Gamification is:

"Applying game design in non game context to overcome challenges and engage audiences"

Gamification is Everywhere

*City 1: a game for city managers to practice solving city problems

*Energy Orb – glows different colours

*Fold-it: players solve scientific problems

*Department of Work in pensions in UK : Idea street

*Fleet Trucks: Software curbs idling

*Asthma Inhaler: Managing asthma through gamification

*Quirky: consumer product company

Game Stats: What do you think?

Game Play Data: Canada

What percentage of Canadians play digital games?

What is the average age of a game player?

What percentage of gamers are female?

Game Stats: Were you right?
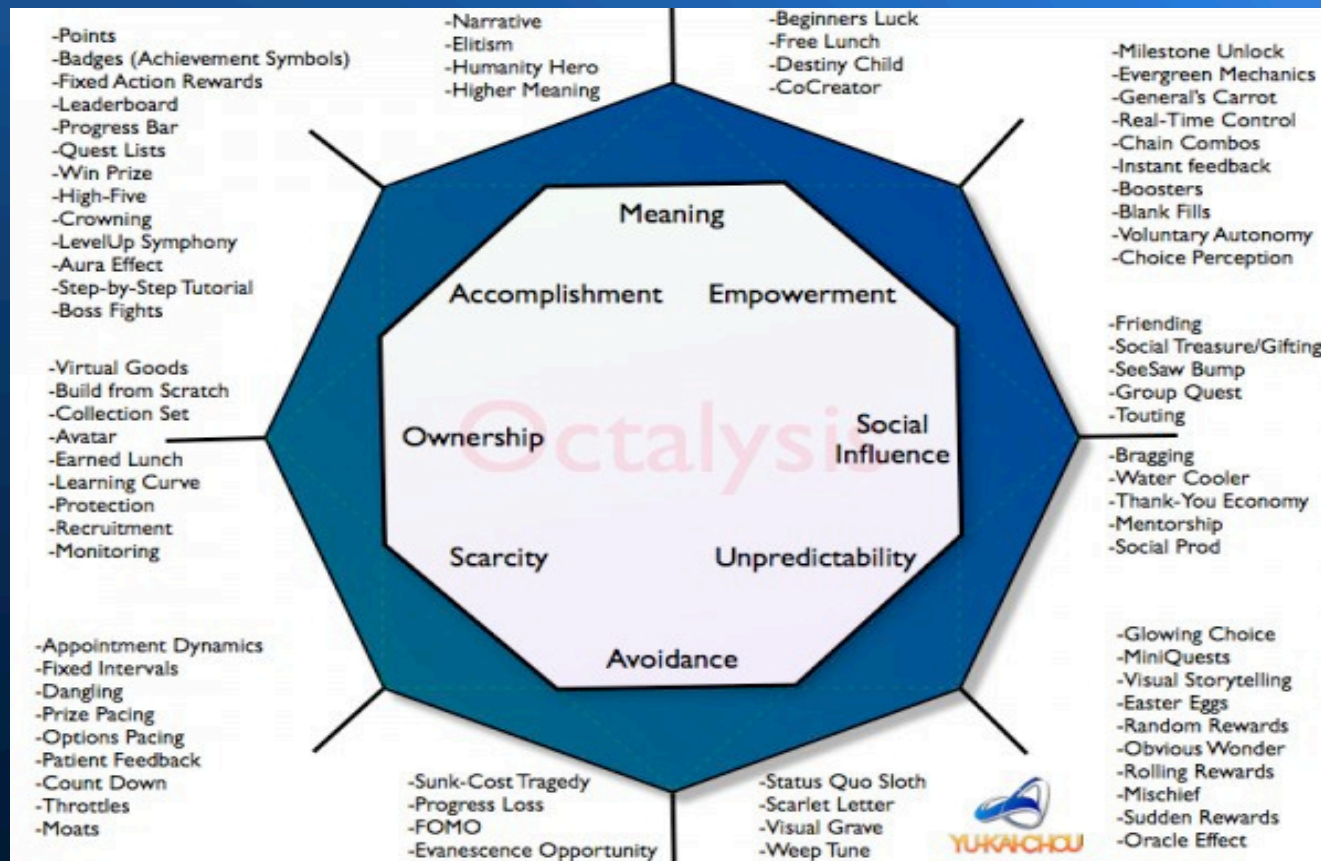
Game Play Stats - Canada

