

DOING THE RIGHT THING; GAMIFICATION AS A MEANS TO TUNING HUMAN BEHAVIOR

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REVIEW

The article could function as an introductory chapter to the book, since it is introducing a number of triggering concepts, in such a way that it is readable for a lay audience.

The reviewers had two main remarks:

The discussion on maps and their definitions provided by the authors could be challenged with the view on maps as defined and perceived by geographers. We suggest the authors to explore definitions of maps in other areas; for example cartography and geography in order to achieve a more distinctive view / definition. A great variety of different maps (topographic, thematic,...) maps exist and the definition/description used in this paper seem to be too general and not always true. Check some other definitions!

The article is very optimistic on the potential of gamification. The authors do include some criticism regarding the ownership of data. We suggest to include yet another point of critique, namely the issue of pointsification or datafication – claiming that the inclusion of points and leaderboards suggest that all activities can be quantified and subsequently improved. An interesting reference in this respect is: Dragona, D. (2014) Counter-gamification: emerging tactics and practices against the rule of numbers, in: M. Fuchs, S. Fizek, P. Ruffino and N. Schrape (Eds.) *Rethinking Gamification*, pp. 227–250. Germany: Meson Press.

Finally, a (minor) comment regarding learning. An important feature of learning is ‘debriefing’. Debriefing usually takes place after playing the game. Preferably in group. To reflect upon the gameplay and to frame the game results within a bigger picture. It is during the debriefing that an important part of the learning takes place. The authors suggest that learning (only?) takes place during the gameplay (instead of during the debriefing).

Reference: Kapp, K. (2012) *The Gamification of Learning and Instruction: Game-based Methods and Strategies for Training and Education*. Pfeiffer Publisher: San Francisco.

Please add an abstract describing your chapter and add up to 5 key-words. The abstract should be max 200 words long.

Good luck! We are looking forward to the revised version of your chapter!