

persuasive play

today

- when I say persuasion, I talk politics, too**
- against processes**
- anatomic lessons**
- tech for thought**

- designed instruments can do politics**
- we can design for reflection**
- but what do we mean? how does this work?**

The Arts



Political Arts



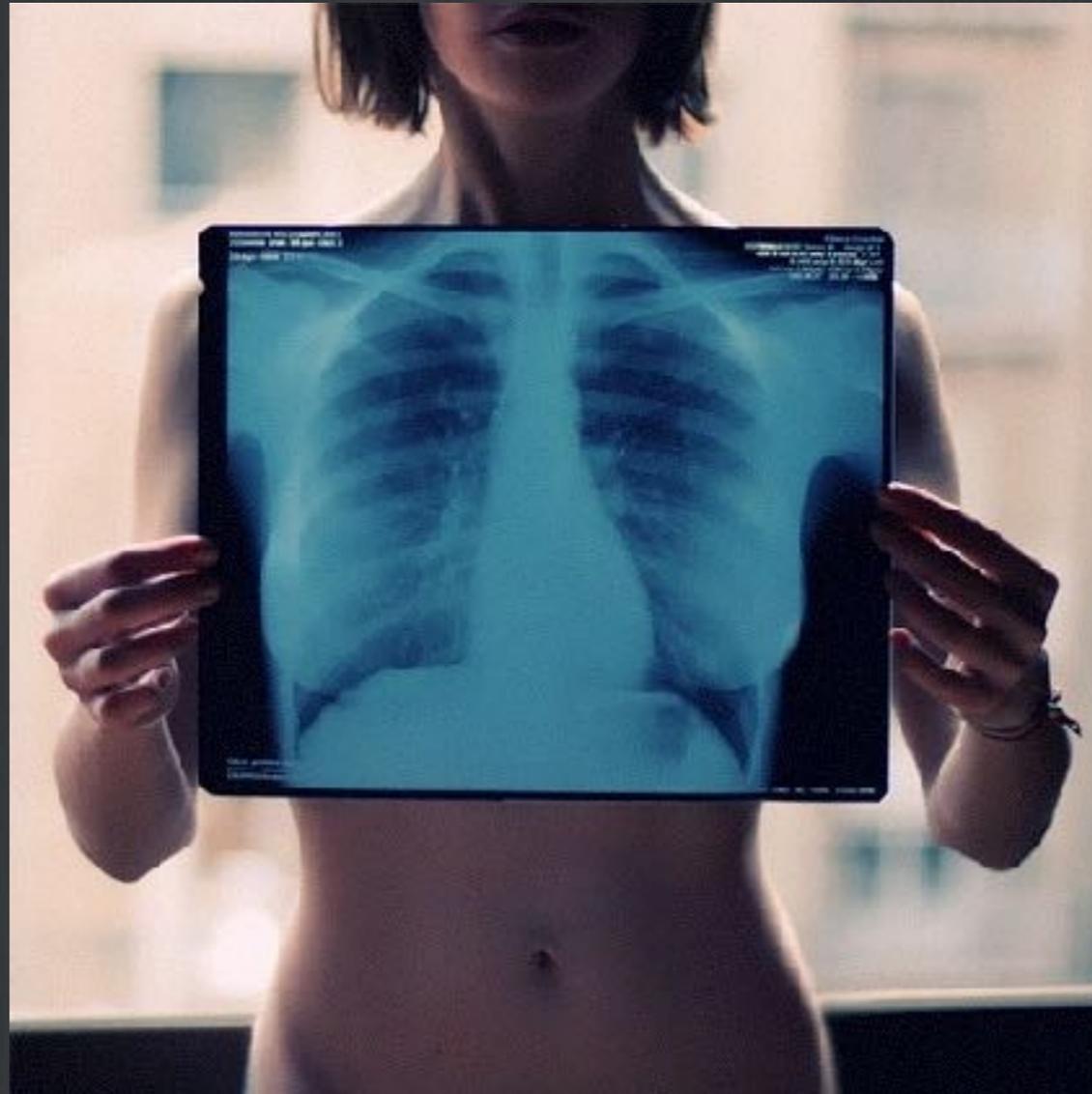
So what do we mean by persuasive play?



