

**SERVE  
THE COMPUTER!  
THE COMPUTER IS  
YOUR FRIEND!**



**GAMIFICATION**  
DAY

**GAME DEVELOPERS CONFERENCE ONLINE**

AUSTIN, TX  
OCTOBER 9-11, 2012  
EXPO DATES: OCTOBER 9-10

**2012**

# Greetings, Troubleshooter

*Surviving a Gameful World*

**Sebastian Deterding**

Researcher & designer,  
coding conduct

1

**REALITY IS BORKEN,**

welcome to code/space



285

316









**B10**

Print your boarding pass at home and save time. Visit [ba.com](http://ba.com)

Affected by Basel I, FIS and SOR

**B11**

Exit →



# Lufthansa

## Mobile Boarding Pass

Your seat: 26B

Mobile Boarding Pass



Lufthansa wishes you a pleasant flight.

**Data**



# Self-service transfer

Self-service transfer





Check-in Counter  
Passenger Services

P2081\



A320 Chertsey  
Woking

Gatwick  M23, Dartford & M20  
Guildford A3 M25

11

60

60

A23 ACCIDENT  
AFTER M23(S)

60

60

60

  
PYRAMID  
PALLETS  
Tel: 0208 813 5331

151KJ

# Robot-Readable World



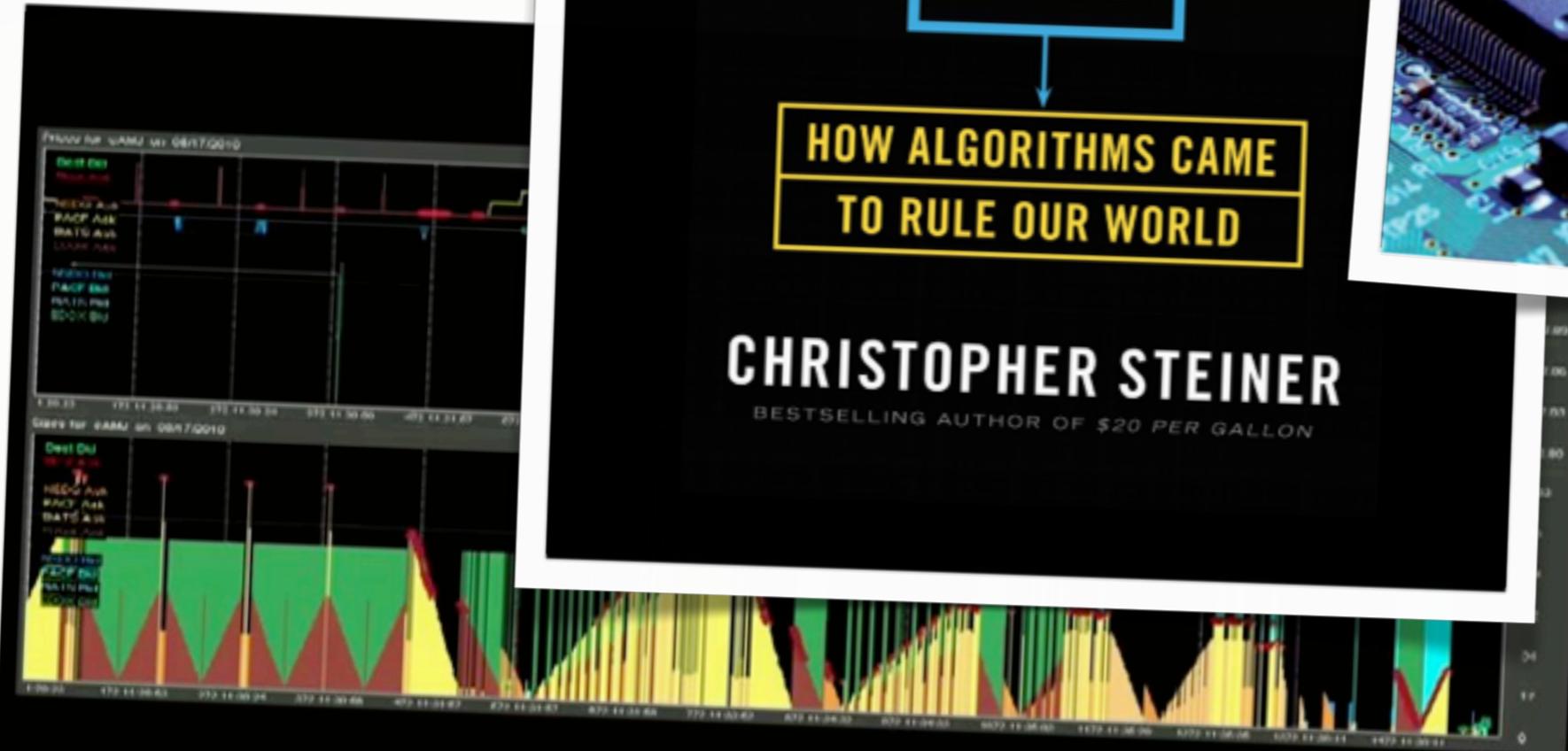
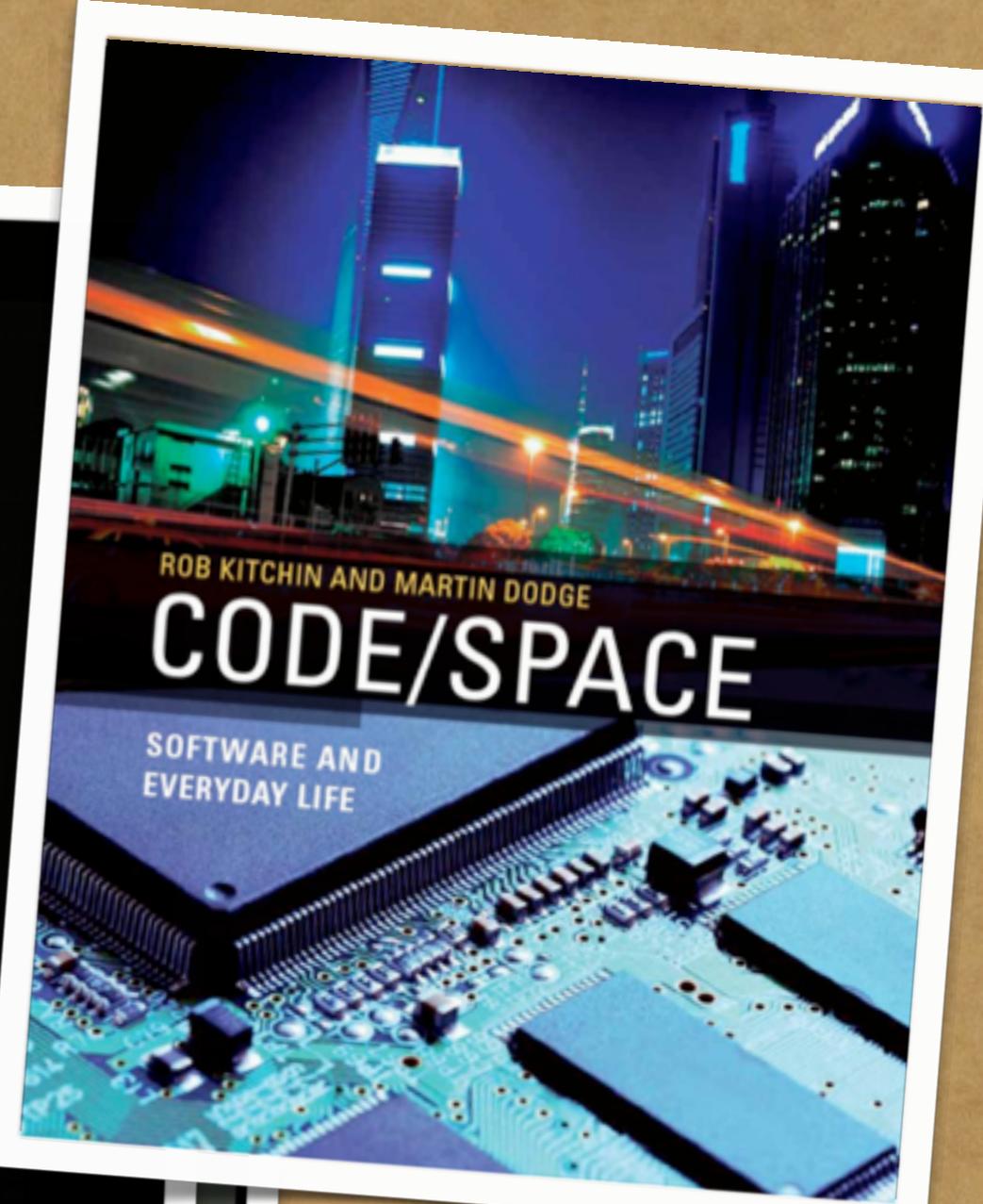
INPUT

**AUTOMATE**

**THIS**

**HOW ALGORITHMS CAME TO RULE OUR WORLD**

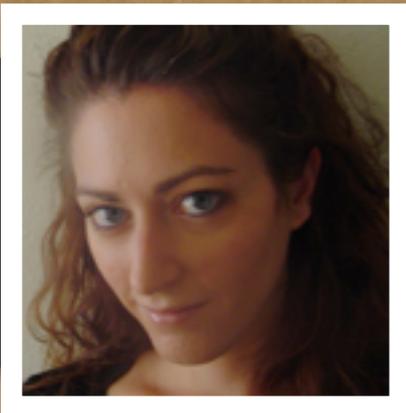
**CHRISTOPHER STEINER**  
BESTSELLING AUTHOR OF \$20 PER GALLON



# HOW ALGORITHMS SHAPE OUR WORLD

**ga·mi·fi·ca·tion** [*gay-muh-fi-kay-shuhn*]  
integrating game dynamics into your site,  
service, community, content or campaign,  
in order to drive participation.  
(see Bunchball)

»» What if we decided to use everything we know about game design to fix what's wrong with reality? ««



*Jane McGonigal*

REALITY IS BROKEN (2011: 7)

lamishere

EDIT



I have completed **11 runs** for a total of **22.21mi**. My average pace is **10'13"** per mi.



