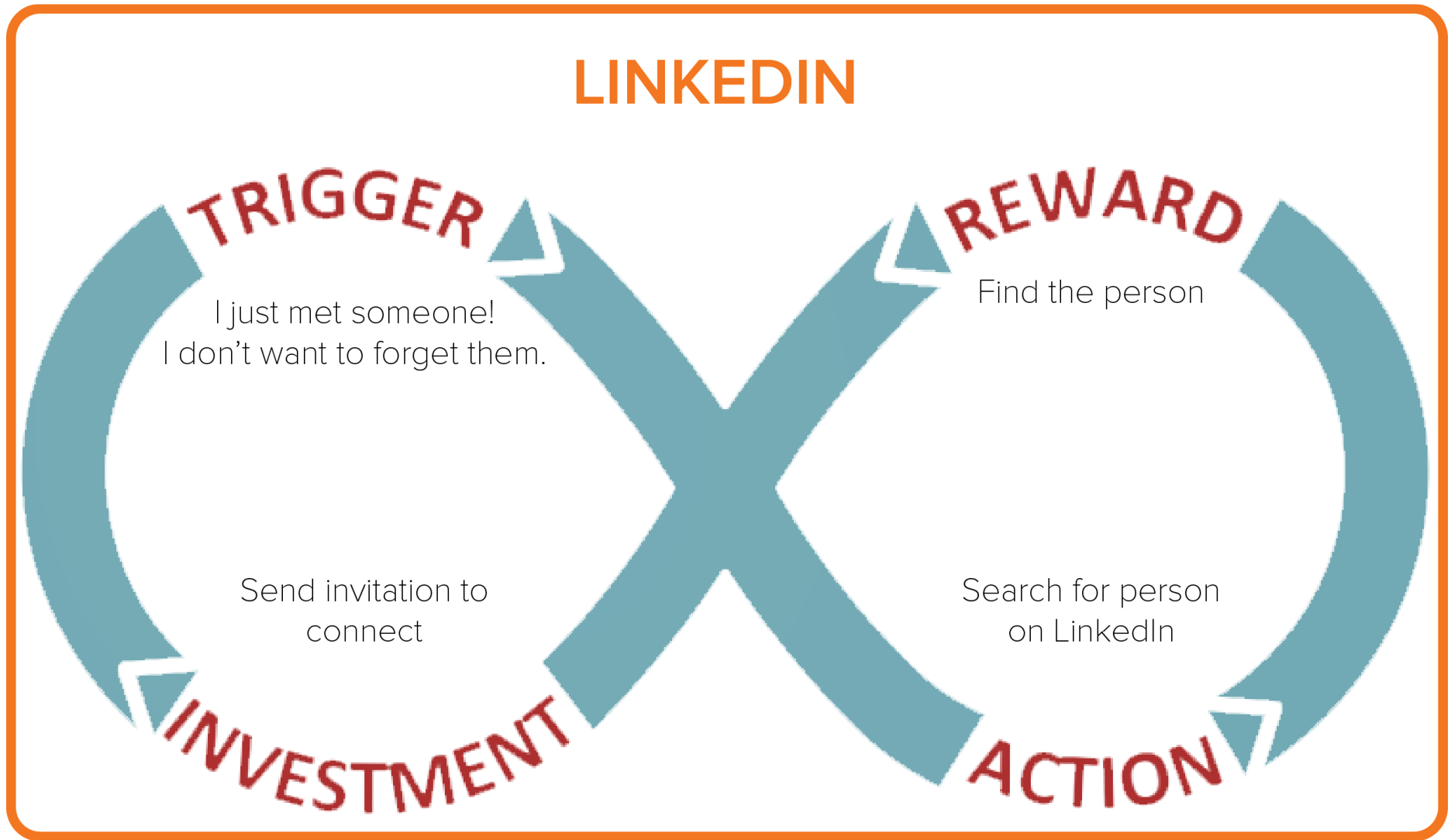
INVESTMENT

REWARD

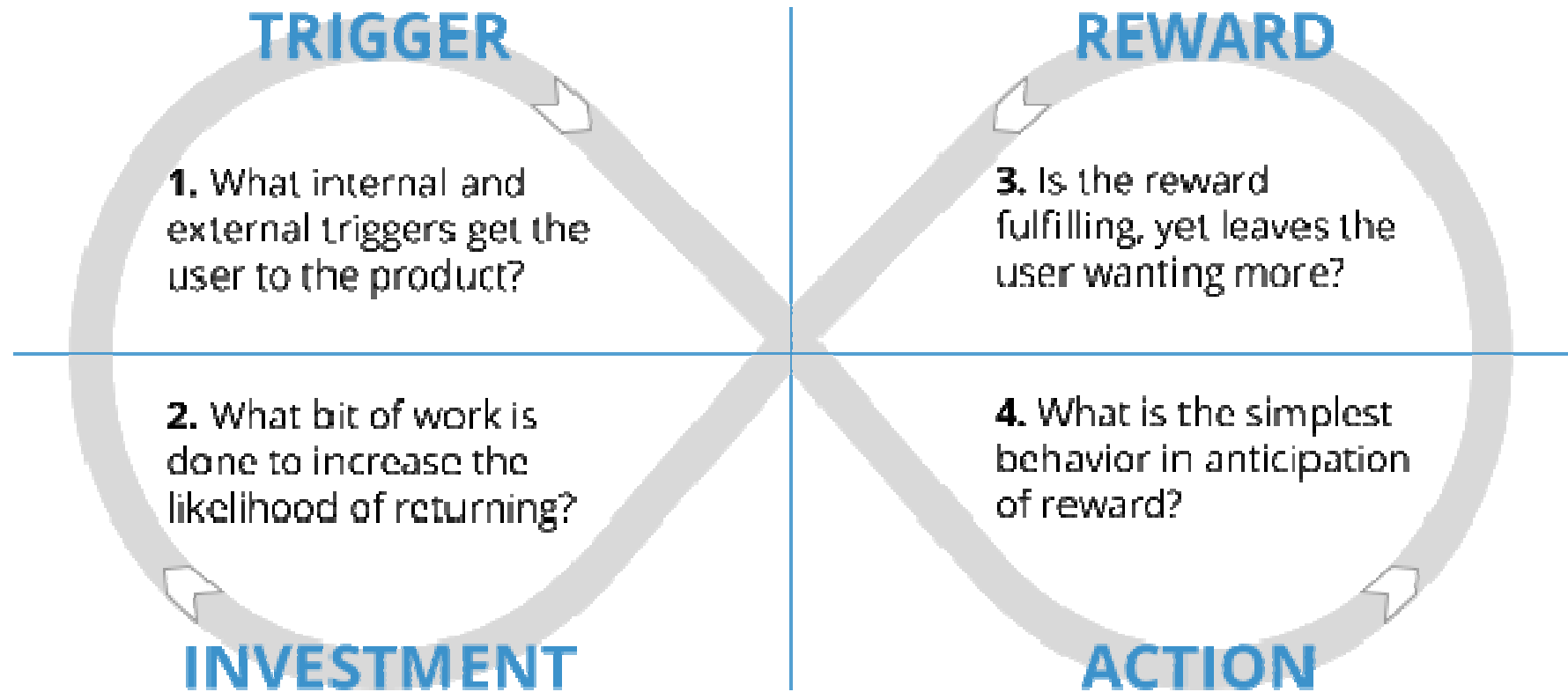
Find the person

Search for person
on LinkedIn

ACTION



THE HOOK



Intrinsic and extrinsic motivation



What is the difference between intrinsic and extrinsic motivation?

