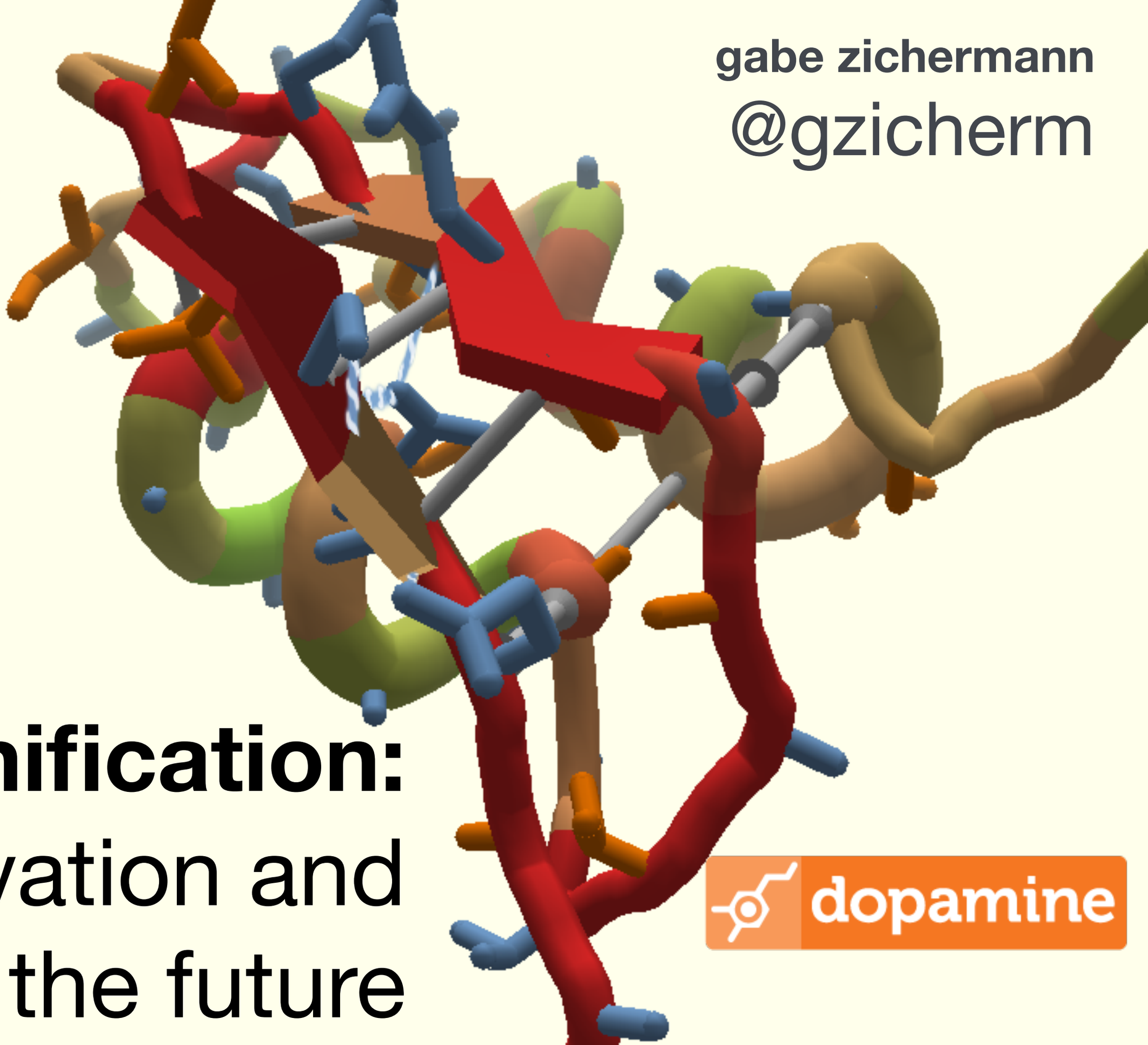
gabe zichermann
@gzicherm



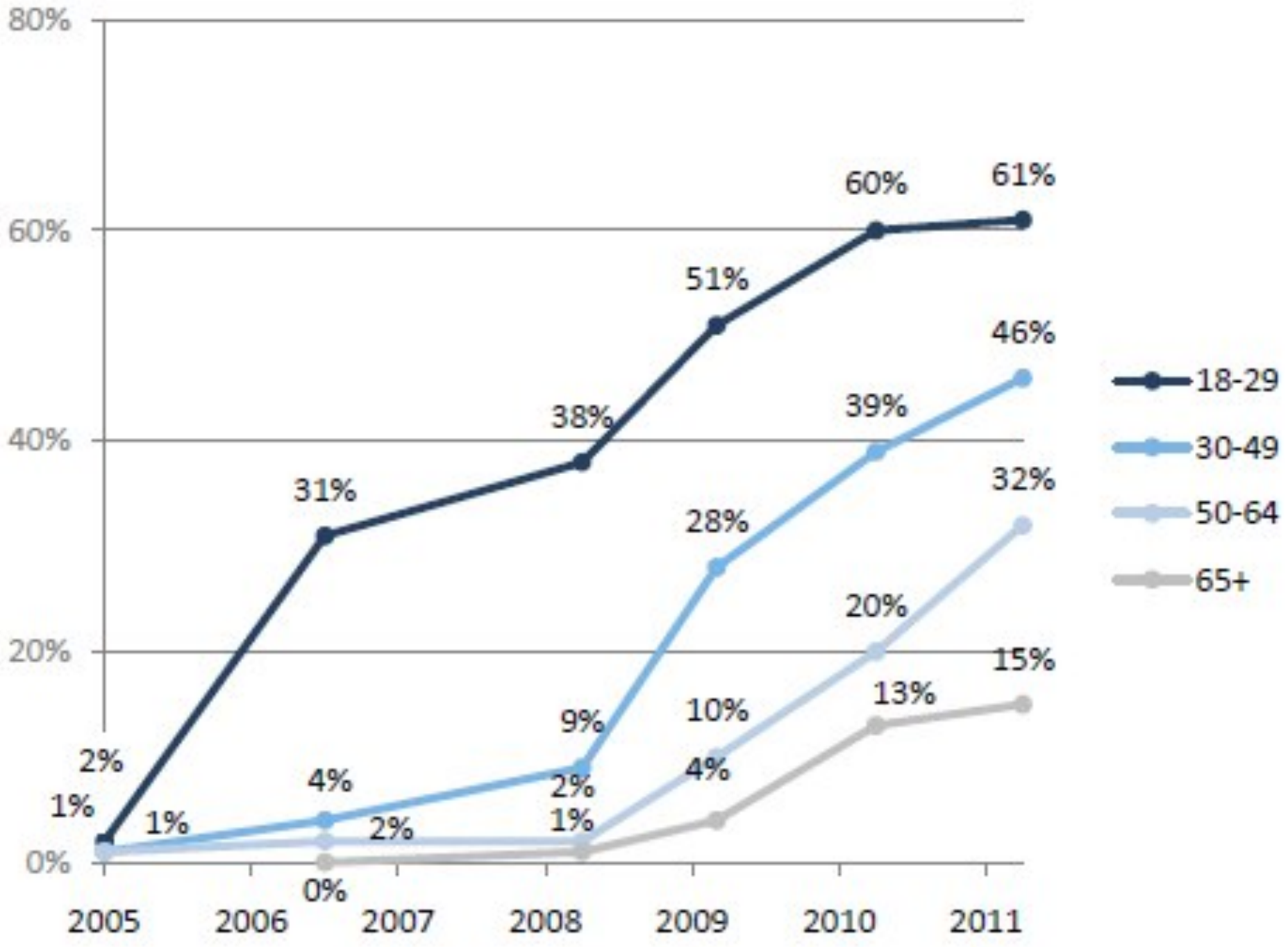
gamification: innovation and the future

dopamine

change is hard

SNS use on a typical day by age group, 2005-2011

The percentage of adult internet users in each age group who used social networking sites "yesterday"



Pew Research

COLLECTIVE CHANGE IS **EXPONENTIAL**

INDIVIDUAL CHANGE IS **LINEAR**

COPYRIGHT TIME INC

fluid intelligence (gF)