Runs

RUN TOTALS - 02/12/06 at 12:46 PM

**2.19mi**  
DISTANCE

**20'09"**  
TIME

**9'12"/mi**  
PACE

**N/A**  
CALORIES

**20 minutes**  
WORKOUT

See My Runs

OPTIONS

SHARE



Compare to: MY BEST \*2 MI\*



My Runs



Challenges



Community



Gear & Music



Support



# Health

## Regional Rankings

Your regional rank for Dec/2010 (as of December 16, 2010)

◀ Dec/2010

### Your Score

Ranked

3

Average Energy Economy

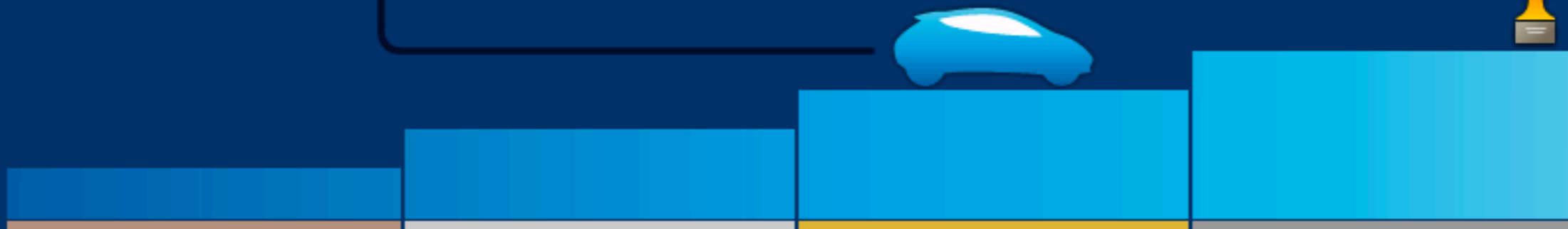
4 miles/kWh



### Champion's Score

Average Energy Economy

4.8 miles/kWh



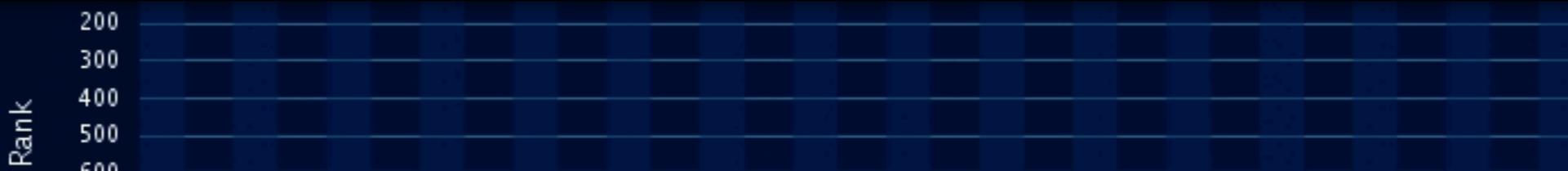
Bronze

Silver

Gold

Platinum

# Environment



Search for a video or playlist

Watch Practice Coach Contribute

**New badge** [\(close\)](#)

 **Nice Streak**

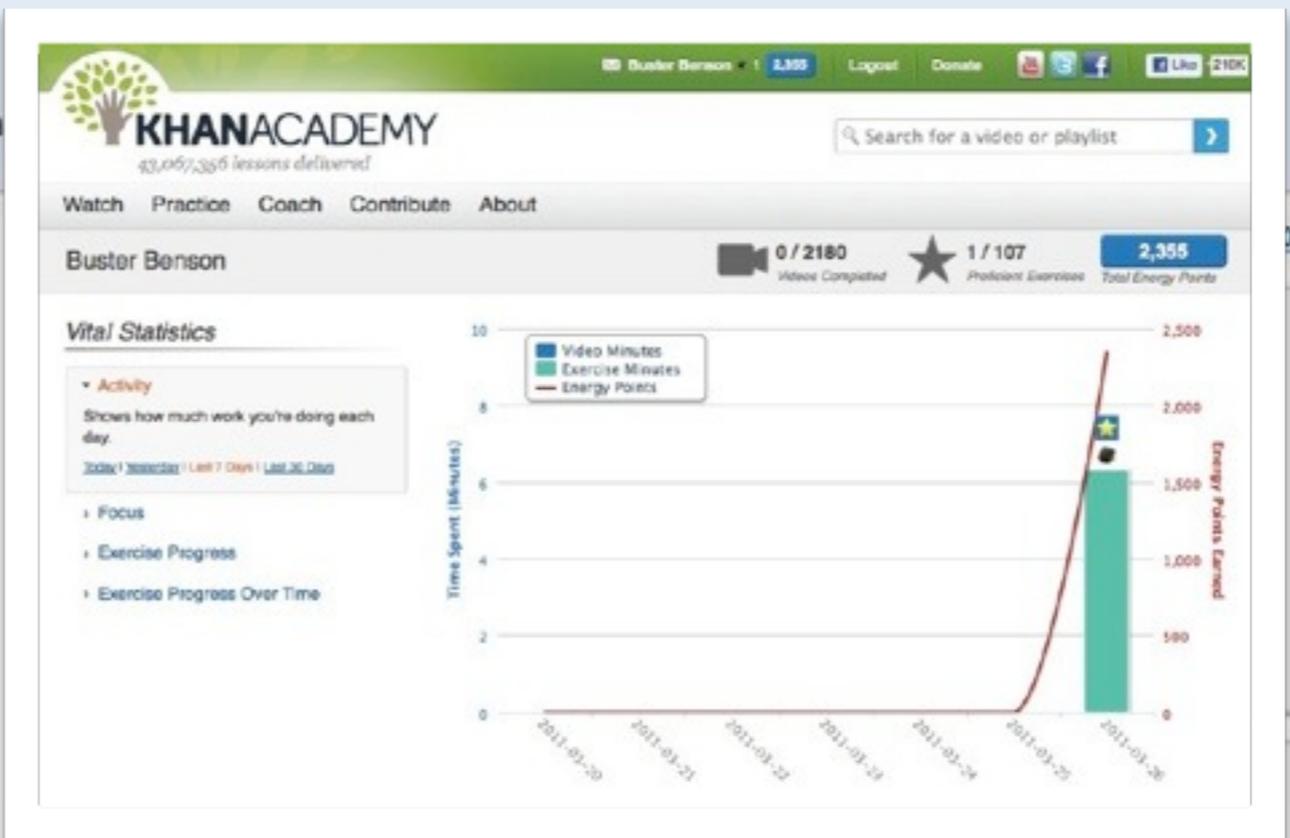
Correctly answer 20 problems in a row in a single exercise

20 **STREAK** 5

 **Addition 1**  
Proficient  
Related videos: [Basic Addition](#)

**Nice work!**  
You're proficient in this topic. [Choose a new exercise](#) to earn more points, or you can

$$9 + 9 = ?$$



**Buster Benson** 0 / 2180 Videos Completed 1 / 107 Proficient Exercises 2,355 Total Energy Points

**Vital Statistics**

- Activity: Shows how much work you're doing each day. [Today](#) [Yesterday](#) [Last 7 Days](#) [Last 30 Days](#)
- Focus
- Exercise Progress
- Exercise Progress Over Time

**Graph Data:**

Date	Time Spent (Minutes)	Exercise Minutes	Energy Points
2012-01-20	0	0	0
2012-01-21	0	0	0
2012-01-22	0	0	0
2012-01-23	0	0	0
2012-01-24	0	0	0
2012-01-25	0	0	0
2012-01-26	~7	~1,500	~2,355

Watch a video

*Education*

I'd like a hint

# The Life Game.™

It's like that farm game, only way more meaningful.

Get Started!

Plant your life tree today.

And it's free!



Completing actions keeps your tree green!

Earn points for checking things off :)

LEVEL 4 x 2300

**My Tree Summary** | Actions | Journey | Return To Current Week

Actions for the week of 07/12/2010

Category	Action	MON	TUE	WED	THU	FRI	SAT
Health	I want to be strong and full of energy.	☺	✓	✓	✓	✓	✓
	Drink 8 glasses of water. (details)						
	+ Add an action						
Relationships	The people in my life are a treasure.	✓	✓	✓	✓	✓	✓
	Take time each day to listen to my kids. (details)						
	+ Add an action						
Finances	I will prepare now for what is ahead	✓	✓	✓	✓	✓	✓
	pack lunch to work. (details)						
	+ Add an action						

