

# INTRODUÇÃO A *GAMIFICATION*

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Professor assistente: Armando Toda

Agosto / 2016

SLC0610

# AGENDA



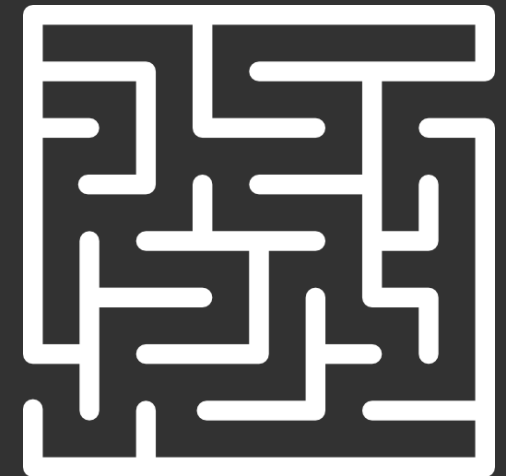
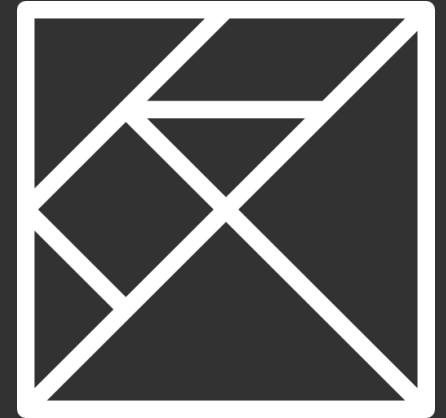
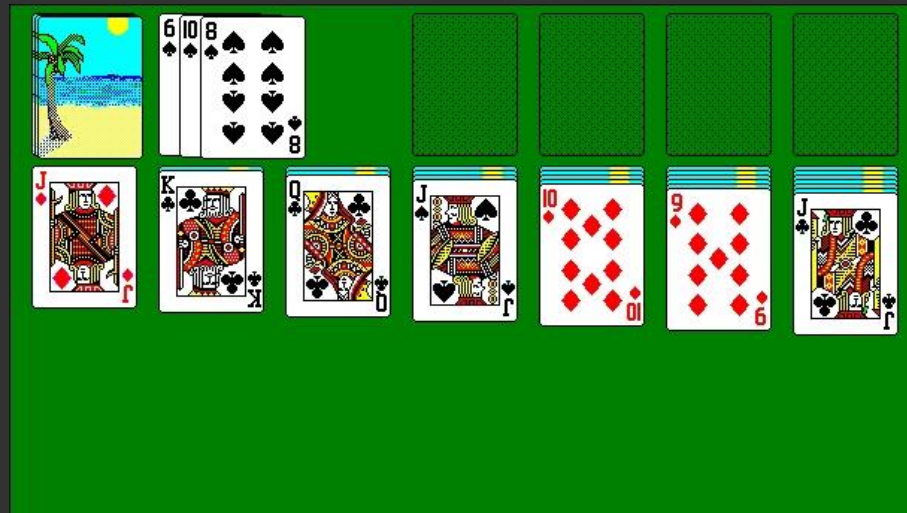
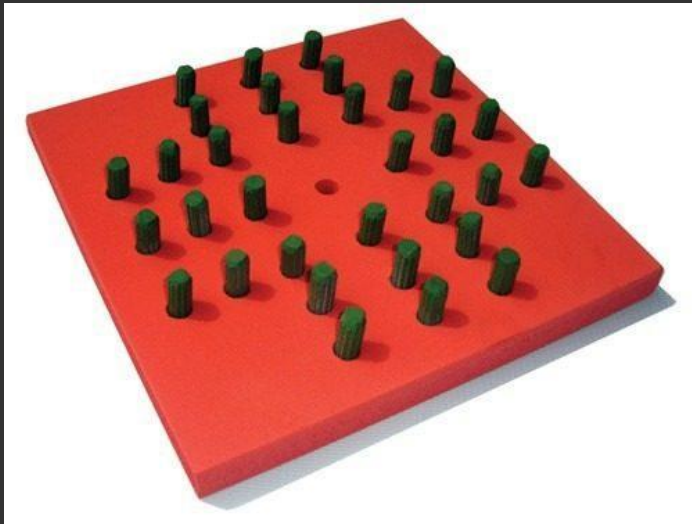
- Introdução
  - Jogos
  - Jogos digitais
- Conceito
  - Gamificação
  - Teorias motivacionais
  - Estudos recentes
- Aplicações no ensino