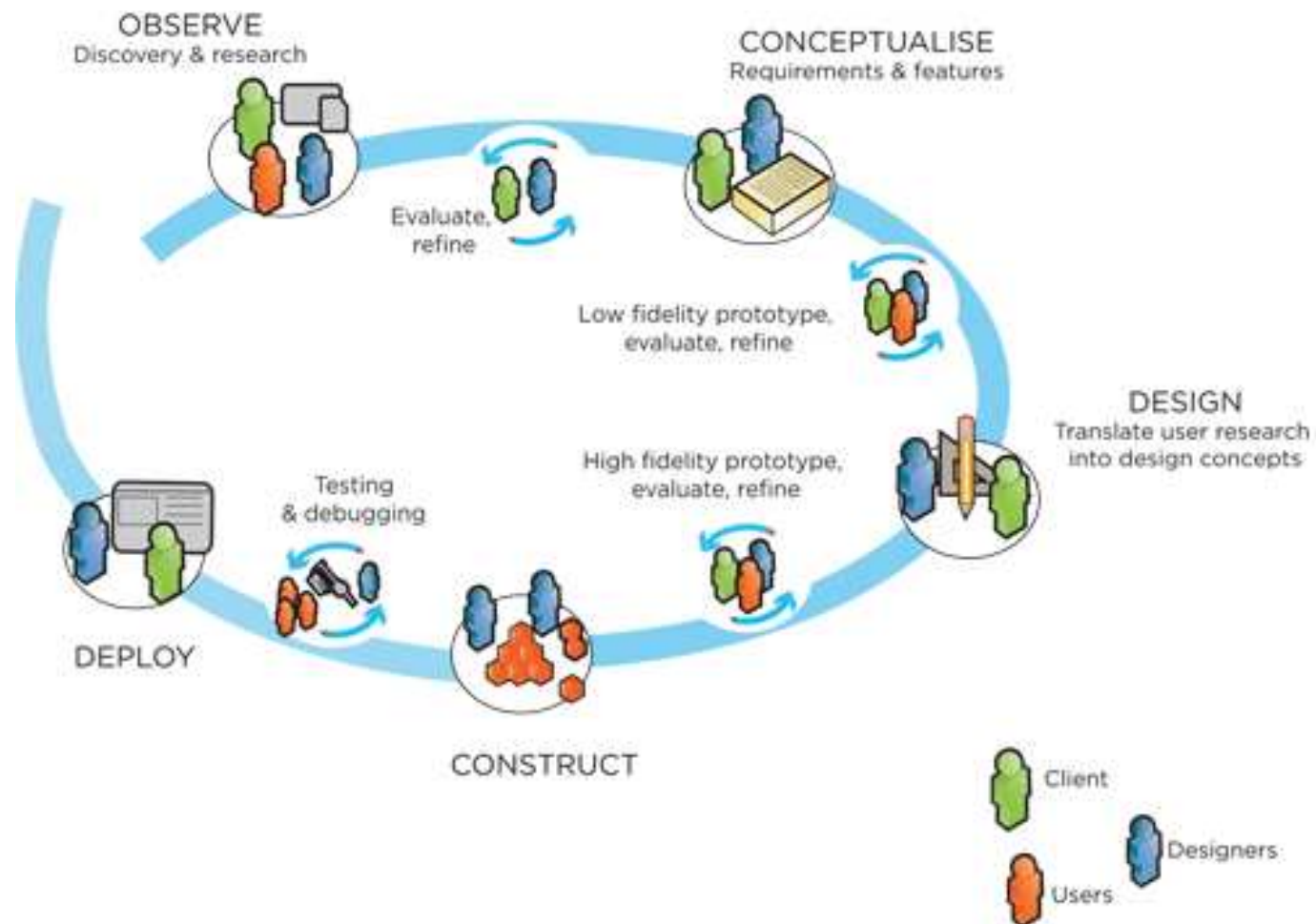
<http://vimeo.com/88939322>

Feedback loop









To be continued