Life



**WHAT IF ...**

**we let computers run  
our rule systems and then  
put some humans inside?**

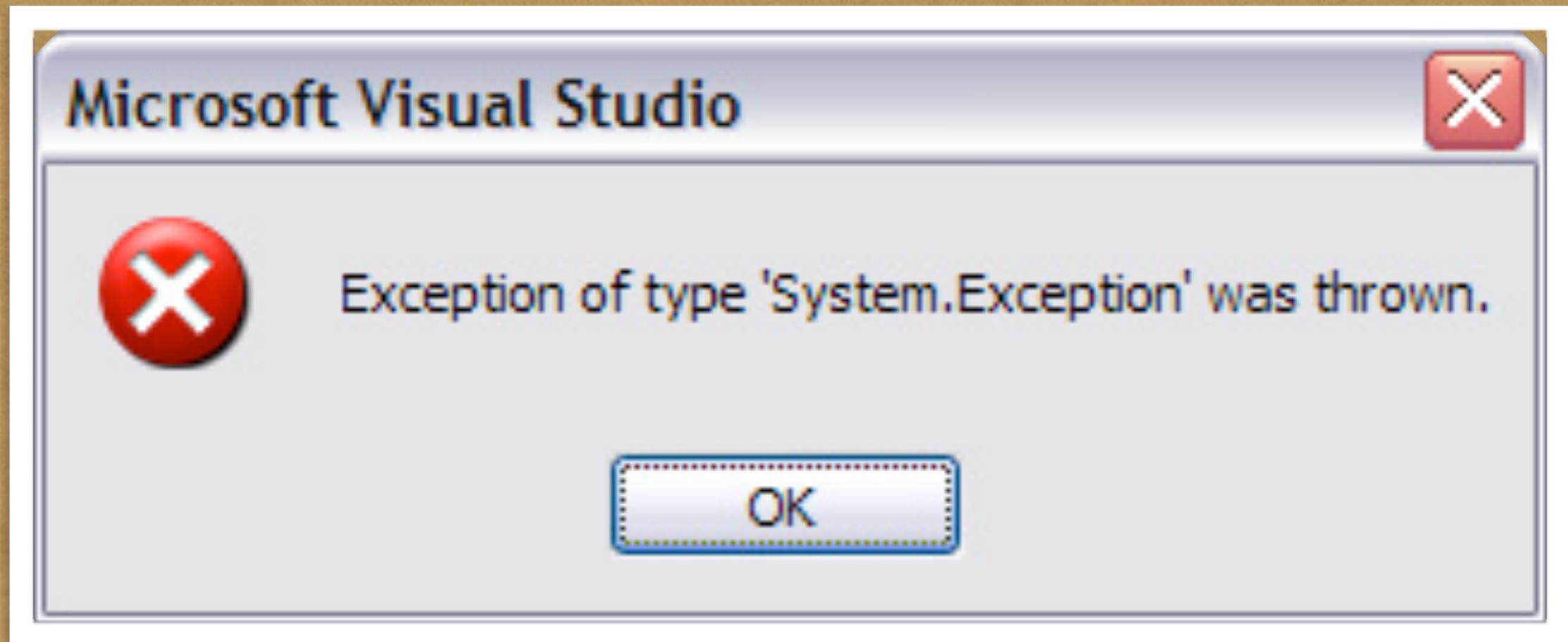


**2**

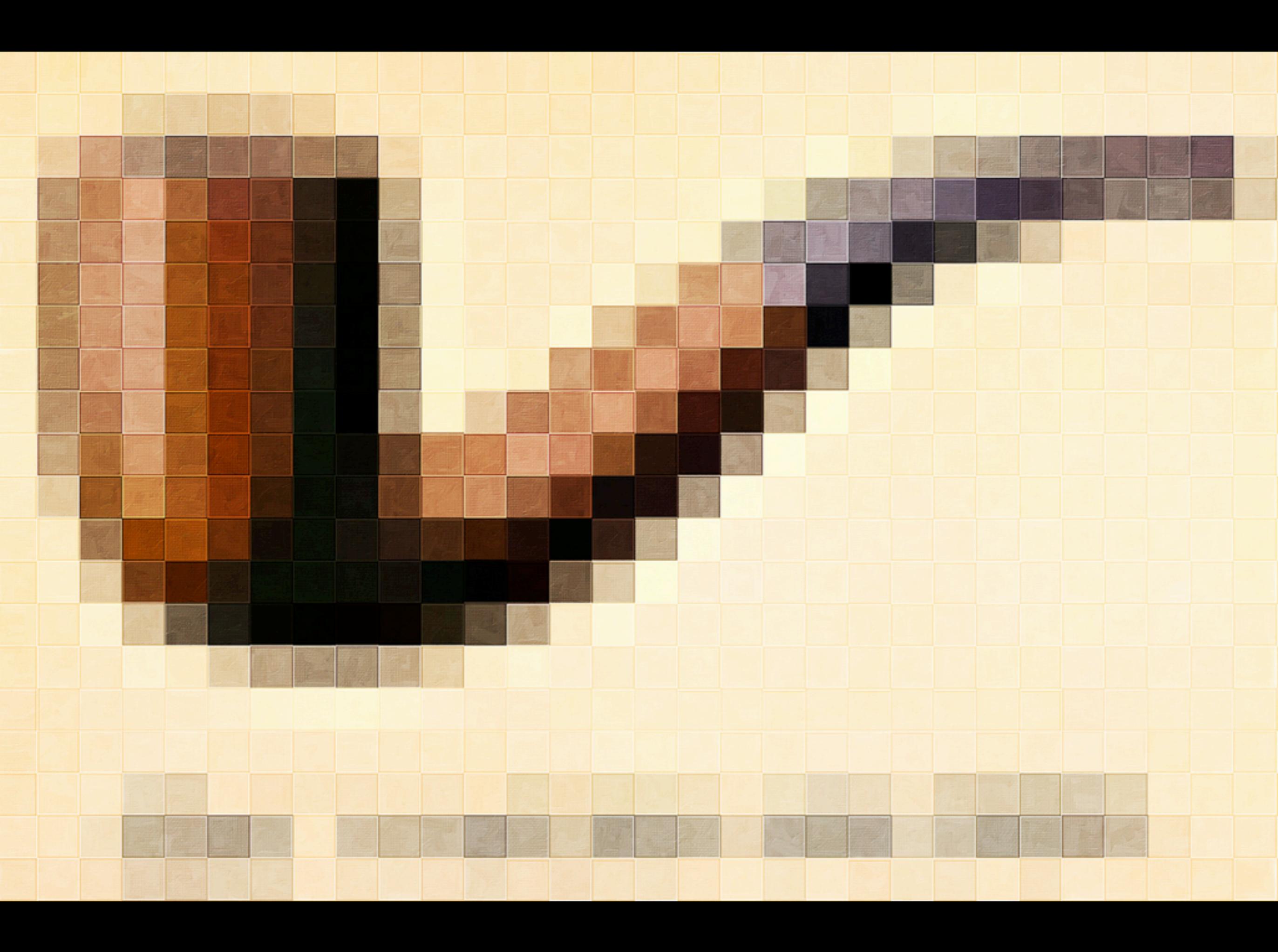
# **STRANGE LOOPS**

**The art of handling exceptions**





*Exceptions are the rule*



MANUAL  
OVERRIDE



1-213-631-7

22190609061

11051562610

00011121449

52609871269

96105081|

Options

Exit

SAMSUNG

Need to speak to a live person? Or have them call you?  
**Get customer service faster, easier, always.**

Type a company, product, or organization name

Search



Don't wait on hold! Companies have more phone numbers, emails, and contact options than ever. GetHuman tracks the best ones.



**FASTEST NUMBERS**  
SHORTCUTS + WAIT TIME



**CALL-BACKS**  
THEY CALL YOU INSTEAD



**LIVE CHAT**  
WHEN YOU CAN'T TALK



**EMAIL**  
WHEN FASTER



**REVIEWS**  
AND MORE

FOR

**8,000+**  
**COMPANIES**  
45 COUNTRIES  
AND GROWING

**3**

**OF LETTER & SPIRIT**

**No rule is ever explicit**



## Work-to-rule: a guide

tags: [on-the-job action](#)



**A short guide to working to rule - taking industrial action without losing pay by following your work's rules so strictly that nothing gets done.**

Instead of striking, workers with demands that the bosses are unwilling to meet can collectively decide to start a "work-to-rule".

Almost every job is covered by a maze of rules, regulations, standing orders, and so on, many of them completely unworkable and generally ignored. Workers often violate orders, resort to their own techniques of doing things, and disregard lines of authority simply to meet the goals of the company. There is often a tacit understanding, even by the managers whose job it is to enforce the rules, that these shortcuts must be taken in order to meet targets on time.

But what would happen if each of these rules and regulations were followed to the letter? Confusion would result - productivity and morale would plummet. And best of all, the workers can't get in trouble with the tactic because they are, after all, "just following the rules."

Under nationalisation, French railway strikes were forbidden. Nonetheless, rail workers found other ways of expressing their grievances. One French law requires the engineer to assure the safety of any bridge over which the train must pass. If after a personal examination they are still doubtful, then they must consult other members of the train crew. Of course, every bridge was so inspected, every crew was so consulted, and none of the trains ran on time.

In order to gain certain demands without losing their jobs, the Austrian postal workers strictly observed the rule that all mail must be weighed to see if the proper postage was affixed. Formerly they had passed without weighing all those letters and parcels which were clearly underweight, thus living up to the spirit of the regulation but not to its exact wording. By taking each separate piece of mail to the scales, carefully weighing it, and then returning it to its proper place, the postal workers had the office congested with unweighed mail on the second day.

## Organise

- ▼ [Workplace organising](#)
  - [Organising at work - the basics](#)
  - [Organising your workplace - getting started](#)
  - [Organising at work - some basic principles](#)
  - [Dealing with bullying at work guide](#)
  - [Employers who fail to pay employee tax and National Insurance](#)
  - [Health and safety - the basics](#)
  - [Key employment rights](#)
  - [Taking action](#)
  - [Guide to taking strike action](#)
  - [Wildcat or official strike action?](#)
  - [Dual power at work](#)
  - [Go-slow guide](#)
  - [Good work strike](#)
  - [Guide to sick-outs](#)
  - [Selective strikes](#)
  - [Sitdown strike or occupation guide](#)
  - [Whistle-blowing guide](#)
  - [Work-to-rule: a guide](#)
  - [Making the most of](#)



## House Rules

Here are our "House Rules", the guidelines set by our community for how to make the most of foursquare and have the most fun.