# INTRODUÇÃO



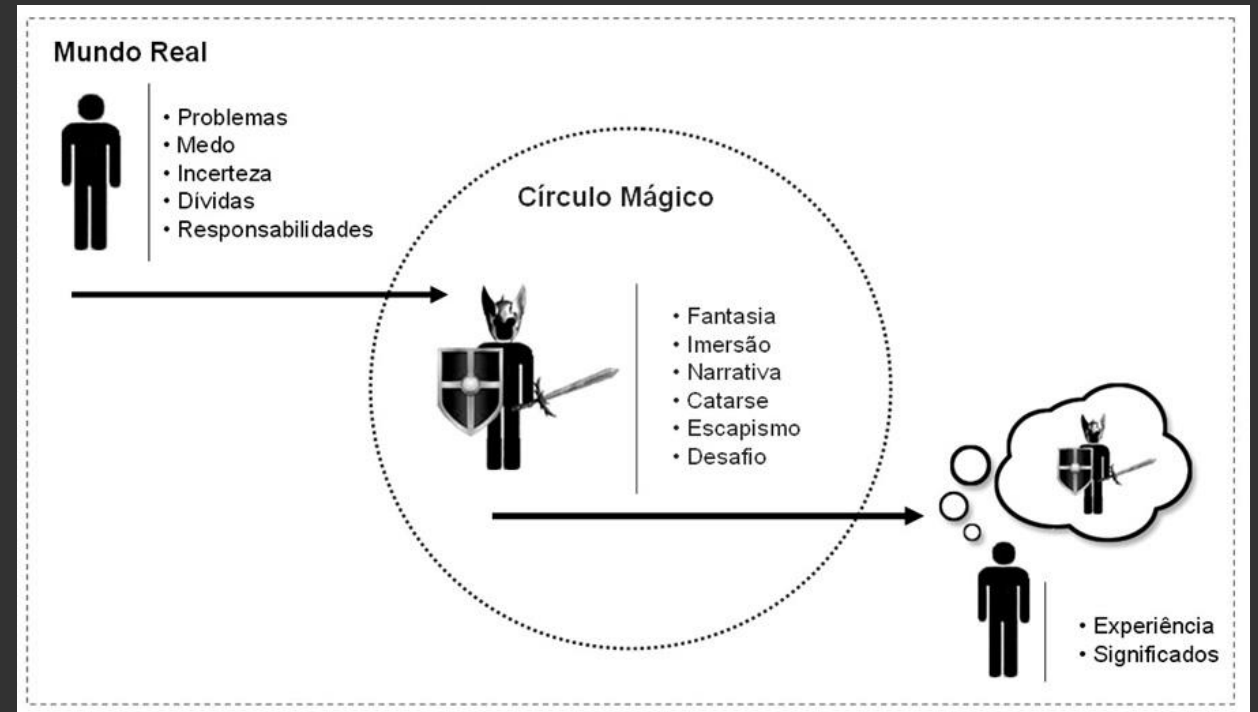
- Jogos



# INTRODUÇÃO



- Jogos
- Círculo mágico (Huizinga, 1938)
- *Man, Play and Games* (Caillois, 1961)
  - Agon
  - Alea
  - Mimicry
  - Ilinx