*19 million Canadians are gamers - 54% of population

*The average age of a player is 33 years old

*52% male 48% female

*65% gaming projects created are now for mobile

*3 billion dollar industry up 31% since 2013

(13.3 billion in US)

Source: 2015 Entertainment Software Association of Canada

Principles of Gamification

*Connected to Passion, Purpose, Meaning for the User

*Status and Reputation

*Story Immersive

*Creating Solutions and Solving Puzzles

*Mastery: Elevating Learning and Comprehension

*Keep Autonomy: Free Space to Play, Customization

*Vary Challenges, Increase Complexity, Escalation

*Parallel the Concept of Flow (*Mihaly* Csikszentmihalyi)

*Provide Massive Positive Feedback

*Create Relatedness: Teams, Comments, Shares

*UX: know your user, get feedback: prototype, playtest, pivot

Yu-kai Chou: Octalysis

Quantified Self Movement

Quantified Self:
Self-knowledge through self-tracking

*69% of adults track a health indicator for themselves or others
*34% of individuals who track use non-technological methods
such as notebooks or journals
*21% of individuals who track use at least one form of technology
such as apps or devices.
(Pew Research 2013)

Quantified Self: for tracking happiness and mood

www.happify.com
www.moodscope.com
www.moodpanda.com
www.moodjam.com
www.askmeevery.com
www.mercuryapp.com
www.trackyourhappiness.org

Why is gamification and QS important to Positive Psychology?

Happiness is a habit.

By practicing principles from Positive Psychology daily... such as gratitude, mindfulness, optimism, and kindness, we reinforce our own happiness.

# Important Strategies for Digital Media Success

*Content is not king: story is
*Mobile is here
*Relationships building is crucial: give your best
    content away for free at the beginning
*Integrate your message, don't interupt
*360, virtual Reality and augmented reality
    is here to stay
*Social Media is a requirement
*Micro content and live video is trending big
*Your data base list is priority number one

Neurotechnology

*Brain Computer Interfaces (BCIs)

*Cognitive Training Videogames

*Brain-responsive computing systems

*Virtual Reality treatments in conjunction with EEG or Transcranial Direct Current Stimulation (tDCS)

*Mindfulness Based Wearables
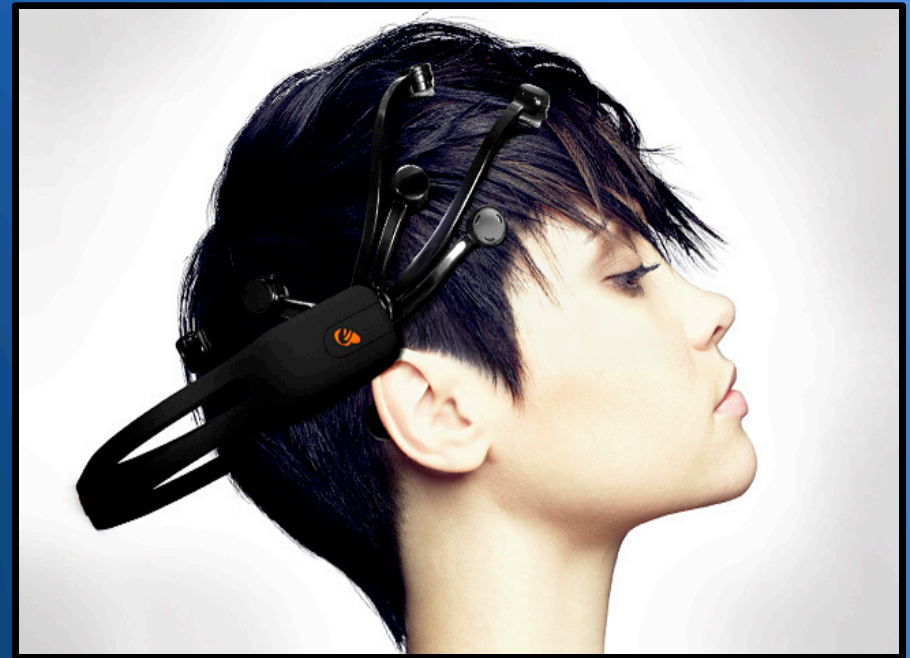
Emerging Neuro Industry

www.neurogamingconf.com

Experiential Technology "XTech" is technology that directly influences the human experience. XTech products combine digital technology with advances in neuroscience to improve human performance.

www.neurotechx.com

Neurotechnology is concerned with electronic and engineering methods of visualizing, understanding, controlling and improving the brain including various aspects of consciousness, thought, and higher order activities of brain function.

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