### DOs

- **Find your friends on foursquare!** It's more fun with friends. Find them via your phone's address book or via search [here](#). Friend people you know and feel comfortable sharing your location with. Sending mass requests to people you don't know is a big no-no.
- **Add a shout to your check-in!** It adds context and conversation to where you are (think of this as the "what you're doing" part of a check-in, like "Seeing Spider Man 3!" or "Finally trying the double double animal style"). See more info on shouts [here](#).
- **Leave tips for others.** Leave useful tips at locations you're familiar with. Give recommendations of what to order at a restaurant ("Order the caramel milkshake. Not on the menu but so good!") or other insider information ("Come on a weekday to avoid lines") that would be the same kind of helpful info you'd pass onto friends. See more info on [foursquare tips here](#).
- **Create Lists for yourself and for others.** [Add places and tips](#) to your [To-Do List](#) so you remember where you want to go and experience later. [You can also create Lists](#) to share your favorite places with friends with helpful tips or to help plan a vacation (for example, you can create a "Best Pancakes in America" list, or a "Things To Do In London" list).
- **Upload a profile photo.** [Upload a photo to your account](#) so you'll be eligible for Mayorships (and so people will recognize you when you send friend requests).
- **Use foursquare to discover what's around you.** If you're in a new area, open the foursquare app and browse the Explore tab to discover Specials and recommended venues around you (we base these recommendations on where you've checked in, where your friends have checked in, and popular venues on foursquare). See more info on our Explore feature [here](#).
- **Go off the grid if you want.** Use the [\[off the grid\]](#) feature to check in when you want your whereabouts secret (but visible to you later on your personal [user history page](#))
- **Be respectful of other users.** Keep the foursquare community positive! Harassment of other users via tips, venues, photos, or any other content is not cool.

### DON'Ts

- **Don't check in when you're not at a place.** Check in when you're actually spending time at a place, not if you're nearby or just passing by. Remember: if you check in more often than when you're actually going to venues, you will see the [rapid fire](#) check-in error message. Checking in across the globe is discouraged--we know you love badges, but it's only really fun if you earn them fairly.



DISAGREEMENT

**4**

# **INTENTIONS MATTER**

**Why Computer's Can't Give Credit**

A close-up photograph of a woman with long, wavy brown hair looking down at the back of a man's head. The man has short, dark hair. The woman's expression is soft and affectionate. The background is slightly blurred, showing a dark blue t-shirt with a cartoon character on it. A white speech bubble with a black border is overlaid on the right side of the image, containing the text: «» You look especially lovely tonight. ««

**«» You look especially lovely tonight. ««**



»» Now I feel like  
you're just doing  
it for the points. ««

- Motion
- Control
- Looks
- Sensing
- Sound
- Numbers
- Pen
- Variables

- mouse x
- mouse y
- mouse down?
- key space pressed?
- touching ?
- touching color ?
- color is over ?
- distance to
- reset timer
- timer
- loudness
- loud?
- slider sensor value
- sensor button pressed ?

gobo  
 x: -170 y: 7 direction: 90  
 Export Sprite

- Scripts Costumes Sounds

```

when I receive start_game
  switch to costume normal
  go to x: -170 y: 7
  wait 1 secs
  forever
    if touching dragon ?
      broadcast dragon_hit
    if distance to dragon < 50
      broadcast breathe_fire
    if distance to dragon > 50
      broadcast no_fire
    if touching fortunecookie ?
      set got_cookie to 1
      broadcast fortune_hit
    if key up_arrow pressed?
      change y by 5
    if key down_arrow pressed?
      change y by -5
    if key left_arrow pressed?
      change x by -5
    if key right_arrow pressed?
      change x by 5
    
```

Navigation icons: mouse, pin, scissors, zoom in, zoom out

Control icons: green flag, red stop



Stage icons: camera, pencil, folder, trash

mouse x: -269  
 mouse y: 299

<b>gobo</b> 5 costumes 3 scripts	<b>dragon</b> 2 costumes 3 scripts	<b>fortunecookie</b> 1 script	<b>cheetos</b> 1 script	<b>door</b> 1 script
<b>Stage</b> 2 backgrounds	<b>YouWon</b> 2 scripts	<b>YouLost</b> 2 scripts	<b>Sprite3</b> 3 scripts	

[Login](#) or [Signup](#) for an account

 search

## Awesome videogame



Download this project!



Download the 7 sprites and 16 scripts of ["RAWR!!!! Da Revnge!"](#) and open it in Scratch

### Project Notes

Use the keyboard to move your charrie. --I loved creativegr12 project so made my own version. Thankies for sharing your project creativegr12! ^\_^



[BlueBoi756](#) shared it 3 days, 9 hours ago

Based on [creativegr12's project](#)

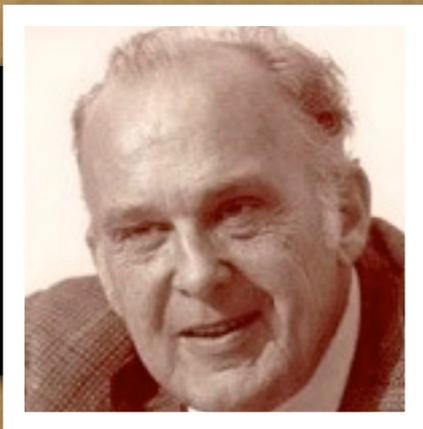
© Some rights reserved

5

# CAMPBELL'S LAW

How Rules Beget Gamers

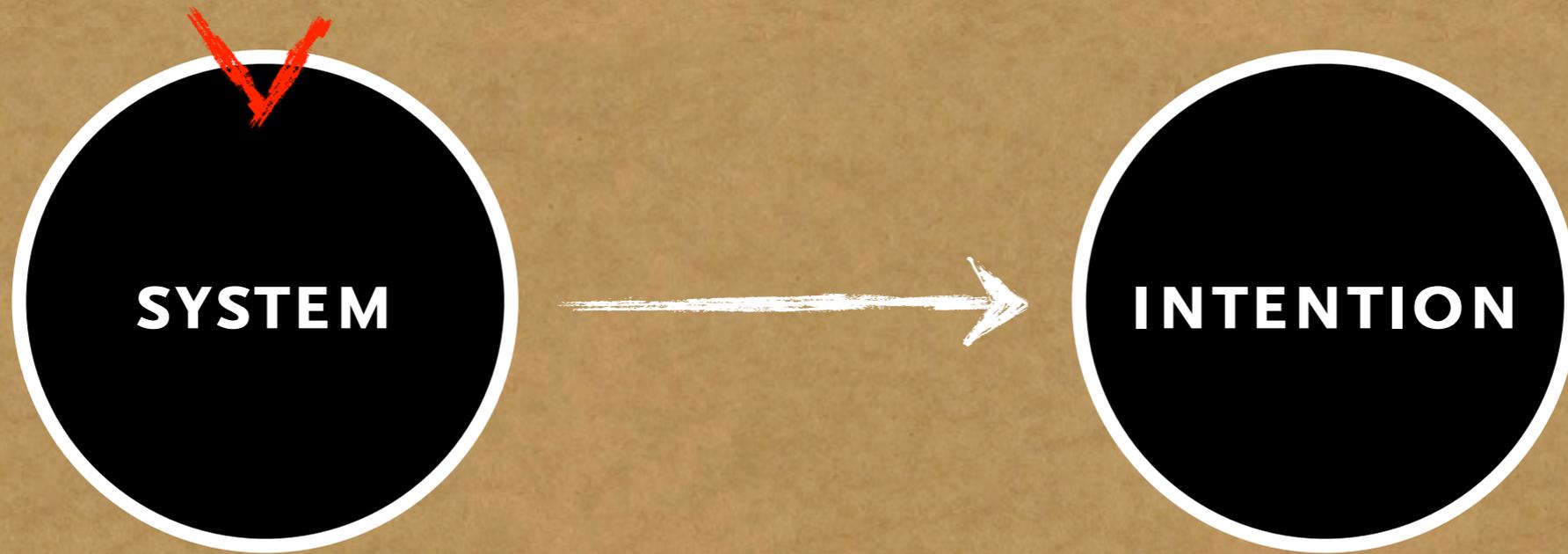
»The more a quantitative social indicator is used for social decision-making, the more subject it will be to corruption pressures and the more apt it will be to distort and corrupt the social processes it is intended to monitor.«



*Donald J. Campbell*

ASSESSING THE IMPACT OF PLANNED SOCIAL CHANGE (1976)