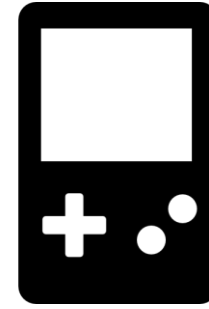


TIME

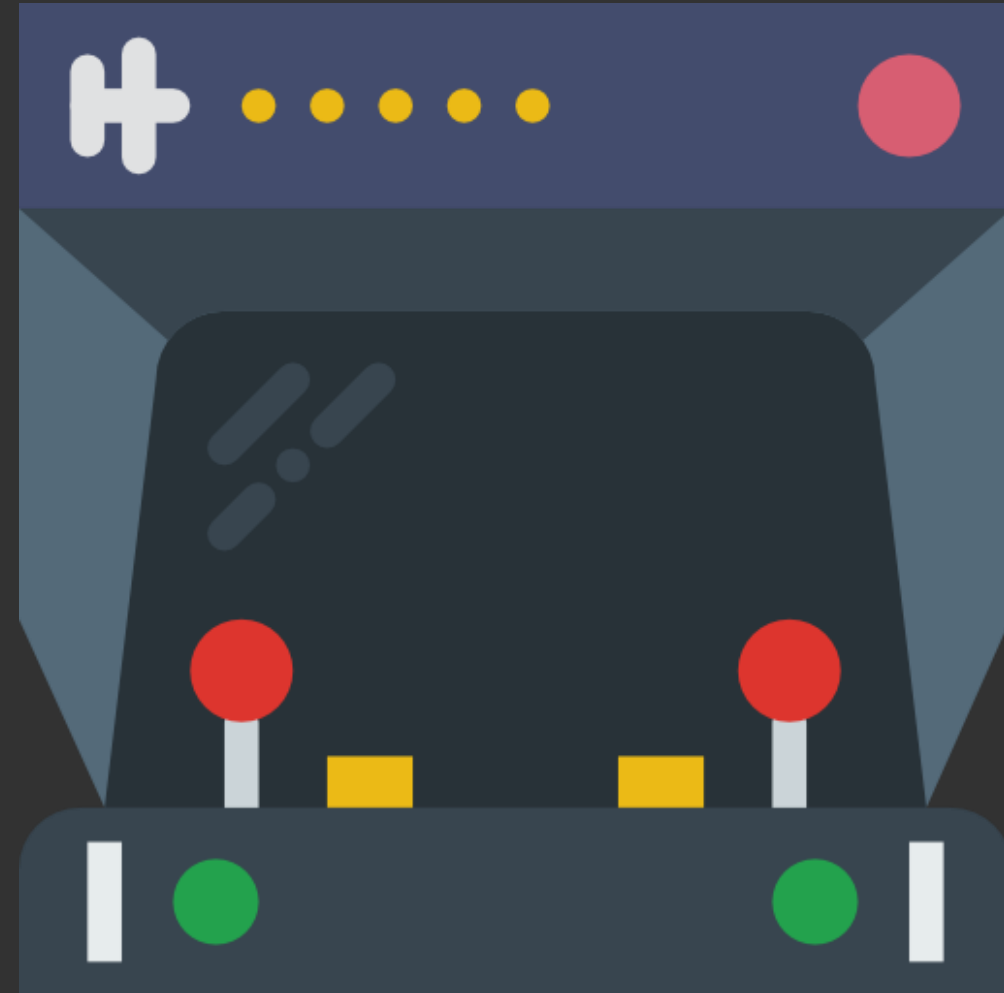
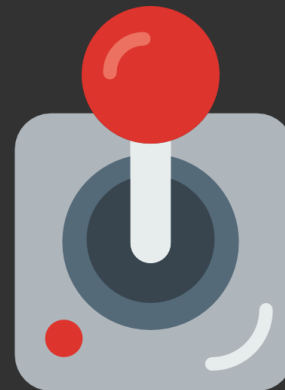
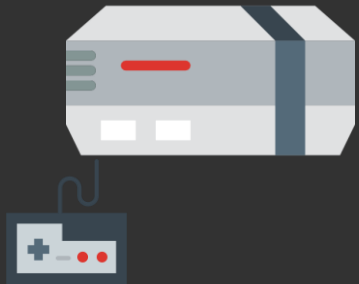
TRAVEL