asperger, innovation, gF

boost

a scientifically proven brain game

Play

science, natch

1 Back : 5 Sessions Audio & Visual

multitasking masters

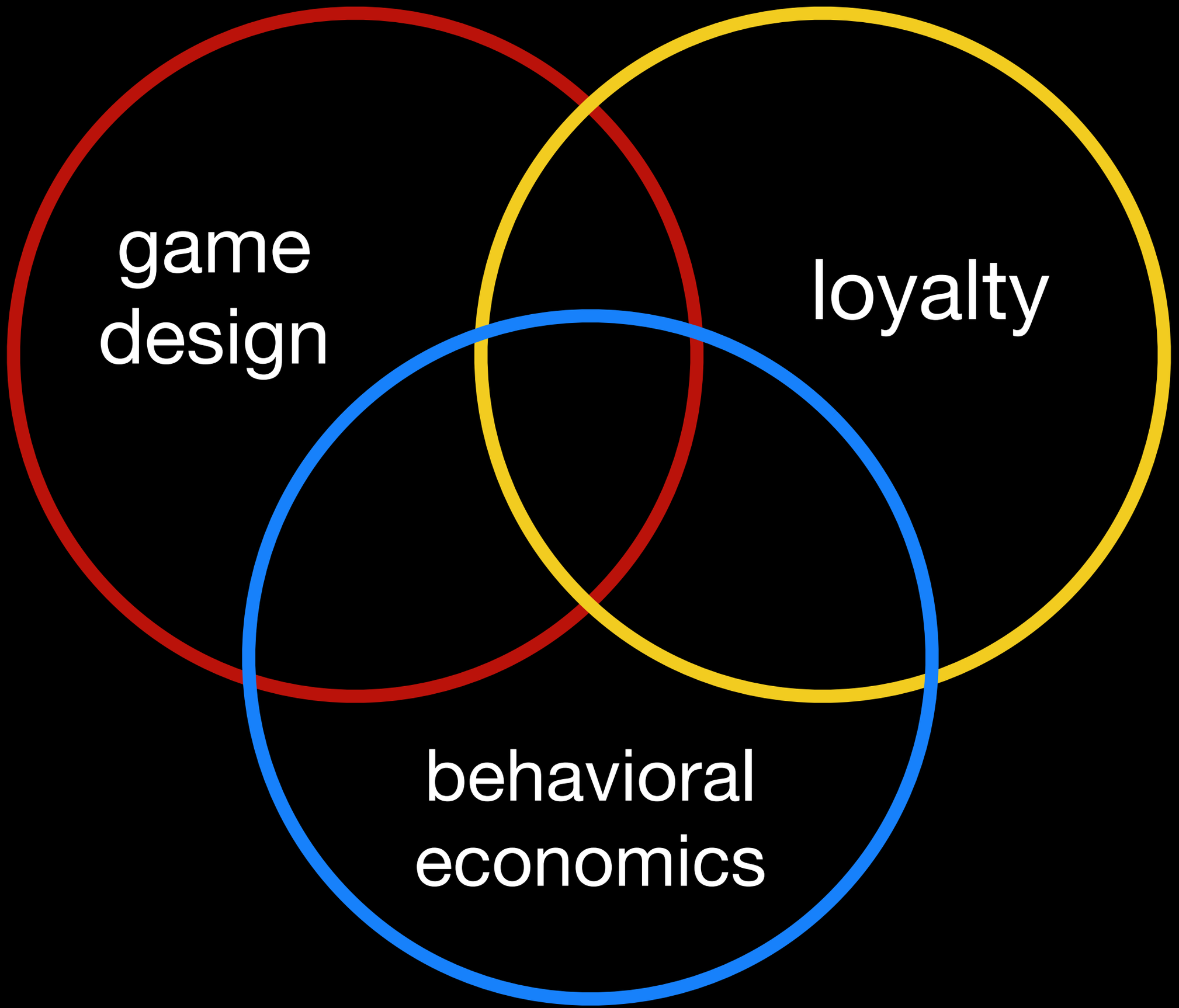
CC FLICKR.COM/THATPATTI

rtfm? **No, f'n way!**

gamification is: the **process** of using **game thinking & mechanics** to **engage users**

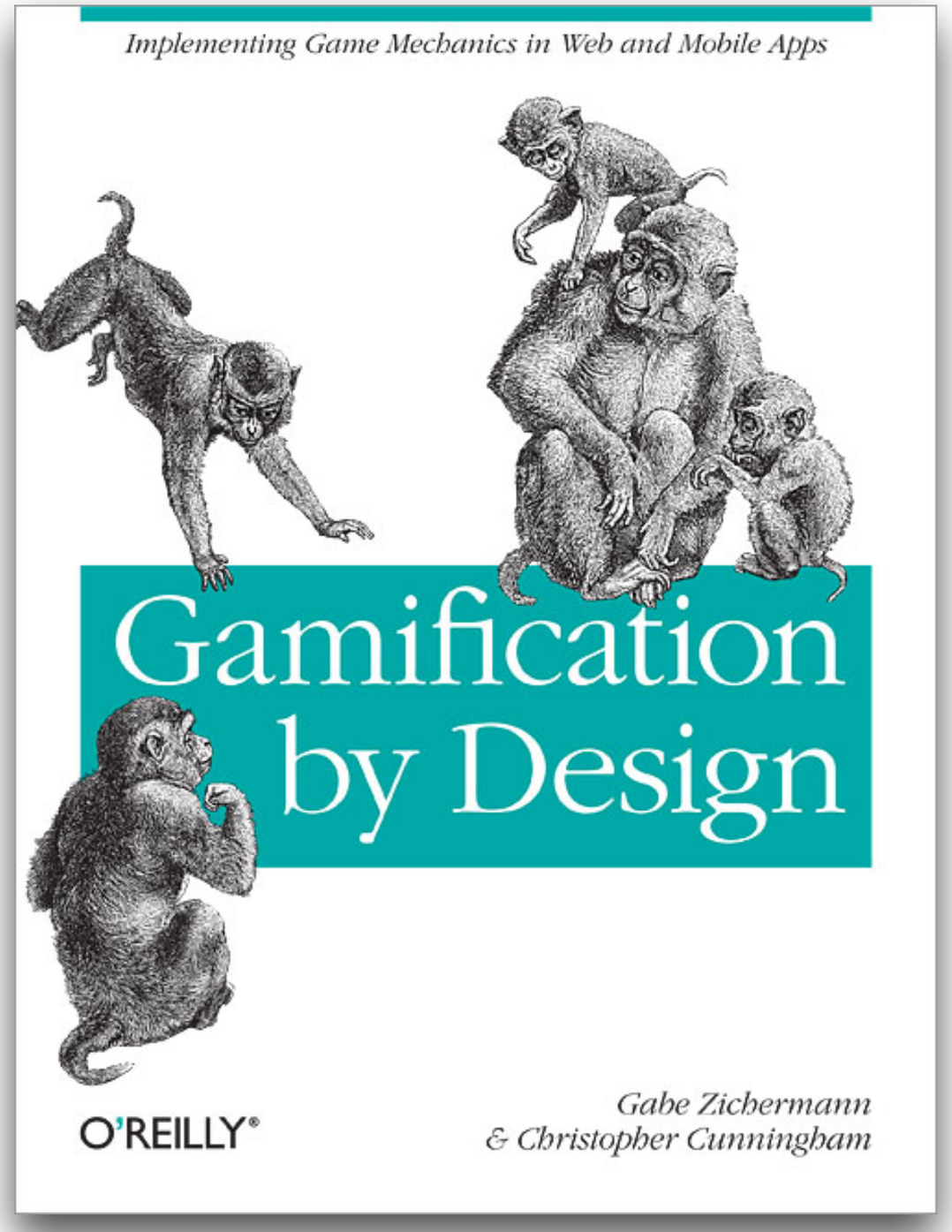
gamification is not just

Bindi
Roughdump
Plight
Scour
Reset
Runecloth Bag
Runecloth Bag
Runecloth Bag
Runecloth Bag
Backpack
Bindi
<Malevolence>
Plight
<Malevolence>
Arcane Intellect
24 minutes
Ice Armor
24 minutes
Amplify Magic
4 minutes
Power Word: Fortitude
26 minutes
Well Fed
11 minutes
Oprah
Health 1792 / 1792
Mana 3603 / 3603
[Party] [Plight]: RD tanks
[Party] [Plight]: we kill little
[Party] [Plight]: then when middle guys come together
[Party] [Oprah]: k
[Party] [Plight]: we all hit big?
[Party] [Oprah]: k
[Party] [Scour]: Ya
[Party] [Bindi]: k
Plight casts Windfury 2 on Plight's Greater
XP 11765 / 106300
Plight
Level 46 Troll Shaman (Player


game
design
loyalty
behavioral
economics

hi, i'm gabe zichermann

CAPTAINKIMO.COM



gamification.co

the gamification corporation

dopamine

SOCIAL MEDIA WEEK

REALTIME INFOGRAPHICS
TWITTER ZEITGEIST

POWERED GLOBALLY BY NOKIA

GLOBAL MEDIA PARTNE theguard

GLOBAL

SEARCH EVENTS

FEB 13
DAY 1

17:34 19
LOCAL TIME

CONFERENCE DAY

69,068
#SMW12

HASHTAGS TRENDING

#SMW 75 | #SMWIM 12
#SMWNYC 6 | #SMWRT 4
#SMWFINSERV 3 | #PARIS 2
#MIAMI 2 | #NEWYORK 2
#LONDON 2 | #NYC 2
#SAP 2 | #SANFRANCISCO 2