formal rules,  
quantified goals,  
something at stake

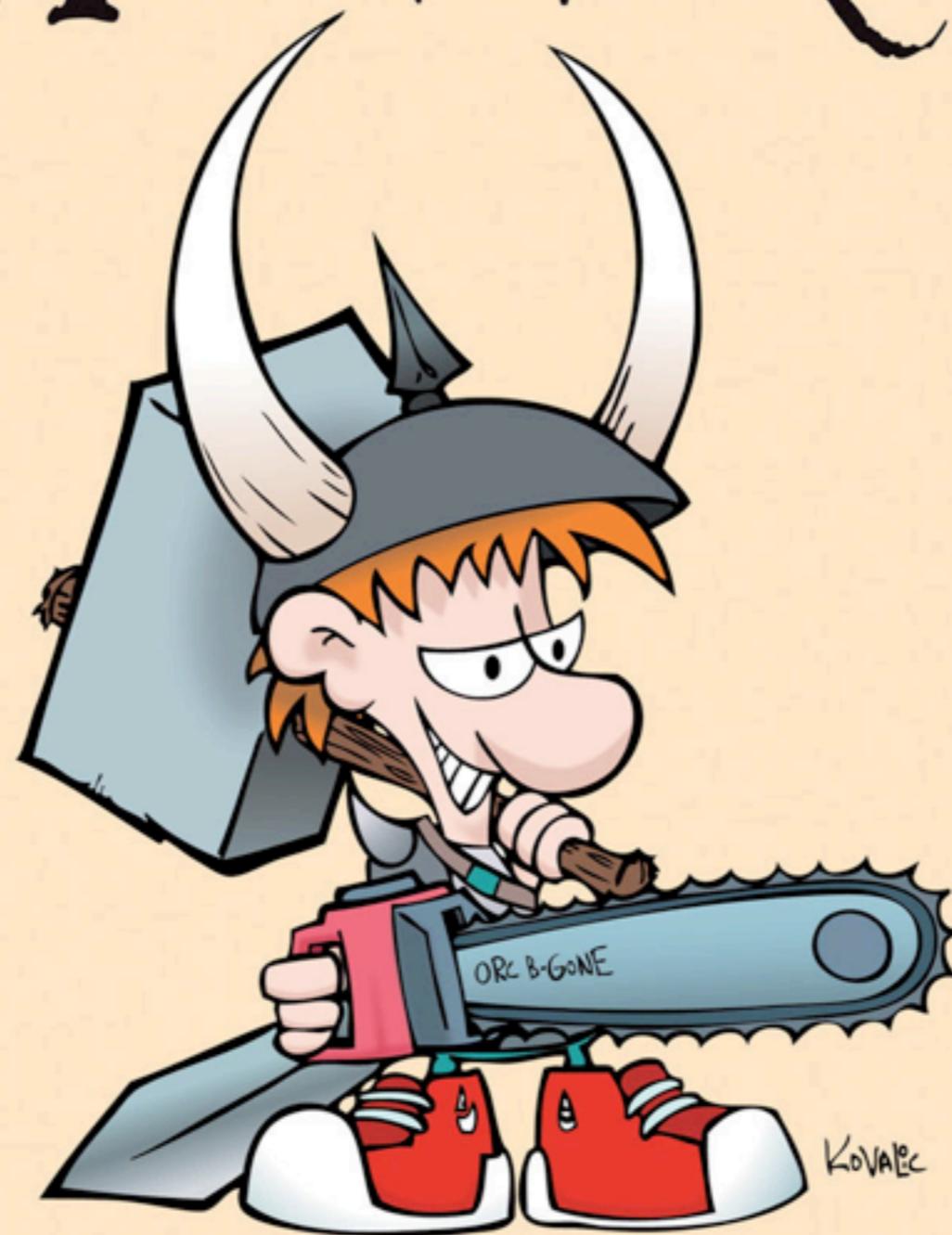


Type  
#1



» *The Munchkin* «

# MUNCHKIN™



**STEVE JACKSON** GAMES

See UMAP Journal 1 (1980) 101-103.

#### A TWO\*PERSON DILEMMA

Two men, charged with a joint violation of law, are held separately by the police. Each is told that

(1) if one confesses and the other does not, the former will be given a reward of one unit and the latter will be fined two units,

(2) if both confess, each will be fined one unit.

At the same time each has good reason to believe that

(3) if neither confesses, both will go clear.

This situation gives rise to a simple symmetric two-person game (not zero-sum) with the following table of payoffs, in which each ordered pair represents the payoffs to I and II, in that order:

		II	
		confess	not confess
I	confess	(-1, -1)	(1, -2)
	not confess	(-2, 1)	(0, 0)

Clearly, for each man the pure strategy "confess" dominates the pure strategy "not confess." Hence, there is a unique equilibrium point\* given by the two pure strategies "confess." In contrast with this non-cooperative solution one sees that both men would profit if they could form a coalition binding each other to "not confess."

The game becomes zero-sum three-person by introducing the State as a third player. The State exercises no choice (that is, has a single pure strategy) but receives payoffs as follows:

		II	
		confess	not confess
I	confess	2	1
	not confess	1	0

\*see J. Nash, PROC. NAT. ACAD. SCI. 36 (1950) 48-49.

Stanford, May 1950

A. W. Tucker

»It is through a community of people who care more about fun than winning that the Well-Played game happens.«



*Bernie de Koven*

THE WELL-PLAYED GAME (1978: 5)



Driving History



Route Planner



All Info. Feeds



Rankings



Eco Tree

Regional Rankings

World Rankings

## Regional Rankings

Your regional rank for Dec/2010 (as of December 16, 2010)



Dec/2010

### Your Score

Ranked

3

Average Energy Economy

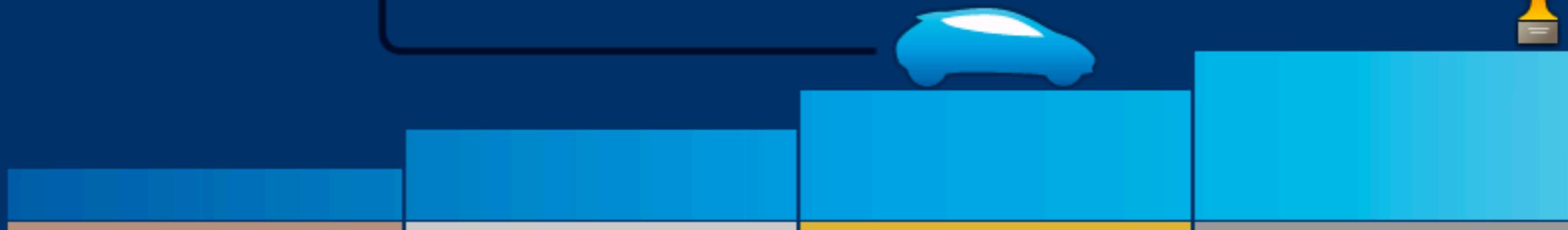
4 miles/kWh



### Champion's Score

Average Energy Economy

4.8 miles/kWh



Bronze

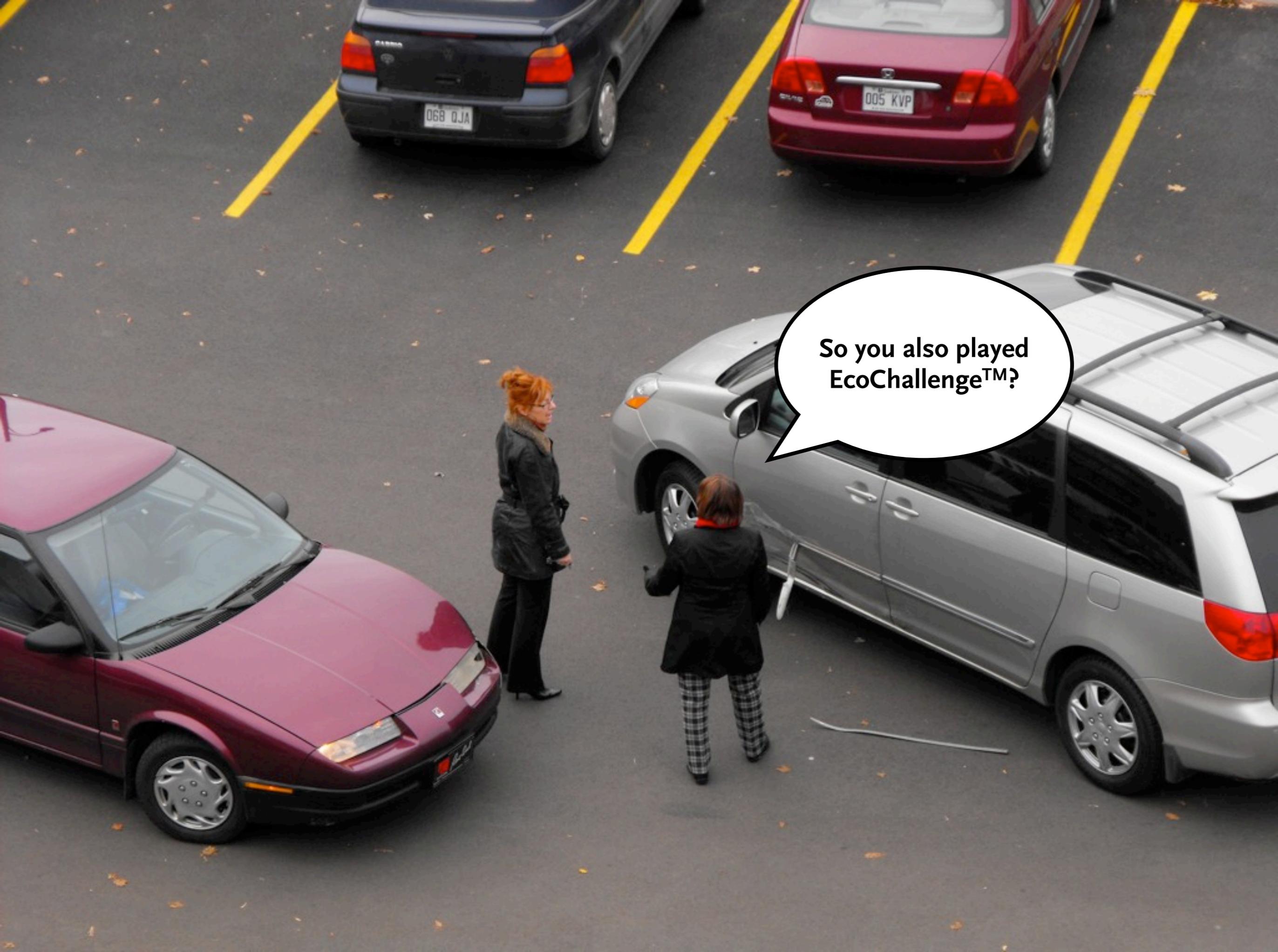
Silver

Gold

Platinum

### Your Rank for Dec/2010





So you also played  
EcoChallenge™?

<Insert Dilbert  
cartoon here>



Train  
Train  
Train  
Train  
Train



Train

Security Clearance RED.  
Cleared for all Players.