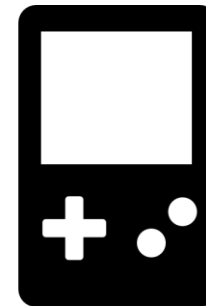
# INTRODUÇÃO



## ▪ Jogos Digitais



# INTRODUÇÃO



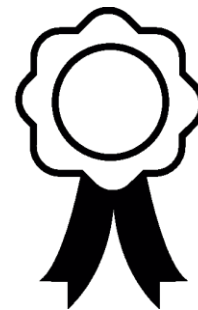
- Jogos Digitais
  - Engaja o jogador
  - Conjunto de regras
  - Resultados previsíveis
  - Reação emocional
  - *Feedback* e interação constantes
  - Participação voluntária



(Salen & Zimmerman, 2003; Koster, 2004; McGonigal, 2011; Kapp, 2012)

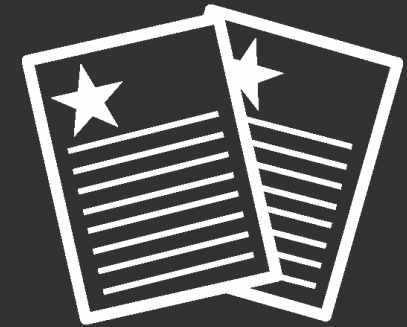
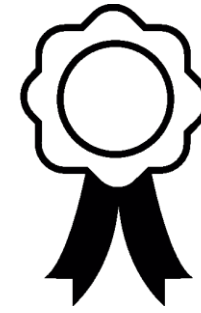


CONCEITO



O que é *gamification*?

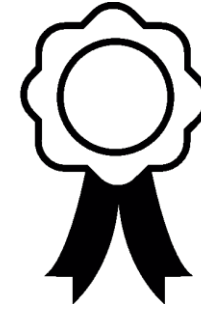
# CONCEITO



Uso de elementos provenientes de jogos  
fora do seu contexto original

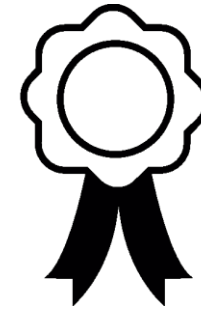
(Deterding et al., 2011)

# CONCEITO



▪ O que são elementos de jogos?

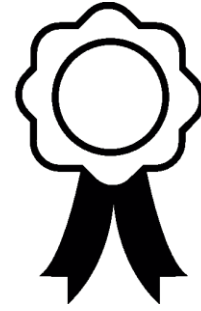
# CONCEITO



- Mecânicas
  - Componentes isolados
- Regras
  - Definições e delimitações
- Dinâmicas
  - Interações com o jogador
- Estéticas
  - Reações provocadas

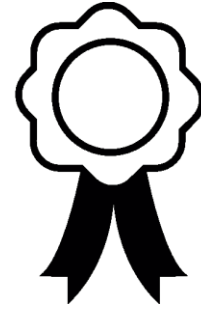


# CONCEITO



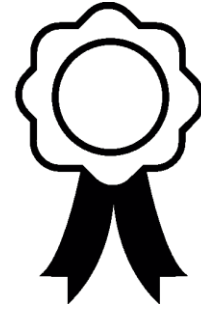
- Mecânicas - Exemplos
  - Pontos
  - Conquistas
  - Níveis
  - Placares
  - Notificações
  - Turnos
  - Missões
  - Escolhas
  - (...)

# CONCEITO



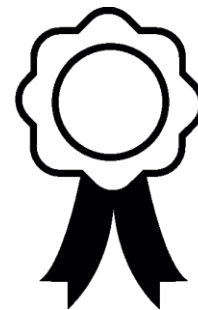
- Regras
  - Condições que delimitam o escopo do jogo
- Criam barreiras
- Em conjunto com as mecânicas, provocam as interações do jogador

# CONCEITO



- Dinâmicas - Exemplos
  - Cooperação
  - Competição
  - Status
  - Auto-expressão
  - Altruísmo
  - Progressão
  - Individualidade
  - (...)

