

MODULE DESCRIPTOR

Module Title

Gamification Practices

Reference	CM3137	Version	1
Created	October 2023	SCQF Level	SCQF 9
Approved	August 2017	SCQF Points	15
Amended	March 2021	ECTS Points	7.5

Aims of Module

This module aims to equip students with a substantial understanding of gamification principles and their practical application across various domains. Through theoretical exploration, case studies, and hands-on projects, students will learn how to leverage game design elements to enhance user engagement, motivation, and participation in non-game contexts.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Make judgements on gamification principles used to enhance engagement and motivation within traditionally non-game specific areas such as education, healthcare and employee productivity.
- 2 Formulate a gamified solution that aligns with specific non-game objectives, effectively leveraging game mechanics and feedback systems to drive desired behaviours.
- 3 Review the effectiveness of gamified experiences in achieving predefined non-game objectives, considering metrics like user engagement and behavioural change.
- 4 Assemble ethical considerations into gamified solutions, ensuring transparency, user consent, data privacy, and fairness in non-game contexts.

Indicative Module Content

Gamification; Common practices and distinction, games vs. gamification. Mechanics & Dynamics; Using game elements (points, badges etc.), dynamics such as competition and cooperation, case studies. Adapting for Non-Game; Education practice, healthcare, marketing and workforce. Ethics; Consent and privacy, fairness and transparency, manipulation and addiction. Designing Experiences; Narrative and story arcs, user centred design, progress tracking methods. Impact; Metrics and identification, iterative optimisation, analysing feedback. Trends; Immersive technology, Blockchain and tokenisation, AI and adaptive gamification.

Module Delivery

Key concepts are introduced and illustrated through lectures. In the labs the students will progress through a sequence of practical exercises and discussions to explore concepts and develop sufficient knowledge of gamification theory and practical application.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	120	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Coursework involving the design and development of an artefact that implements gamification practices.				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade of D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to receive an A in C1
B	The student needs to receive a B in C1
C	The student needs to receive a C in C1
D	The student needs to receive a D in C1
E	The student needs to receive an E in C1
F	The student needs to receive an F in C1
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 Reiners, T. & Wood, L.C. (2021) Gamification in Education and Business. Springer.
- 2 Ma, M., Oliveira, M.F., & Hauge, J.B. (Eds.) (2021) Serious Games and Edutainment Applications. Springer.
- 3 Information Resources Management Association (Ed.) (2021) Gamification and Game Mechanics in Education: Breakthroughs in Research and Practice. IGI Global.
- 4 Upton, B. (2020) The Aesthetic of Play. The MIT Press.
- 5 Gregersen, A., Walz, S. P., & Deterding, S. (Eds.) (2020) Game Design as Cultural Practice: Creativity, Community and the Networked Ecosystem. Amsterdam University Press.