- When we play, we are open to engage with activities outside of the ordinary realm;
- but we take that engagement seriously.
- Persuasive play makes use of that dialogue to communicate a specific message (political, educational).

Some easy problems

intrinsic vs. extrinsic rewards



gaming the game

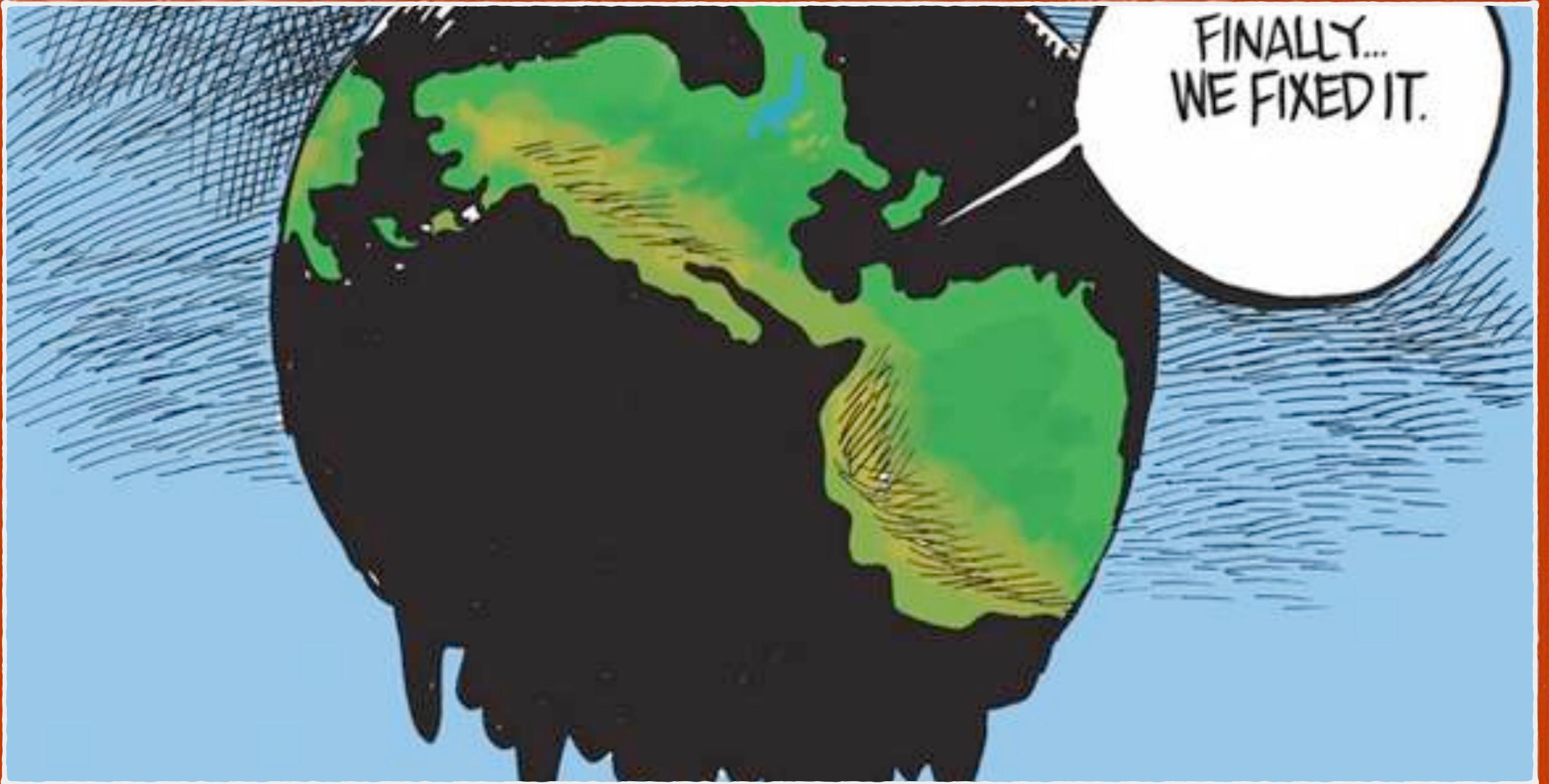


Playfulness against



- instrumental play.
- system-centered design.
- designer-centered design.

