

IST 400/600 : Meaningful Gamification: Changing Behavior through Play

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(Tentative Syllabus - This course will change throughout the semester)

Contact Information

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Office Hours: TR 10-11 am and by appointment

Class Meetings

This is an asynchronous online class that will meet via Blackboard (<http://blackboard.syr.edu>). During each week of the semester, you will be expected to log in several times to interact with the class. The week of each class starts Monday morning and concludes at midnight on Sunday.

Preferred contact methods:

Questions to the Professor:

If you have a question that you don't mind sharing with the class, post in the "Questions to the Professor" discussion board in Blackboard. If you have a question, please review this board first, as your question may already be answered.

Expect responses within 48 hours Monday through Friday between 9-5, EST. If I am traveling and won't have regular hours, I will announce that on Blackboard.

If you aren't comfortable sharing your question with the class, use the Course Email (Messages) tool to ask your question there. If you have a complex issue, we can set up a phone or Skype call to resolve the issue quickly.

Course Purpose

Gamification is the application of game design concepts to non-game activities. Meaningful Gamification focuses the goal of helping a user find meaning in the non-game-activity without the use of external rewards. Students will learn about different forms of gamification and will create gamification systems for their corporate or educational area of interest. This class focuses on design and not technology, so no programming skills are required.

Course Description

Use of motivational game design elements for non-game purposes, designed to teach skills, change behavior, or raise engagement in corporate and educational settings.

Learning Outcomes

After this class, students will be able to:

- Apply concepts of motivation and user-based design to gamification
- Analyze existing gamification structures
- Develop different types of gamification structures that accomplish goals of increasing involvement, informing, and changing behavior.
- Apply concepts of meaningful gamification to create game elements that allow a user to find meaning in a non-game setting.

Textbook

The primary textbook for this class is Zichermann, G, and Cunningham, C. (2011) *Gamification by Design*, O'Reilly Media. This book will not be in the bookstore, but is readily available online and in e-book format.

Note – There may be another textbook added later in the class.

There will be other readings required throughout the course, and those will be announced as the semester progresses.

Major Assignments

As this is the first time this course is being offered, there will not be a detailed assignment schedule at the start of the semester. Assignments will be given throughout the semester with ample time for planning. The focus on this class will be on projects and continuous engagement with the class.

There will be additional assignments given throughout the class, but a majority of the course grade will be based upon these assignments:

- Gamification Case Studies: Students will explore existing gamification systems using a case study method. Graduate students will also be writing up formal cases about gamification systems.
- Gamification Redevelopment: The class will work together to redevelop a gamification system.
- Gamification to Increase Involvement: Students will create a gamification system designed to increase involvement with a non-game service.
- Gamification to Inform: Students will create a gamification system designed to inform students or consumers about a topic.
- Meaningful Gamification to change behavior: Students will create a meaningful gamification system that does not rely upon external rewards to change long-term behavior.

More details will be provided in the *Strategy Guide* document, which is available in Blackboard.

Assignment Format

Assignments should be prepared in a professional manner, with correct grammar, spelling, mechanics, etc. using APA style for citations. Plagiarism (or presenting ideas or work from other people as your own) will be dealt with severely. Students can lose a significant portion of their grade for grammar, style, or writing problems. Students who have difficulties with writing should add in extra time to work with the SU Writing Center (<http://wc.syr.edu/>)

Grading Policy

You are expected to complete assignments by the deadlines listed in course materials. The deadline for major assignments will typically be 11:59pm on Sunday. From my years of working with online courses, I've noted that 90% of problems students have in a course stem from procrastination. Technology does not always work well, and last-minute work invites disaster. Late assignments are not accepted, so avoid problems by avoiding procrastination.

Full details about grading is available in the *Strategy Guide* document.

Academic Integrity:

Syracuse University sets high standards for academic integrity. Those standards are supported and enforced by students, including those who serve as academic integrity hearing panel members and hearing officers. The presumptive sanction for a first offense is course failure, accompanied by the transcript notation "Violation of the Academic Integrity Policy." The standard sanction for a first offense by graduate students is suspension or expulsion. Students should review the Office of Academic Integrity online resource "[Twenty Questions and Answers About the Syracuse University Academic Integrity Policy](#)" and confer with instructors about course-specific citation methods, permitted collaboration (if any), and rules for examinations. [The Policy](#) also governs the veracity of signatures on attendance sheets and other verification of participation in class activities. Additional guidance for students can be found in the Office of Academic Integrity resource: [What does academic integrity mean?](#)

Disabilities

If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), <http://disabilityservices.syr.edu>, located in Room 309 of 804 University Avenue, or call (315) 443-4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented disabilities "Accommodation Authorization Letters," as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible.

Educational and Research Use of Student Work

I intend to use academic work that you complete this semester for educational purposes in this course during this semester. Your registration and continued enrollment constitute your permission. I also intend to use academic work that you complete this semester in subsequent semesters for educational purposes. Before using your work for that purpose, I will either get your written permission or render the work anonymous by removing all your personal identification. In addition, since my research is on transformative games, I may also use work from this class in my research presentations and publications. If I do this, I will render the work anonymous first.

This course is an experimental course and will be the basis for scholarly research, therefore the activities of the course will be anonymized and used as evidence and data for research. If a student has specific activities that he/she does not wish to have used in this research, he/she should contact Dr. Nicholson to have that activity excluded.