HANDLES TRENDING

@SOCIALMEDIAWEEK 17
@SHESTHEFIRST 4 | @SMWNYC 3
@SMWMIAMI 3
@CLUBWORKSPACE 2
@SINEADMACMANUS 2
@ANDREWHAGERMAN 2
@THEHOTNESSGRRRL 2
@BRETT 2 | MEDIA 44 | LIKE 8

TRENDING TOPICS

TOKYO | MEDIA
NYC | MEDIA 48
MIAMI | MEDIA 27
PARIS | MEDIA 27
TORONTO | MEDIA 22
HK | MEDIA 19
LONDON | MEDIA 19
SÃO PAULO | MEDIA 19
SF | MEDIA 11
DC | MEDIA 10
SINGAPORE | MEDIA 6
HAMBURG | MEDIA 6

PARTIAL CLIENT LIST

HONDA

Pixable

JWT

Aetna®

SAATCHI & SAATCHI

RPA

epsilon

Cadbury

CrossLoop®
Everyone Helps™

Google

The New York Times

RICOH

Time Inc.

GOTHAM

The Washington Post

GAP

TreatFeed

VIACOM

GROUPE AEROPLAN

BANANA REPUBLIC

ESTĒE LAUDER COMPANIES

TRAINSIGNAL
THE GLOBAL LEADER IN PROFESSIONAL COMPUTER TRAINING