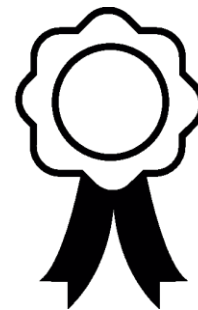
# CONCEITO



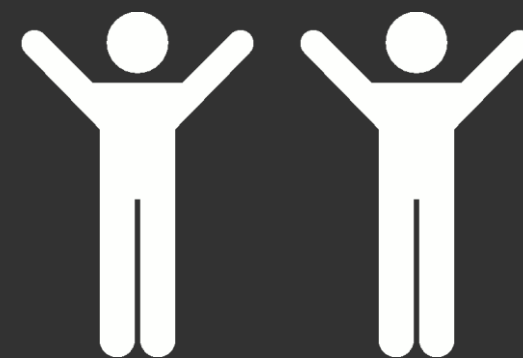
- Estéticas
  - Sensação
  - Curiosidade
  - Descoberta
  - Desafio
  - Criatividade
  - Comunidade
  - Contribuição
  - (...)



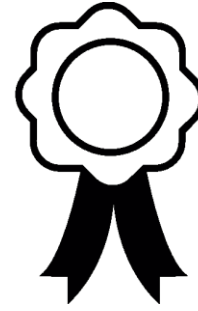
