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**Gamification: Using Gaming Technology for Achieving Goals (Digital and Information Literacy)**

by **Therese Shea**



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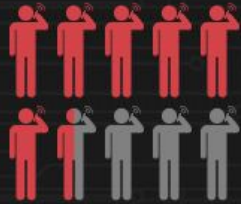
# Gamification

Engaging users with games takes advantage of people's psychological predisposition towards play by turning real-world situations into games in which they can compete in a virtual setting with other people.



**65%**

of all revenue generated from the top 100 games in the App Store are from free games.



**65%**

of smartphone owners who've downloaded at least one app have downloaded a game.

## Corporate Spending On Gamification



“ *The psychology behind gamification is grounded in the belief that anything you spend time on or invest money in becomes worthwhile and valuable.* ”

**Jesse Shell, an educator of game design and a former Disney Imagineer**

## WHO'S DOING IT RIGHT?



Nike's Tag game merges running with social gaming. Users who have downloaded the smartphone app begin a game of tag where they have to tag other users and keep running to avoid being "it."



Runners compete against each other in a virtual game of tag. Whoever runs the slowest, the shortest distance, or starts running latest in the day is "it."



The game offers motivation to stay fit and healthy while trying to outrun their friends.

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