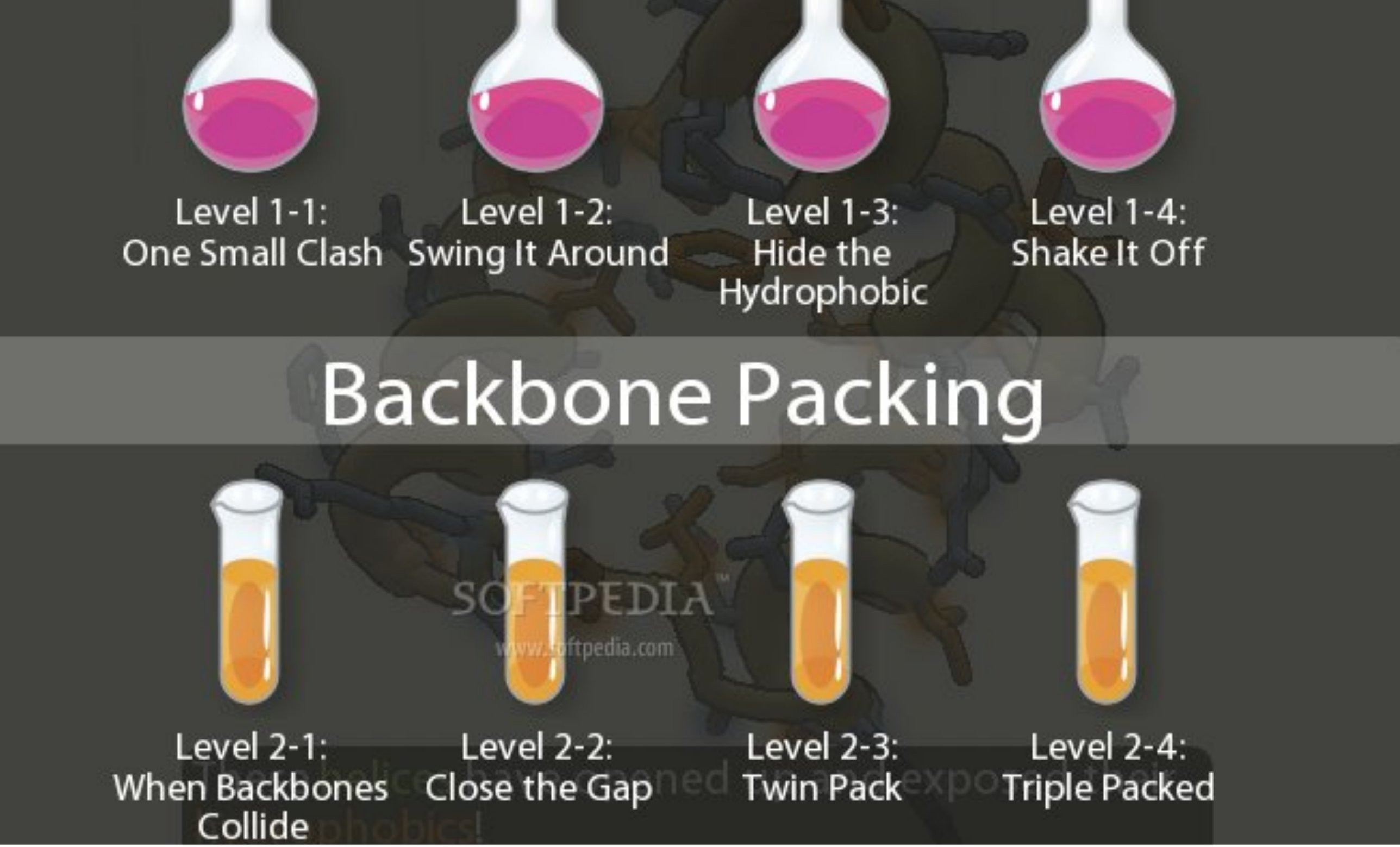
YOUARE TV

zamzee
go more, get more

San Francisco, June 19-21

GSummit.com

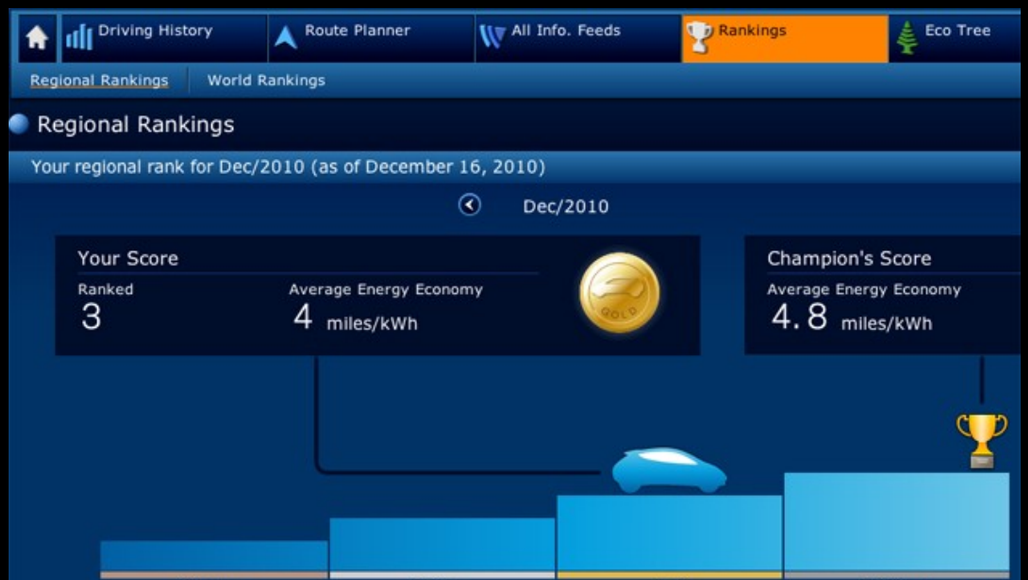
feedback
friends
fun



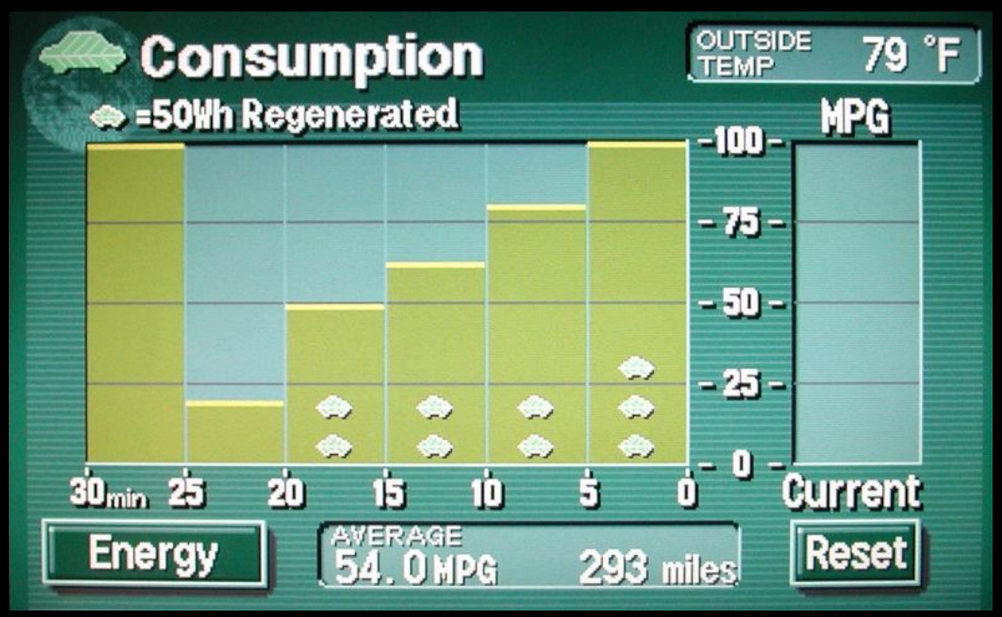
discover - foldit

Automotive Gamification

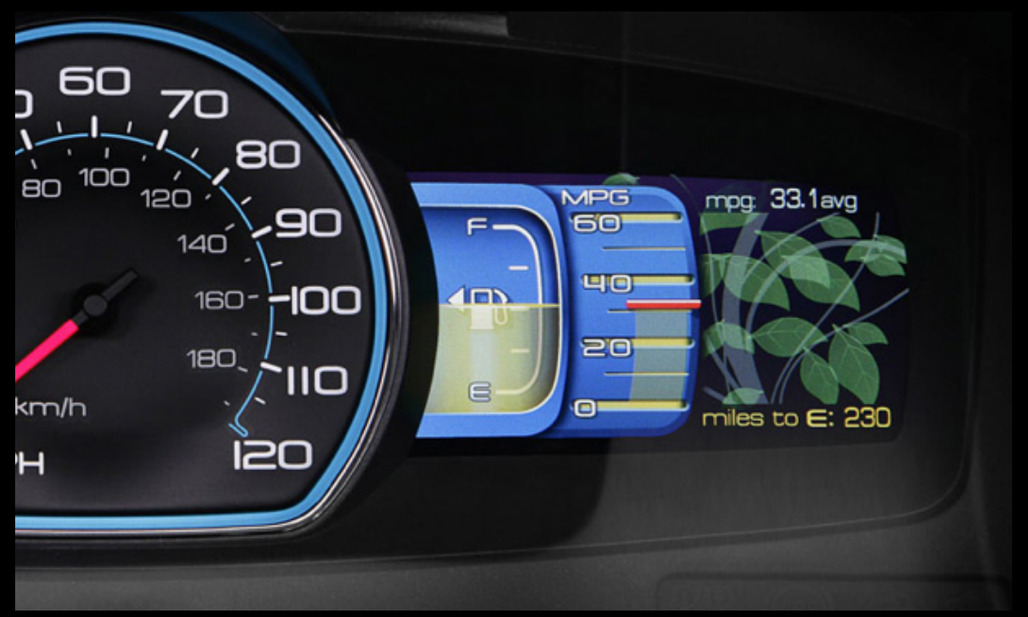
Honda Insight



Nissan Leaf

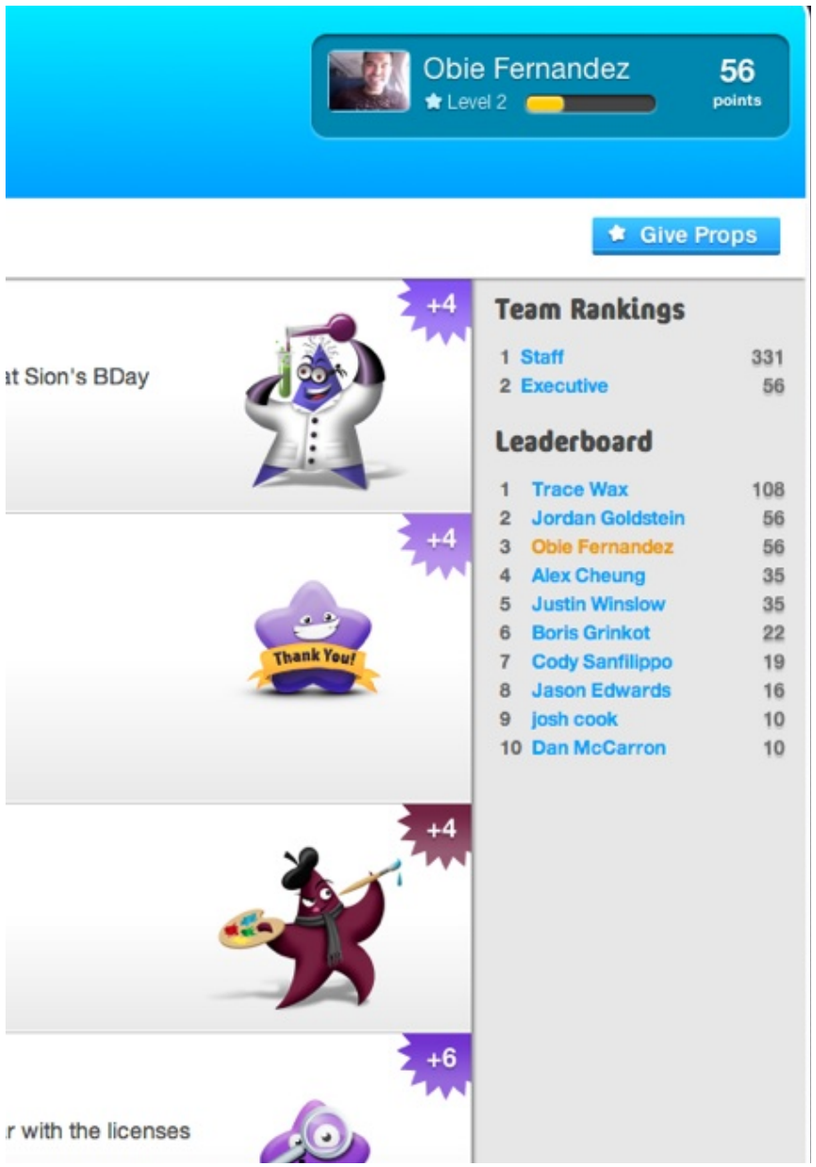


Toyota Prius

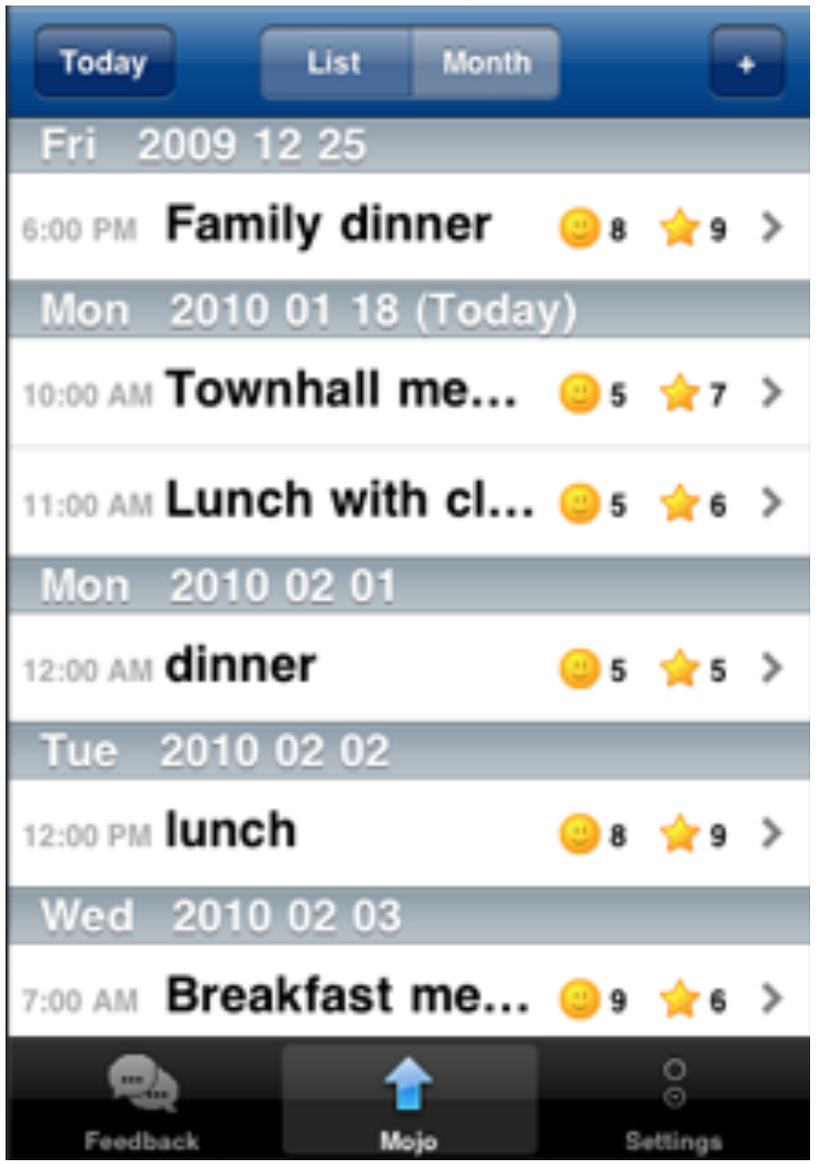


Ford Fusion

Due Props



Rypple



instant feedback

```
See what happened? You can use the command line to do basic math
operations. Try playing around some more. You can use * for
multiplication and / for division if you want.

>
```

Learn to code