HAPPINESS  
IS  
MANDATORY

ARE  
YOU  
HAPPY?



加强纪律性 革命无不胜



**加强纪律性 革命无不胜**



**WHEN DISCIPLINE IS REINFORCED,  
REVOLUTION CANNOT FAIL!**



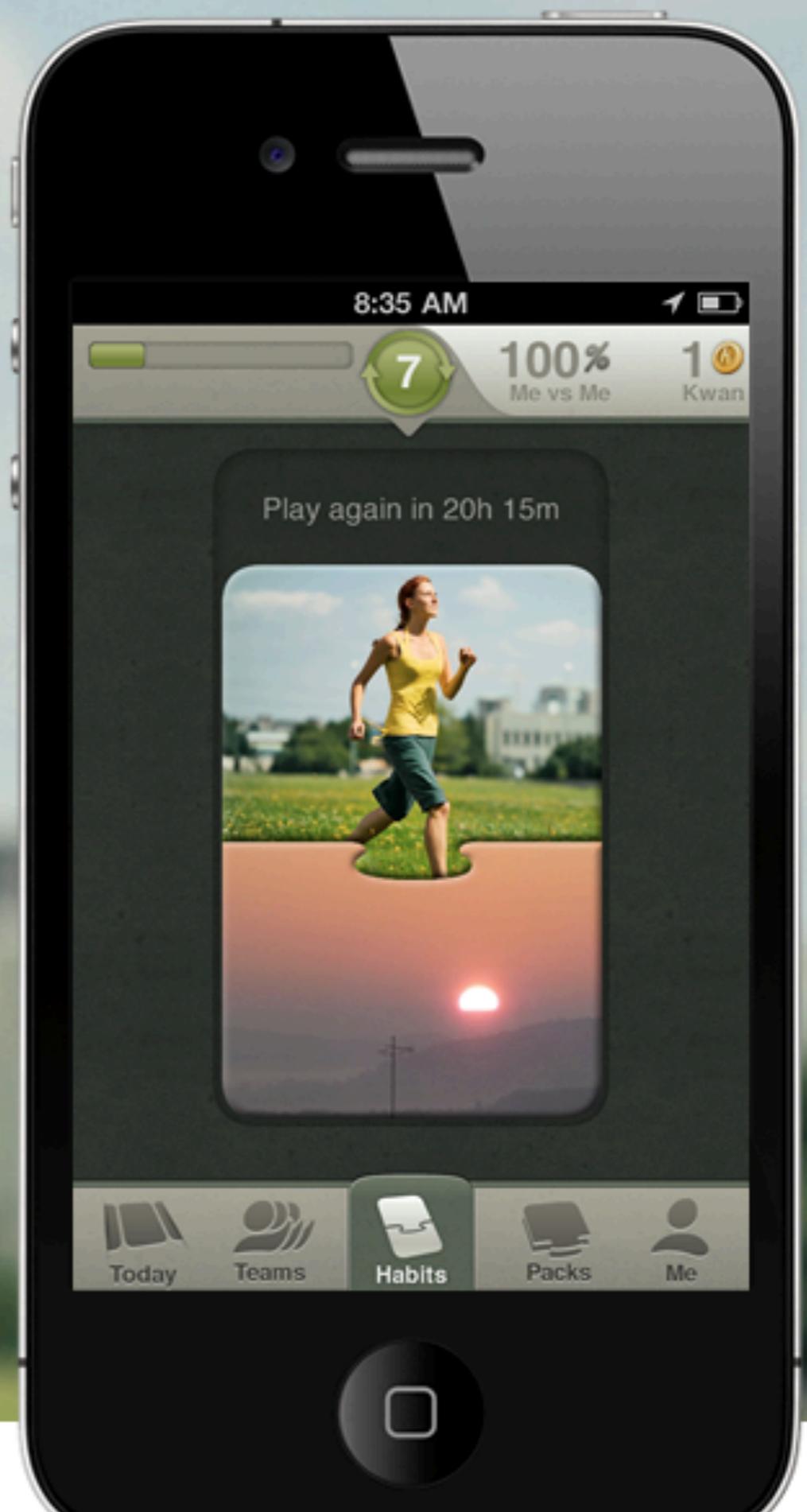


*“Fisher taught me that anything can be accomplished if one has the desire and determination.”*

*Wayne Pisano, President and CEO, Sanofi Pasteur  
St. John Fisher College Alumnus, Class of 1976*

DISCOVER THE WORLD WITHIN

 habitual





theguardian

**Sustainable business**  
Sustainable Living

## Do small green actions lead to bigger ones – or to lying and stealing?

It's a mistake for organisations to campaign for small behaviour changes as they won't solve the huge problems that we face

---

John Thøgersen for the Guardian Professional Network  
guardian.co.uk, Tuesday 22 March 2011 10.44 GMT

---

**A** [larger](#) | [smaller](#)

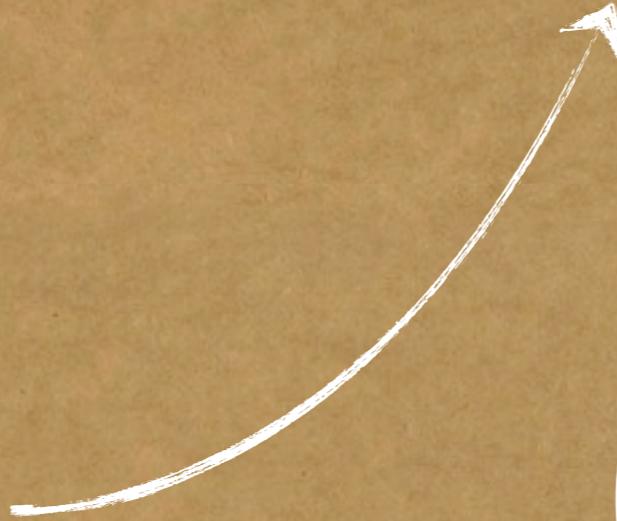
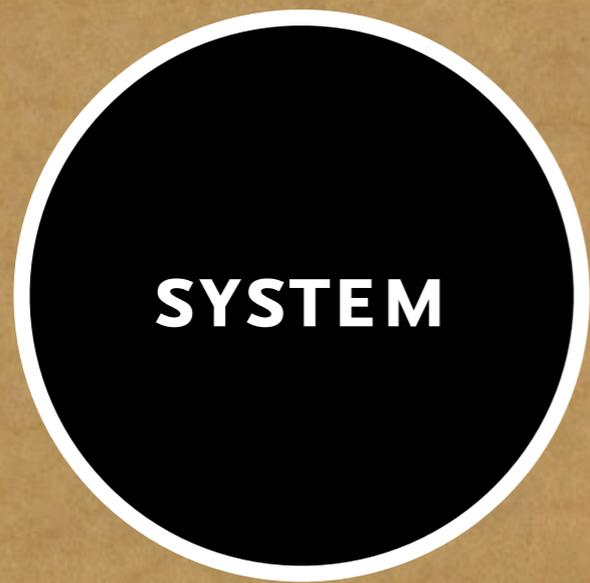
---



There is concern that focussing on small and painless changes in behaviour brushes over the bigger sustainability challenges we face. Photograph: Christopher Furlong/Getty Images

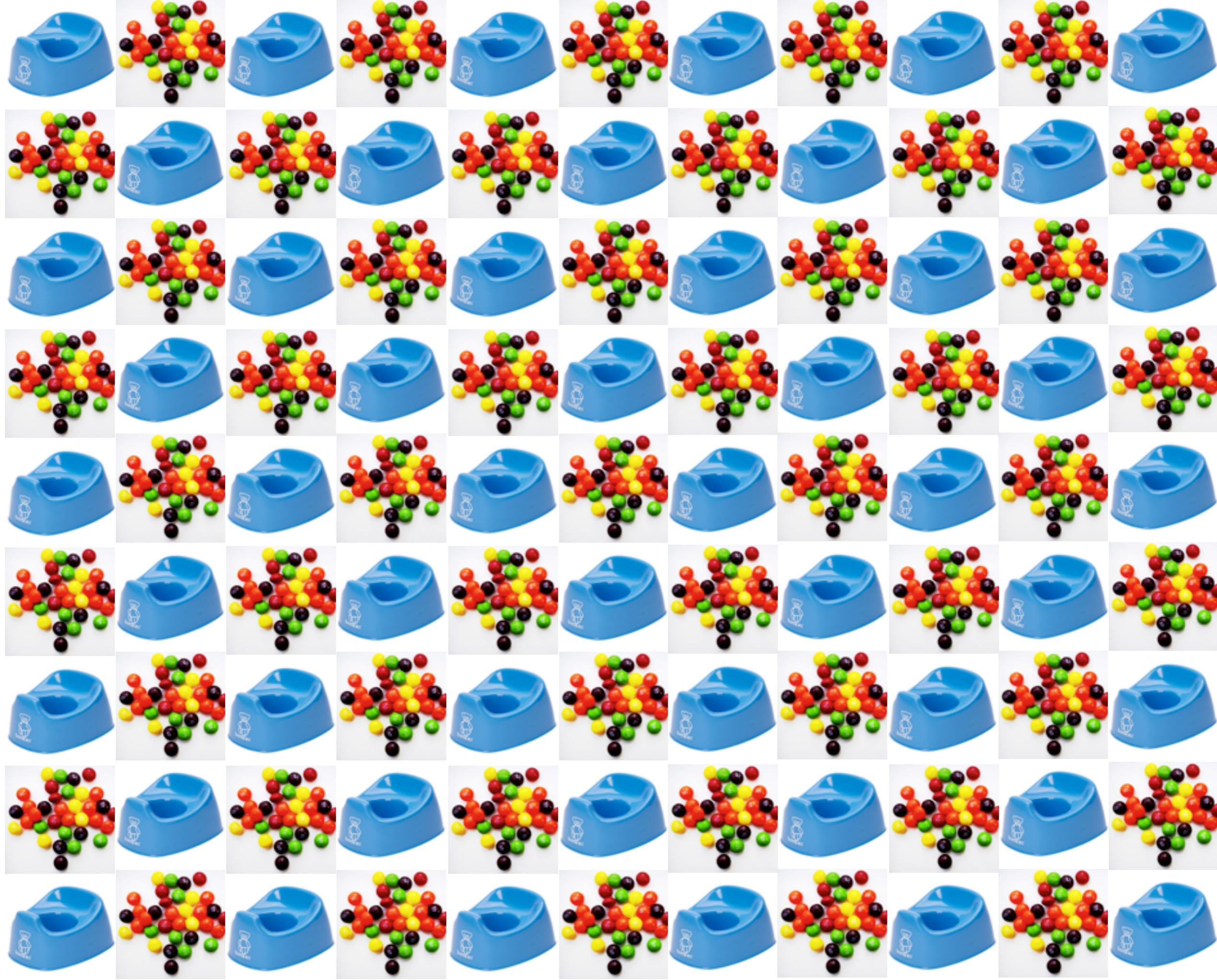
Private consumption is responsible for a large and increasing share of the emission of climate gasses and other serious environmental threats. This has led to governments

