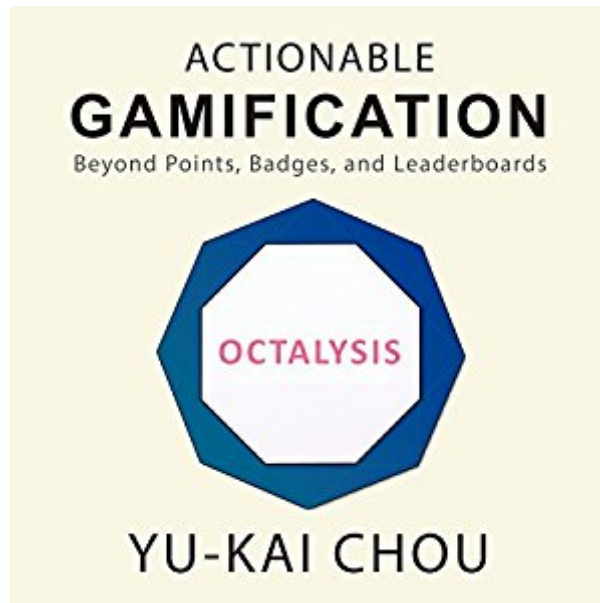




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Actionable Gamification: Beyond Points, Badges, And Leaderboards



Synopsis

The new era of gamification and human-focused design optimizes for motivation and engagement over traditional function-focused design. Within the industry, studies on game mechanics and behavioral psychology have become proliferate. However, few people understand how to merge the two fields into experience designs that reliably increases business metrics and generates a return on investment. Gamification pioneer Yu-kai Chou takes the listener on a journey to learn his 12 years of obsessive research in creating the Octalysis Framework, and how to apply the framework to create engaging and successful experiences in their product, workplace, marketing, and personal lives.

Book Information

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Customer Reviews

I don't normally write reviews, but I bought this book and I absolutely adore it. I am an educator who wanted to try to revitalize his classroom. I had bought a few books about gamification, and "Actionable Gamification" stood out fast and far. The other books I got were vague and not helpful. Chou's book gives evidence, cites sources, and lists tangible ways to gamify any project you might be working on. It reads like a how-to manual, rather than some worthlessly optimistic, airy theoretical text. Chou begins by explaining that there are 8 useful motivating forces, or reasons anyone does anything at all; which Chou calls "Core Drives." Each chapter after this point focuses specifically on one of these forces, how you can use them to your advantage in your projects, and how, if abused, they can be a detriment to your project. He then lists several techniques for that

core drive, wraps up the chapter with a thought exercise and a tie in to his website, and moves on to the next core drive. The book is incredibly easy to understand, well paced, and fun to read. I am excited to use what I learned in this book to go make lesson plans. :)

As a game lover, teacher and father, I am quite interested in having fun. When people are having fun, work doesn't feel like work anymore, even if the actions are the same. This book has helped me to see what makes things fun, and new ways of making things fun. I think this is useful knowledge to have no matter what you do in life. Use it for yourself, your family, friends, at work or even with strangers and you are bringing a little bit more fun and joy into the world! Thanks for sharing your knowledge. Now it's time to put it to use!

Coined in 2002, Gamification became a buzzword and has been the subject of a number of books in the last few years. None like this one, however. Yu-kai has created a clear framework for understanding and using Gamification in both your personal and professional life. His 8 Core Drives are well thought out and make a lot of sense. There are dozens of fantastic, real-life examples he shares to explain his concepts. Easy, entertaining read that could change how you think and act.

I'm still not even all the way through but I've gained so, so much from this book. Yu-kai Chou is the absolute EXPERT on this topic and also has led an interesting life in general. His passion for gamification and how real people can use it emanates from every page, and the Octalysis framework is possibly the most interesting and detailed system I've ever read about, on any topic, ever. (And I studied physics, computer science, and business in college!) As a marketer, copywriter, and storyteller who has basically "heard it all" in terms of psychological triggers, this book continues to astound me and help me level up (pun intended) my mastery of so many functions of my daily work—creating, selling, publishing, and more. Highly recommended.

Rather than teach people how to superficially slap some game elements onto some boring activities, Yu-Kai takes us on a journey that teaches us to look deeper at why people are motivated to spend hours browsing facebook, obsessively playing candy crush rather than be more productive at work. His hypothesis is when you figure out the motivations behind behavior, you can then apply those lessons to motivate anyone, whether they are your employees, users, patients, or even yourself. His goal is to make work obsolete by making work the new fun. Frankly, this is the best book on gamification out there.

Actionable Gamification is an excellent book worth reading. Yu-Kai has classified the motivational aspects behind our actions in a very systematic and understandable fashion. The real challenge is to apply it to your situation. Whether it is to motivate yourself, your students or your colleagues. Every situation cannot be dealt with in a small book. Nor is the situation static, things change with social set ups etc. So read the book and try to apply it! He also has a good fan following and so people post their views which are useful and you can learn from his web site!...

I like the Octalysis framework and its concepts. I think it makes sense and can be applied in pretty much anything related to people. The book has A LOT of well known examples which makes it easier to understand the basics. I found it pretty difficult to internalize the meaning and the effects of the core drives, especially when combined. Probably because I didn't do all the exercises at the end of the chapters, which are destined to make you understand the concepts by applying them to your own problems and experience. It's good to have the book close by as a reference so you can go back to different chapters whenever you need to refresh terms or ideas. An index would've served very well for this, unfortunately, at least in the Kindle version, the book doesn't have one.

Yu-kai Chou writes a wonderful book about Gamification and how it relates to the user experience. Even though I am not in the business world, rather an educator, I found his Octalysis theory apropos to the classroom and leading educational change. Teachers need to begin valuing the student experience in each and every lesson. We want our students coming back for more, not just checking out once they graduate. Yu-kai Chou's writing style is very conversational, making this book (although long) easy to read. I recommend this book to teachers and anyone interested in Gamification.

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