Codecademy is the easiest way to learn how to code. It's interactive, fun, and you can do it with your friends.

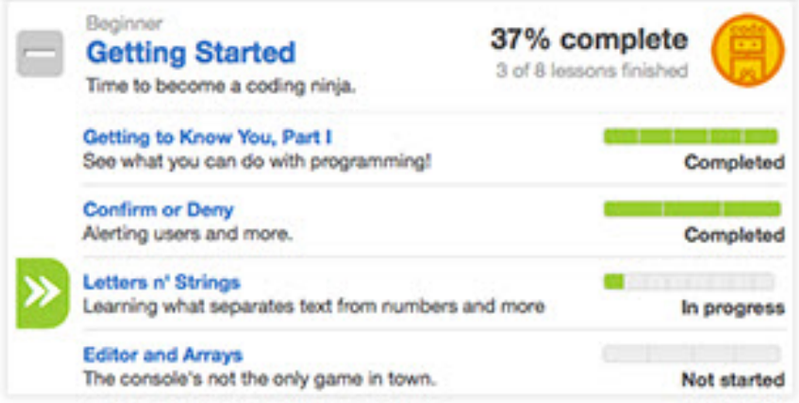
Get Started
(it's free)

learn - codecademy

```
var codeMaster = false;

if ( codeMaster === false ) {
  print( "Use Codecademy to start on \
          the path to becoming a better \
          programmer" );
}
else {
  print( "Hone your skills or help teach \
          the craft" );

}
```



Program Websites and More

Learning with Codecademy will put you on the path to building great websites, games, and apps.

Learn with Friends

Keep tabs on your friends' progress and make sure you're learning more - faster!

Track and Share Your Progress

Start learning - and don't stop. See how fast you're learning and stay motivated.

Grab The Viking By The Horns

MoFo Insider Awards

share it!

Chaotic Ball of Energy

MoFo Insider Awards

shar

Science Journalist

National Writing Project

share it!

Javascript Expert

Peer 2 Peer University

shar

OpenBadges - Mozilla

Video Editor

National Writing Project

share it!

Accessibility Expert

Peer 2 Peer University

shar

work out - NextJump

stackoverflow

Nick Berardi 1,000 • 8 logout about

Questions Tags Users Badges

This is a (mostly) feature-complete beta. Found a bug? Want to make a feature reque

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Get answers

Stack Overflo for programm platform or la share your so expertise! No account is rec