gamification



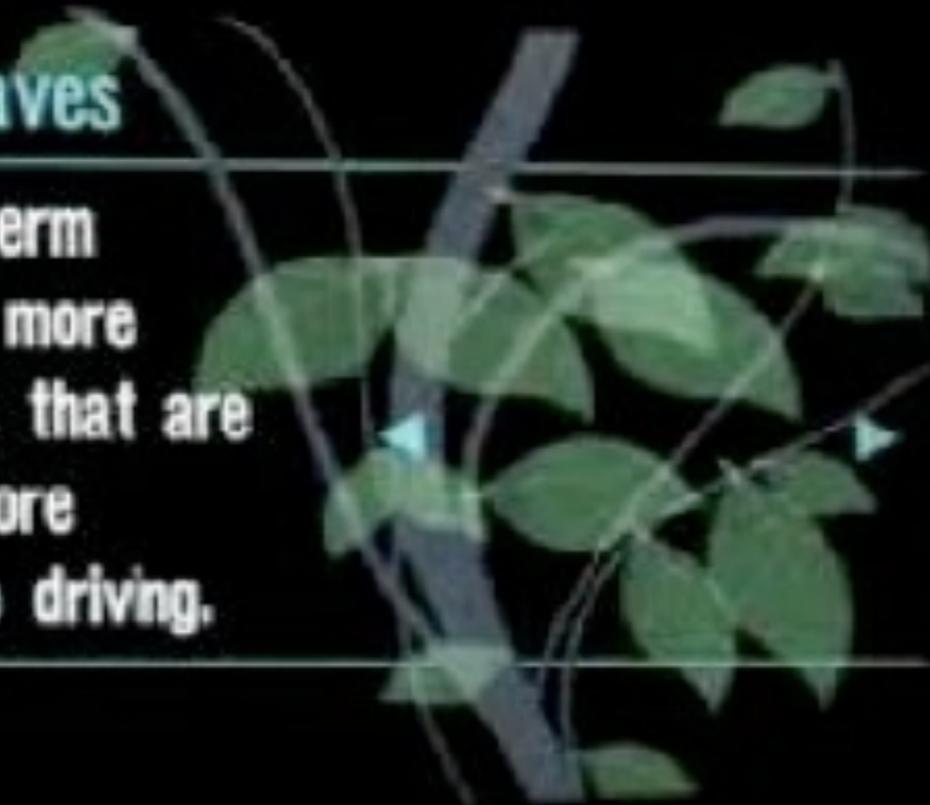
make saving fuel playful



Efficiency Leaves

Indicates short term efficiency. The more leaves and vines that are displayed, the more efficiently you're driving.

▼ 1 of 5



The Flower and the Wheels

Schell's dystopia



- **In the future, activities will be rewarded with points.**
- **Game designers will actually engineer human behavior outside of games.**

McGonigal's reality



- McGonigal essentially claims that games can help solve social problems.
- When we play games, we gain positive traits and learn skills.
- If we layer the world with games, we will 'fix' reality.

W T F

Gamification

The trend/process/technique of adding game design elements to real worlds/services to enjoy the benefits of games outside the domain of games.





let's gamify airport security!



how is that playful?

Back to our basics



- Play is what matters.
- Games are just an instrument for play, for a particular type of play, with particular requirements.
- Using game design does not necessarily bring the benefits of “games” to services.