CONCEITO



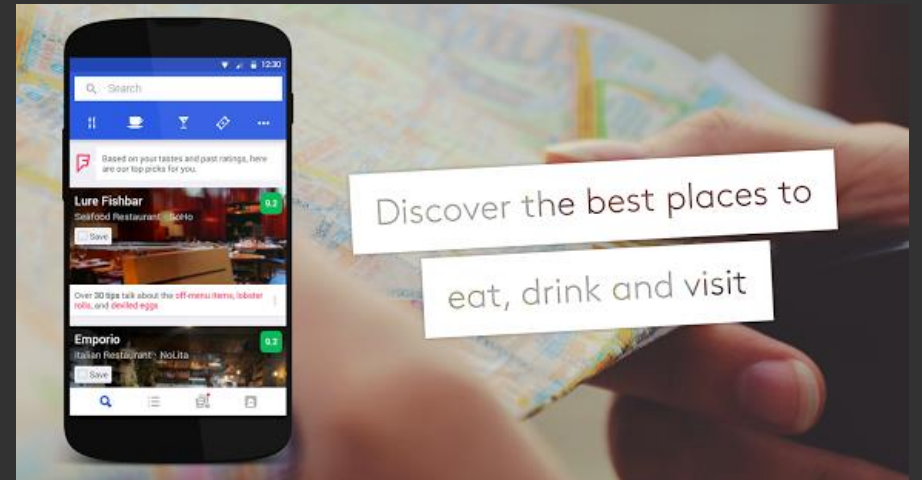
- DIVERSÃO



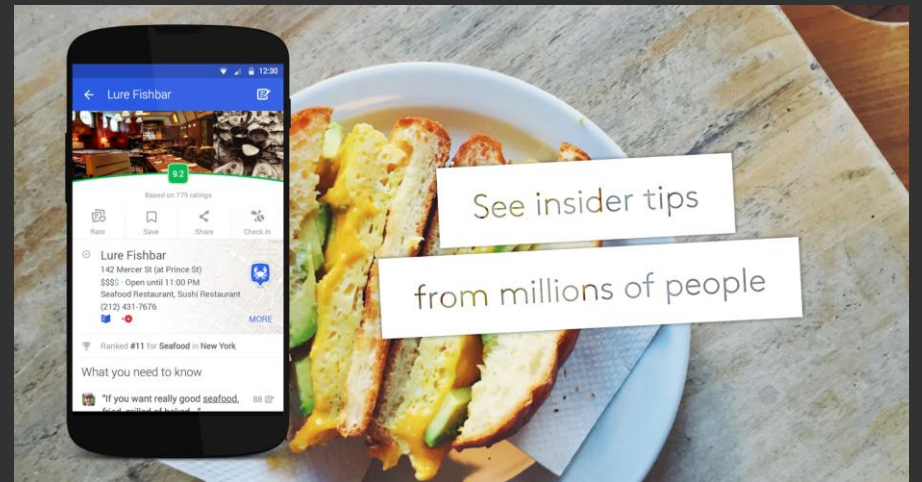
# CONCEITO



# FOURSQUARE

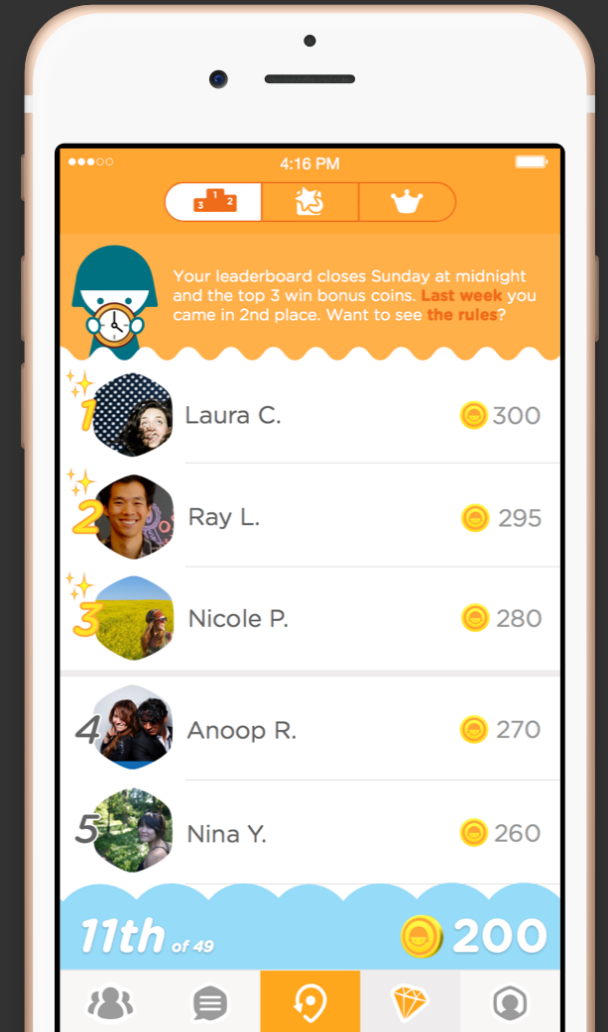
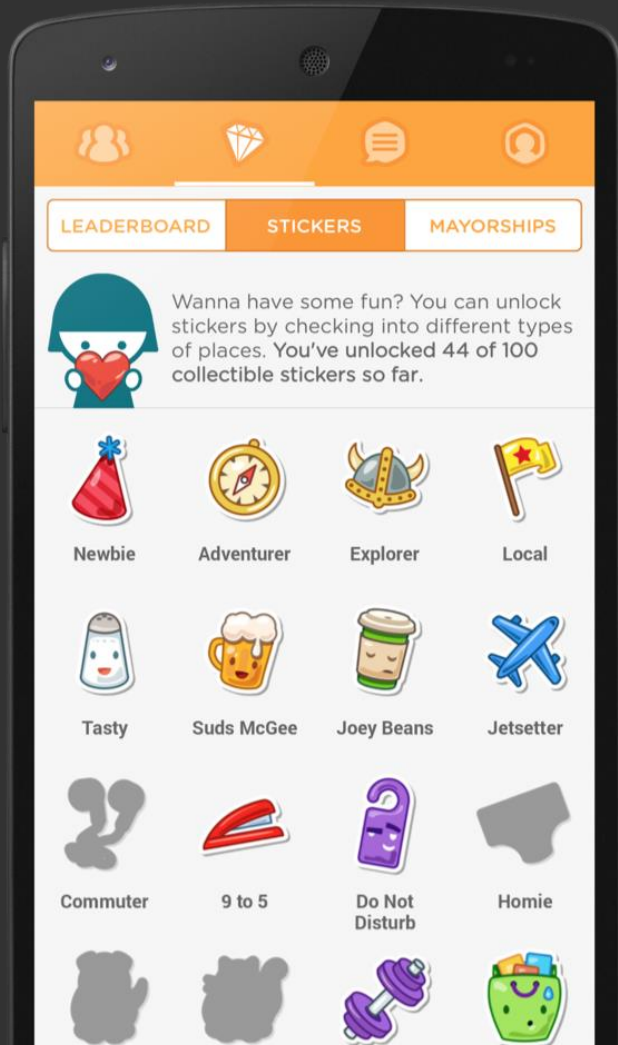
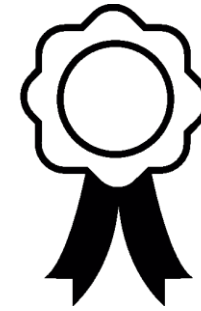