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Zap Alias

PROGRESSIVE AUTOMOTIVE XPRIZE

Team Location:
Santa Rosa, California

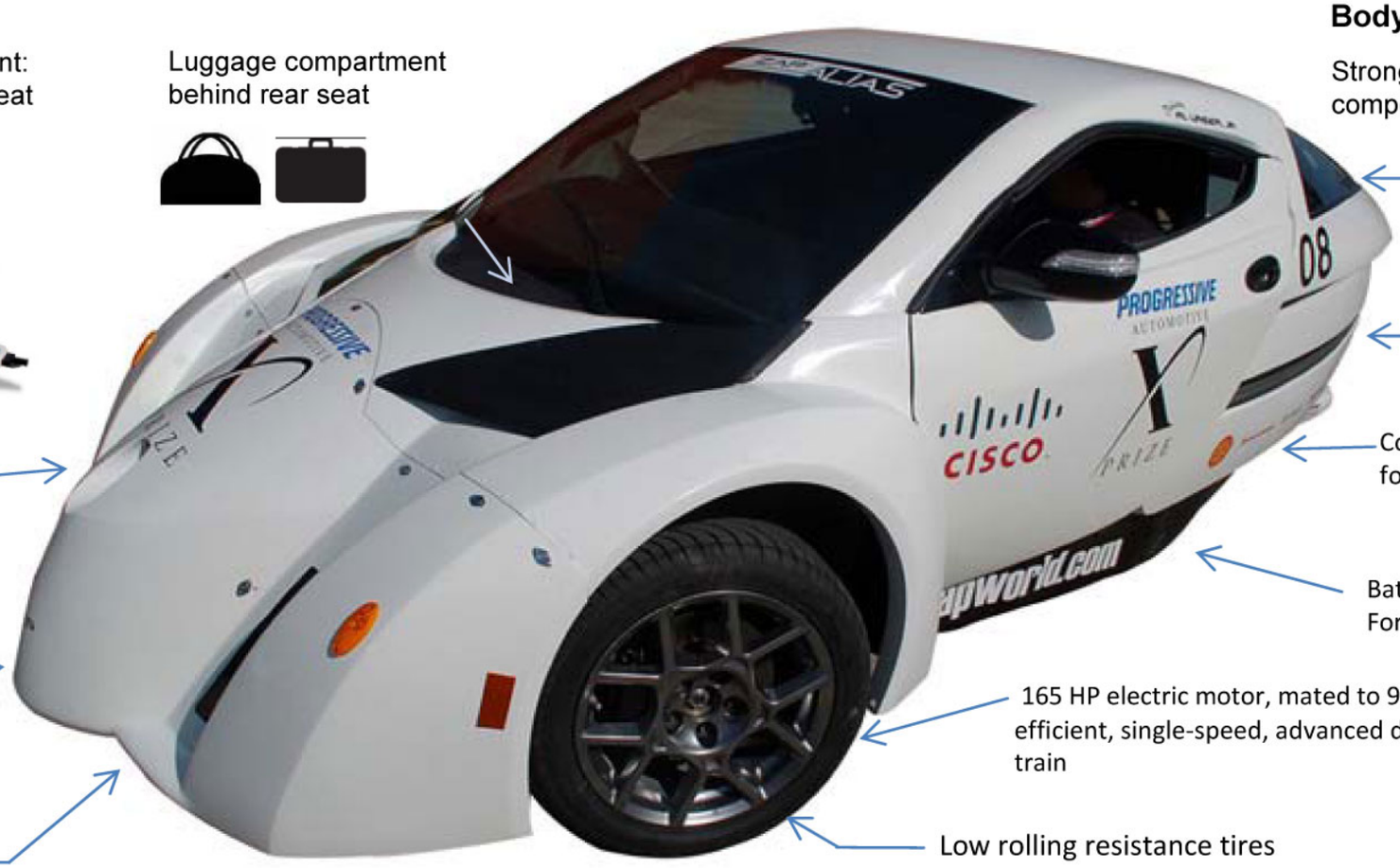
- Alternative Class – Side by Side Seating
- Battery Electric Vehicle (New)

124MPGe*

Interior

2-3 passenger seating arrangement: Two side by side in front, center seat in rear

Luggage compartment behind rear seat



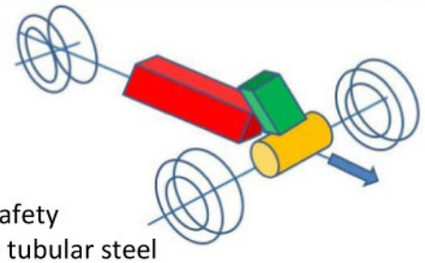
High efficiency Xenon headlamp

Advanced three wheeled design allows fast track, cost-effective certification, and shortened time to production

Advanced Lithium batteries with microprocessor BMS, located for optimal safety and handling

Body / Chassis

Strong, lightweight composite body



NASCAR style safety cage built from tubular steel

Futuristic styling for marketability

Components designed for ease in manufacturing

Battery box positioned For optimal handling

165 HP electric motor, mated to 90% efficient, single-speed, advanced drive train

Low rolling resistance tires

Third seat in rear

Powertrain

Battery Maker:
Chemistry:
Battery Capacity: 3[illegible] kWh
Controller:
UQM 125 kW

Electric Motor:
UQM
[illegible] HP
Time to charge
[illegible] hrs
[illegible]v: 2 hrs
440v: 45 minutes

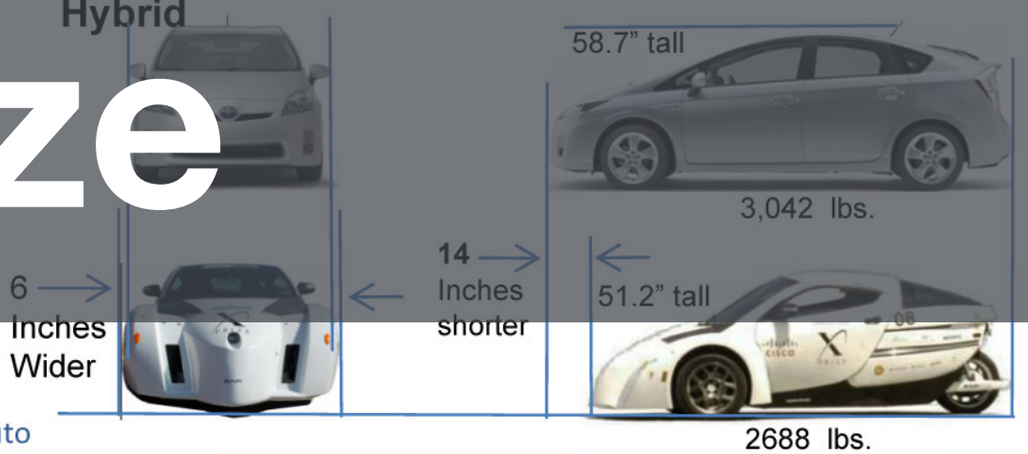
Development Status

Pre-Production Prototype

Performance

Top speed: 100 MPH
Range: 10[illegible] m

Size and weight and comparison with Toyota Prius Hybrid



design - xprize

For more info: www.zapworld.com

Thanks to : UQM, Firestone, Al Unser Jr., Speedway Tire & Auto

STATUS

ACCESS

POWER

STUFF

our future

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