Playfulness against



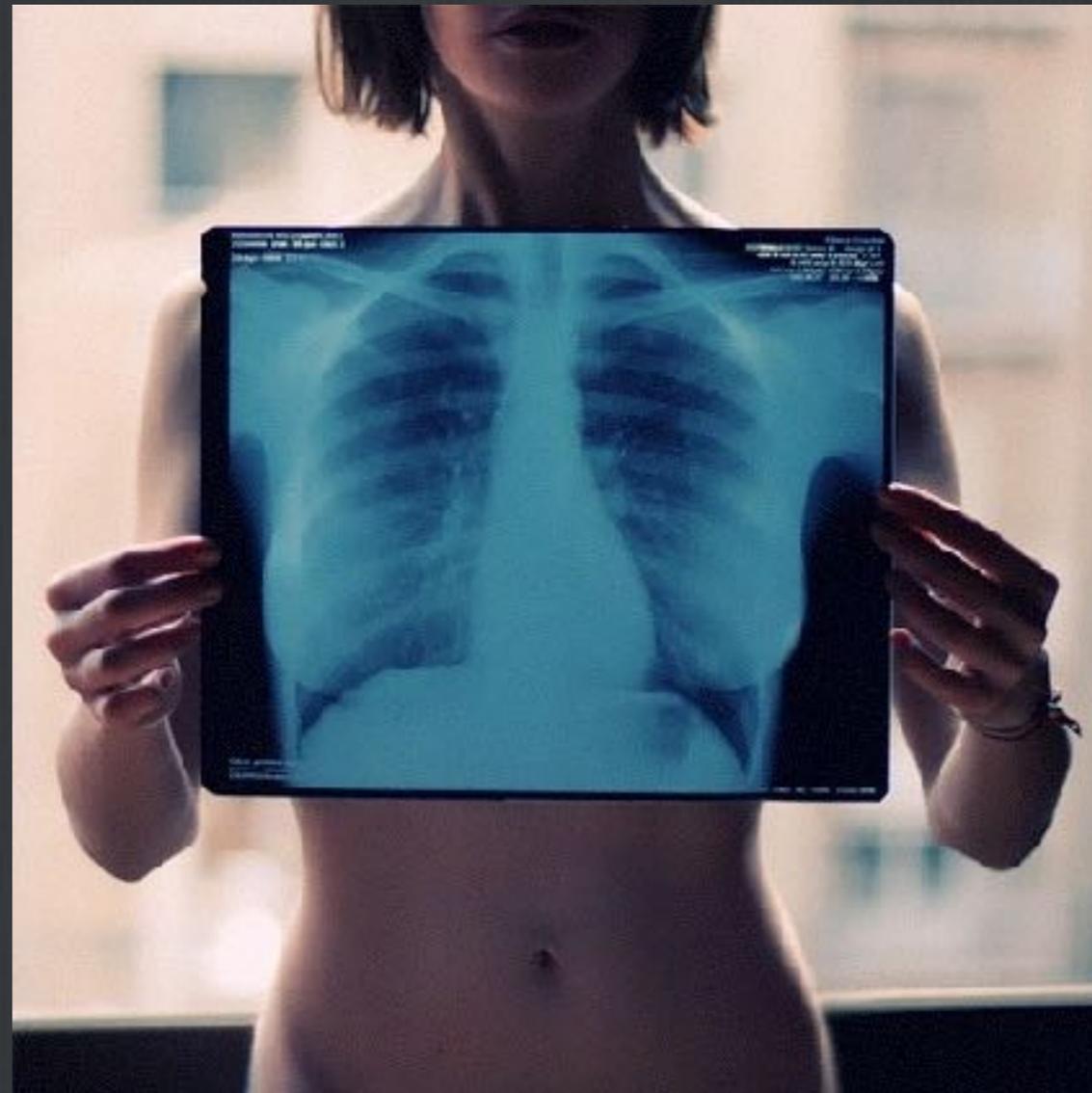
- instrumental play.
- system-centered design.
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Against gamification



- There's nothing wrong in trying to bring play into services.
- But there are inherent risks in bringing game design without thinking it through.