Discover the best places to eat, drink and visit

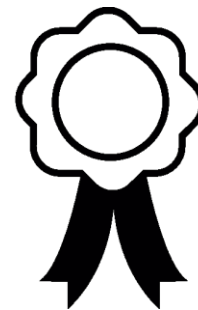


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# CONCEITO



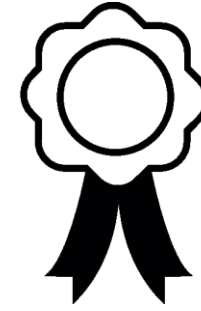
# CONCEITO



- Teorias motivacionais
  - Teoria da Autodeterminação (Self-determination Theory) – Deci & Ryan (1985)
  - Teoria do Flow (Flow Theory) – Csikszentmihalyi (1990)
  - Teoria do Impulso (Drive) – Pink (2011)



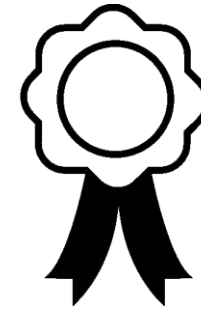
# CONCEITO



- Teoria da Autodeterminação e Impulso
  - Autonomia
  - Maestria -- Competência
  - Propósito
  - Relacionamento



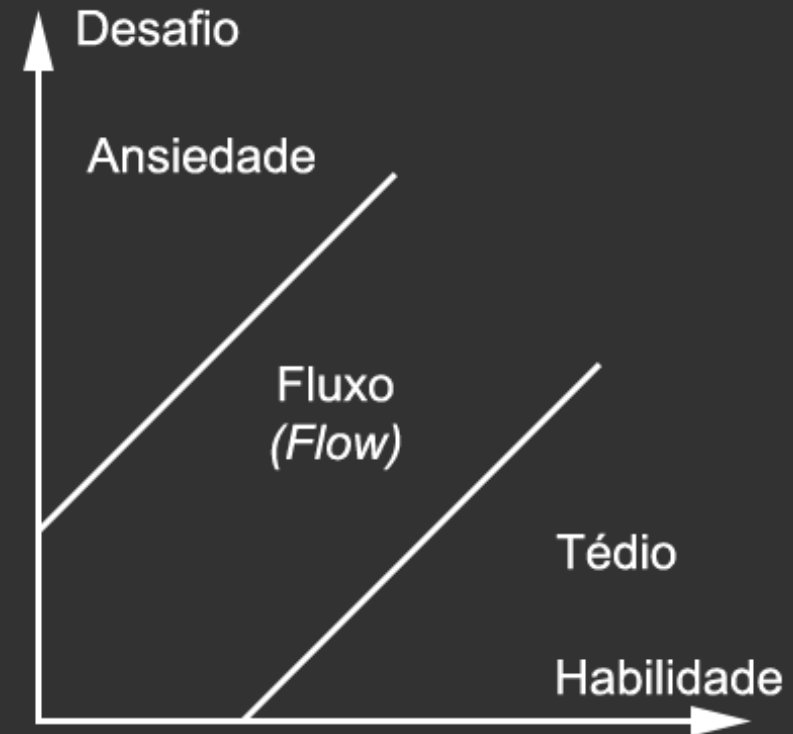
# CONCEITO



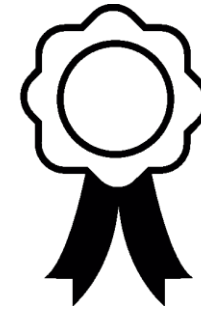
- Teoria do *Flow* (Fluxo)