Type #2



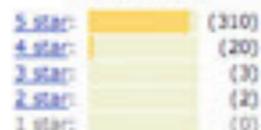
» *The Exploiter* «





## Customer Reviews

335 Reviews



**Average Customer Review**  
★★★★★ (335 customer reviews)

### Most Helpful Customer Reviews

86 of 89 people found the following review helpful:

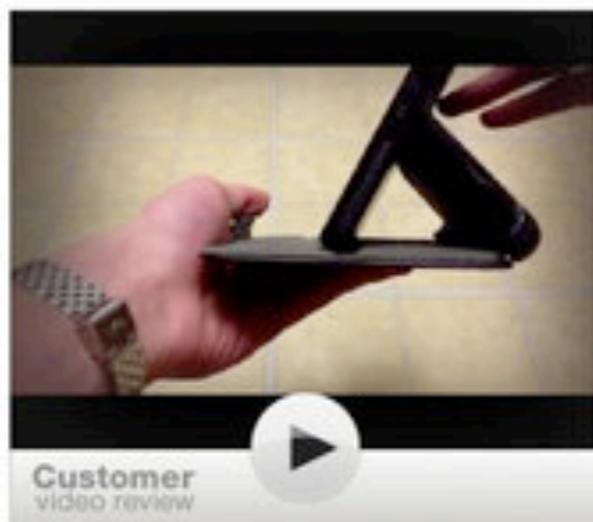
★★★★★ **Totally awesome case!**, December 15, 2011

By [techHunger](#) - [See all my reviews](#)

TOP 500 REVIEWER

**Amazon Verified Purchase** ([What's this?](#))

**This review is from:** VIPERTEK Premium Slim (Black) Leather Case Follo Cover with Multi Angle Stand for Amazon Kindle Fire 7-Inch Android Tablet (Electronics)



Length: 3:13 Mins

Help other customers find the most helpful reviews

Was this review helpful to you?

[Report abuse](#) | [Permalink](#)

[Comments \(3\)](#)

19 of 19 people found the following review helpful:

★★★★★ **Best possible Kindle Fire Cover/stand**, December 13, 2011

By [Ali](#) - [See all my reviews](#)

**Amazon Verified Purchase** ([What's this?](#))

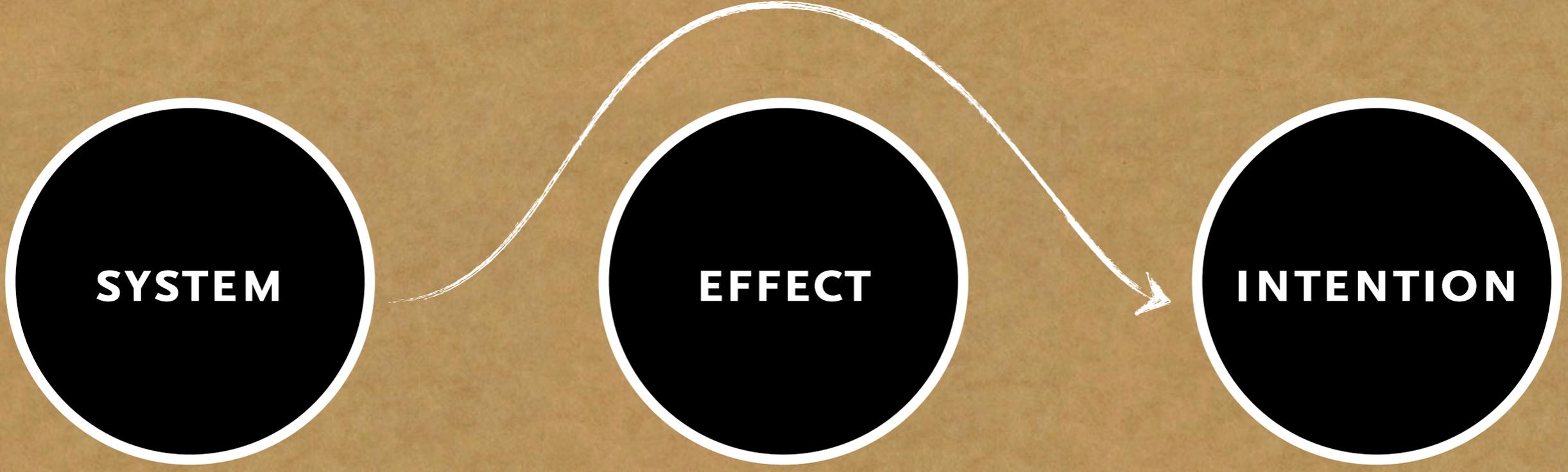
**This review is from:** VIPERTEK Premium Slim (Black) Leather Case Follo Cover with Multi Angle Stand for Amazon Kindle Fire 7-Inch Android Tablet (Electronics)

Buy with absolute confidence: this is the best Kindle Fire cover.

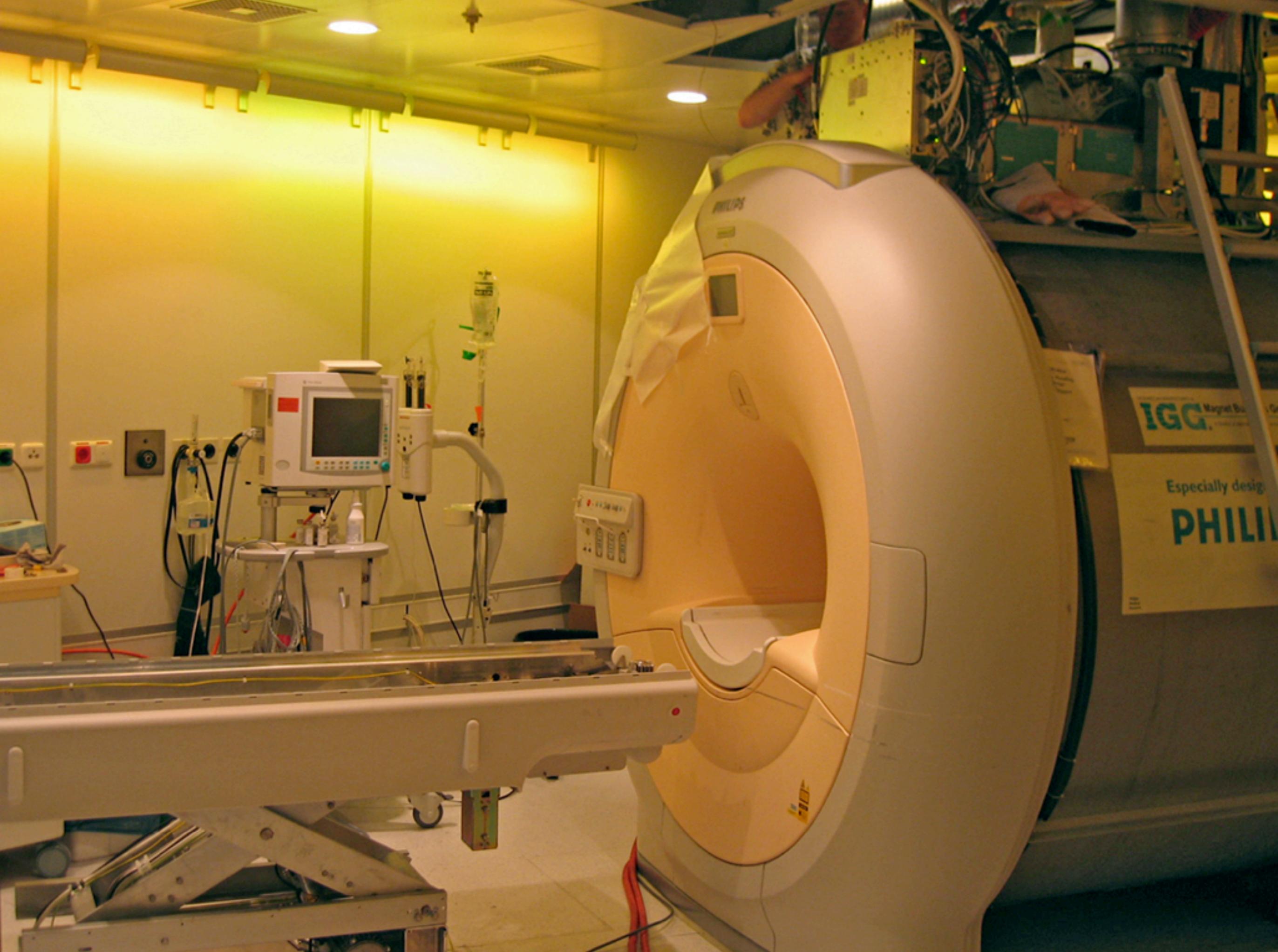
- \* Good looking/feeling black leather, smooth pebble texture. Looks made for the Fire.
- \* Clean look, very low profile -- it's about 3-4 cm thick.
- \* Folds all the way back for easy holding/reading.
- \* Stands very neatly and smartly, offering multiple angle options.
- \* Exposes charging port and headphone port and power button, so you can leave the cover on.
- \* Easy to put on, stays snug and protective, easy to remove if wanted (but this is the one cover that I am comfortable with leaving on, as it does not add notably to bulk or weight like other covers do).
- \* Thin while still being durable and protective.

