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"In Gamify: How Gamification Motivates People to Do Extraordinary Things, Burke draws on Gartner's proven research methodology and unique access to a broad swath of enterprise managers, thought leaders, top analysts, and vendors to provide an objective view of what is happening in gamification. Burke cuts through the hype surrounding this important nascent technology to provide unbiased and practical

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analysis and advice to businesses and public sector organizations.

~~Gamify: How Gamification Motivates People to Do ...~~

- Gamification is a method to digitally engage rather than personally engage, meaning that players interact with computers, smartphones, wearable monitors, or other digital devices.
- The goal of gamification is to motivate people to change behaviors or develop skills, or to drive innovation.

~~(PDF) Gamify : how gamification motivates people to do ...~~

“In Gamify: How Gamification Motivates People to Do Extraordinary Things, Burke draws on Gartner’s proven research methodology and unique access to a broad swath of enterprise managers, thought leaders, top analysts, and vendors to provide an objective view of what is happening in gamification. Burke cuts through the hype surrounding this important nascent technology to provide unbiased and practical analysis and advice to businesses and public sector organizations.

~~Amazon.com: Gamify: How Gamification Motivates People to ...~~

Gamify shows gamification in action: as a powerful approach to engaging and motivating people to achieving their goals, while at the same time achieving organizational objectives. It can be used to motivate people to change behaviors, develop skills, and drive innovation.

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Something that employers, parents, coaches, presidents, and teachers all ask about; How do people get motivated? “At its core, gamification is about engaging people on an emotional level and motivating them to achieve their goals.” (Burke, p.16, 2014). That’s what the book is about. Understanding engagement

~~Gamify: How Gamification Motivates People to Do ...~~

Using gamification to incentivize your employees can turn those unsettling numbers around and—more importantly—make your staffers feel like they’re in a good place again. This is because gamification helps you emphasize the kinds of behaviors and processes you want to see.

~~How to Motivate Employee Performance With Gamification~~

Some common elements of gamification that productivity apps are using include: Reward system - Apps use points, coins, and other items to reward a user whenever he or she accomplishes specific activities within the game. Challenges - In apps, as in games, challenges can be in the form of quests, puzzles, riddles, missions, etc.

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~~9 Best Gamification Apps to Improve Your Life~~

Gamification was created around the concept of motivational psychology. Brian Burke's book "Gamify: How gamification motivates people to do extraordinary things" breaks down the three core values of successful gamification initiatives in order to motivate users into the participation of an activity as being; Autonomy, Mastery and Purpose.

~~7 Common Myths About Gamification — Gamify.com~~

1) Autonomy Autonomy is the need to direct your own life and work. To be fully motivated, you must be able to control... 2) Mastery Mastery is the desire to improve. If you are motivated by mastery, you'll likely see your potential as being... 3) Purpose

~~The Gamification principles within Daniel Pink's Book, Drive~~

The idea of gamification at work is a highly misunderstood one. Leaders and human resources professionals feel that gamification is all about points or leaderboards, or about developing expensive mobile apps. It is NOT! It's about Motivation Psychology which leads to specific behaviours that ultimately lead to employee engagement and improved company culture.

~~5 Pillars Of Work GAMIFICATION In Developing Company CULTURE~~

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~~Gamify | Taylor & Francis Group~~

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About the book. GAMIFY focuses on the 20% that get it right. Author Brian Burke has worked with hundreds of business leaders on their gamification strategies and developed the Player Experience Design Process to help organizations succeed. GAMIFY focuses on designing an experience that touches people on an emotional, rather than transactional, level and motivates them to achieve their goals.

~~Gamify — Gartner~~

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Gamify: How Gamification Motivates People to Do Extraordinary Things. Hardcover - Illustrated, 1 May 2014. by Biran Burke (Author) 4.2 out of 5 stars 41 ratings. See all formats and editions. Hide other formats and editions. Amazon Price. New from. Used from.

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