- Dificuldade da tarefa

- Habilidade do indivíduo



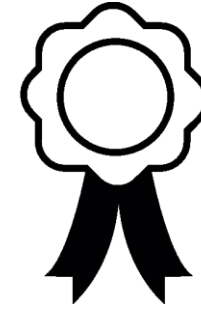
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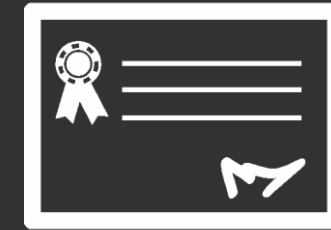
- Estudos recentes
  - Área mais aplicada: Educação
- Maioria das pesquisas atuais: Ensino Superior (Borges et al., 2014)



# CONCEITO

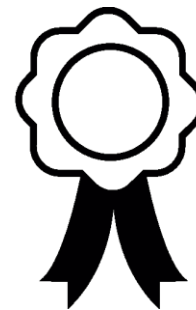


- Estudos recentes – o bom
  - Aumenta o engajamento
  - Melhora a colaboração
  - Melhora o aprendizado
  - Aumenta a realização de tarefas

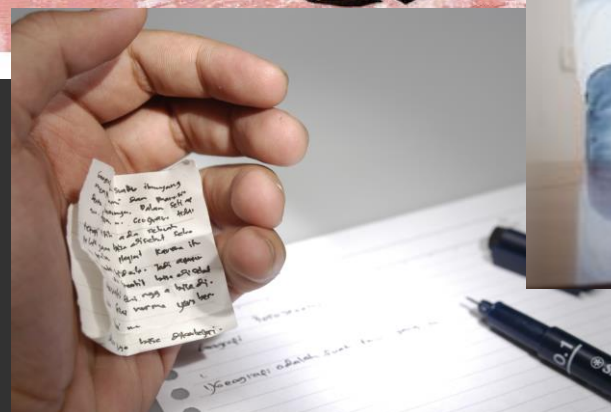




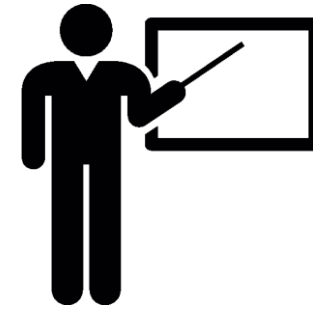
# CONCEITO



- Estudos recentes – o ruim
  - Efeitos declinantes
  - *Bad gamification*
  - Trapaça
  - Privacidade
  - Vício
  - (...)



# APLICAÇÕES NO ENSINO



- Práticas em sala de aula
- Uso de elementos em metodologias ou atividades

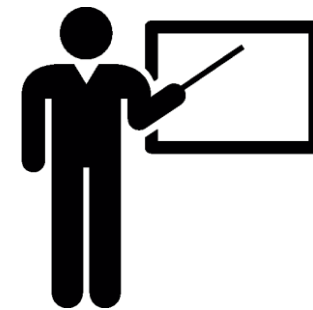


- Ludificação x *Gamification*

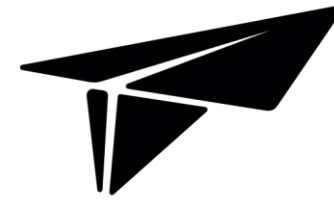
# APLICAÇÕES NO ENSINO



# APLICAÇÕES NO ENSINO



# DÚVIDAS?



- [Contato: armando.toda@gmail.com](mailto:armando.toda@gmail.com)