**»» In return for writing the review, we will refund your order, so you will have received the product for free. ««**

Type  
#3



» The Hacker «



IGG Magnet Bo

Especially design

PHILI



6

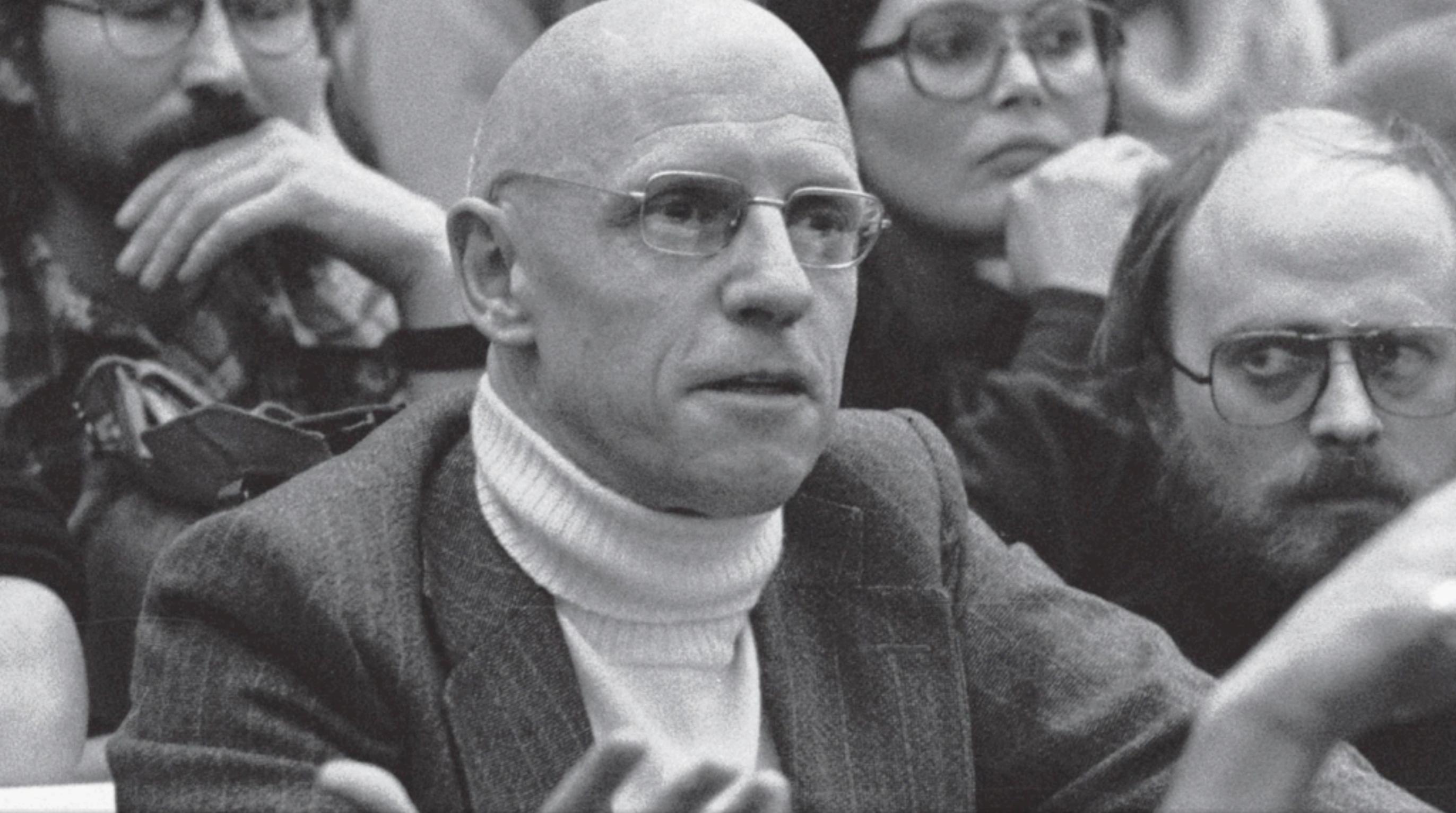
**PLUS ÇA CHANGE ...**

**Whose rules? Whose game?**



*Technologies of power*





*... are technologies of the self*

**FEW NOVELS CAN CHANGE  
YOUR LIFE.**

**THIS ONE WILL**

**THE  
DICE  
MAN**

**Luke  
Rhinehart**

Panther

586 03765 9

Health Month, the game · [Log in](#) · [Sign up](#)

## Elements of Health · Meditate

**4,501 people** have taken on rules to modify this element of their health.

Questions and tips about this rule...

These questions and tips are made from the Game Wall.



[Hian Hwee LIM](#) has a tip for the [Meditate](#) rule.

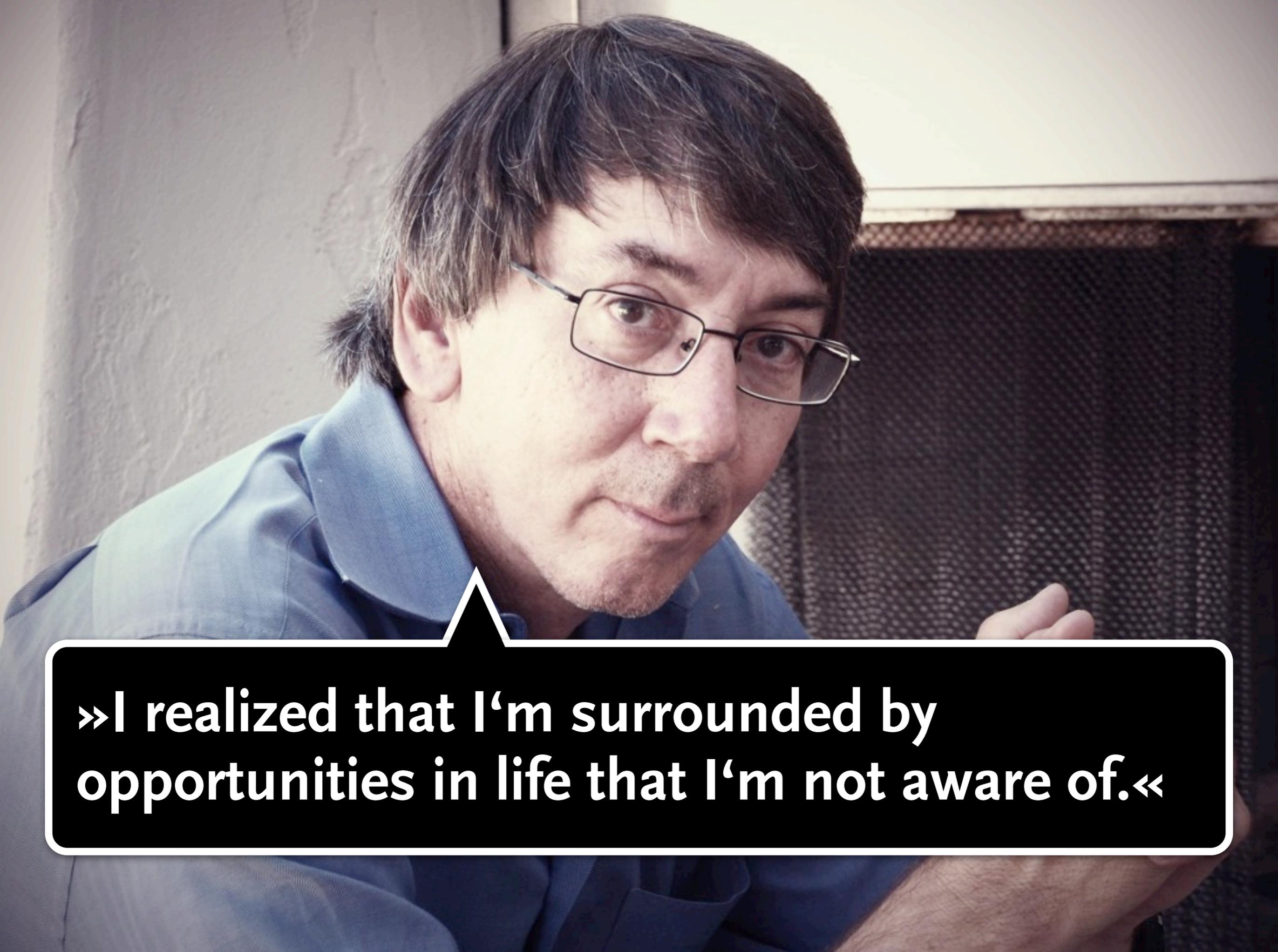
♥ 12 · 1,545 pts

I feel good and relax after 5x mediating Acalanatha mantra.

[over 1 year ago](#)

»» How do you use technology to generate more of those serendipitous encounters? ««





**»I realized that I'm surrounded by opportunities in life that I'm not aware of.«**



MANUAL  
OVERRIDE





DISAGRE



Train  
Train  
Train  
Train  
Train



Train



# Thank you.



@dingstweets



sebastian@codingconduct.cc



codingconduct.cc