intrinsic vs. extrinsic rewards



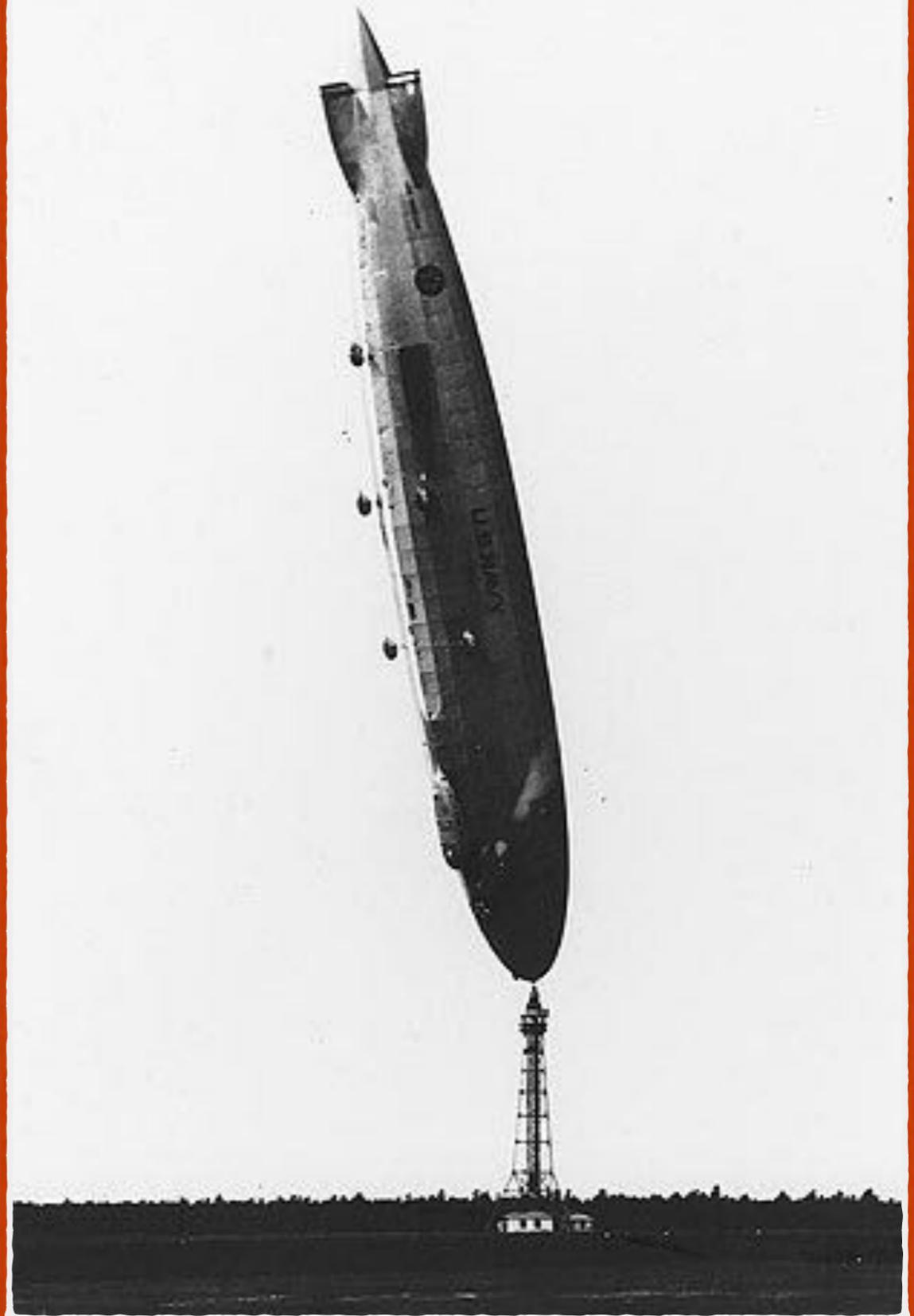
gaming the game



A better gamification

... starts by getting rid of gamification.
then, we start thinking about playful
services,
and we add what we can from games.

Photo # NH 84568 USS Los Angeles stands on end, 25 August 1927



Adding from games?

we need games, on occasions, to set a
frame.

people know how to play with games, so use
games when you need to make sure that
people will be playful,



Why play?



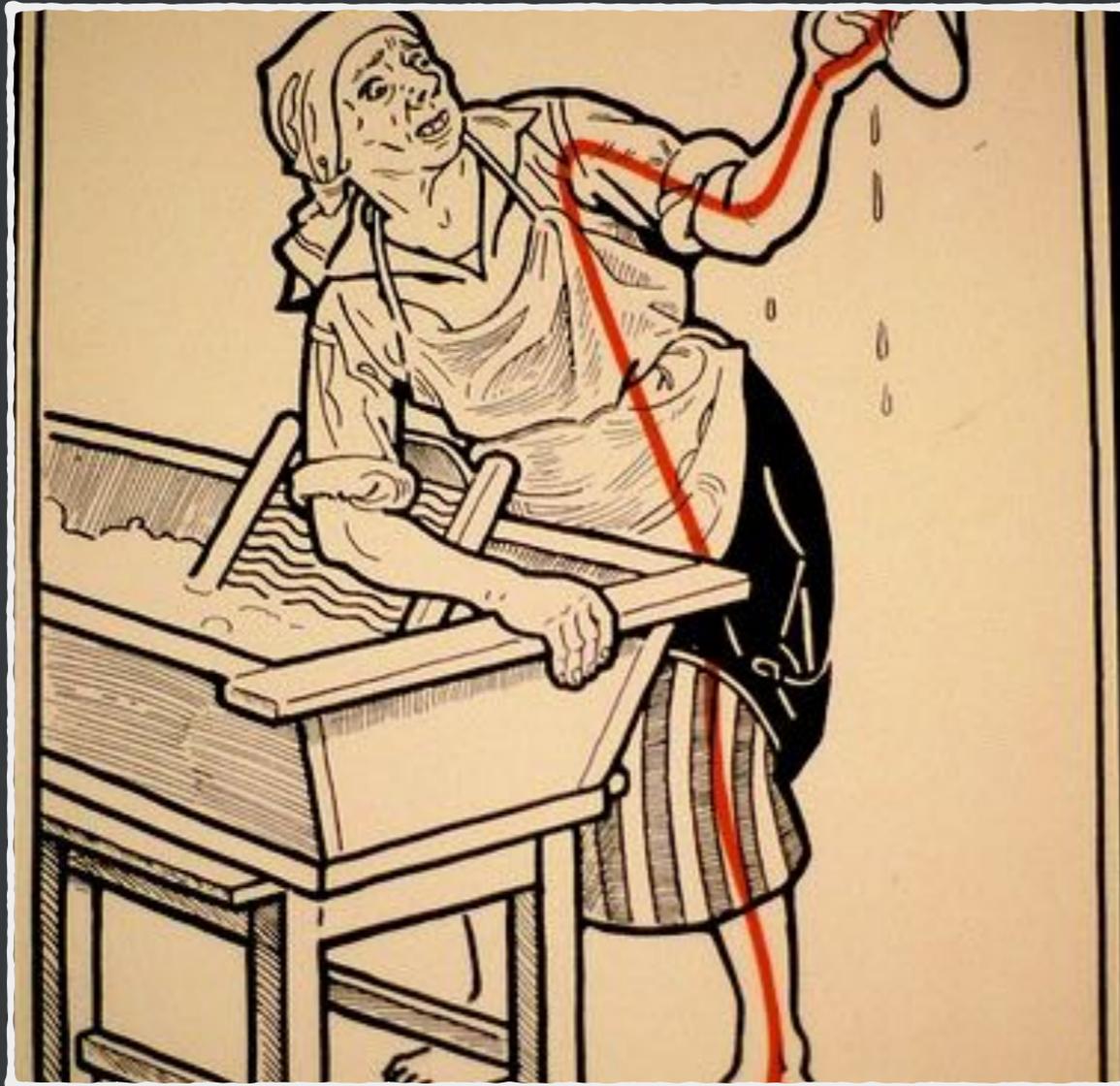
- Appropriation**
- Emotional engagement**
- Creativity**
- Community**

Slow technologies



- Against the assault of efficiency,
- slow down the process,
- make the user think about the meaning, consequences, and actions involved in performing a task.

User unfriendliness



- We are obsessed with making objects invisible.
- Make objects visible.
- Make the processes visible.
- Make the consequences visible, through the object.

Ephemeral objects



- Persuasive play comes from ephemeral objects.
- Otherwise, you're preaching.
- Let a user engage with an activity, be persuaded, and let them go.

summary

things with meaning have been said

ideas have been presented

knowledge has been disseminated





ERROR