

Banksy

SOCIAL MEDIA & GAMIFICATION

Paul Coulton



Banksy



WTF IS SOCIAL MEDIA?

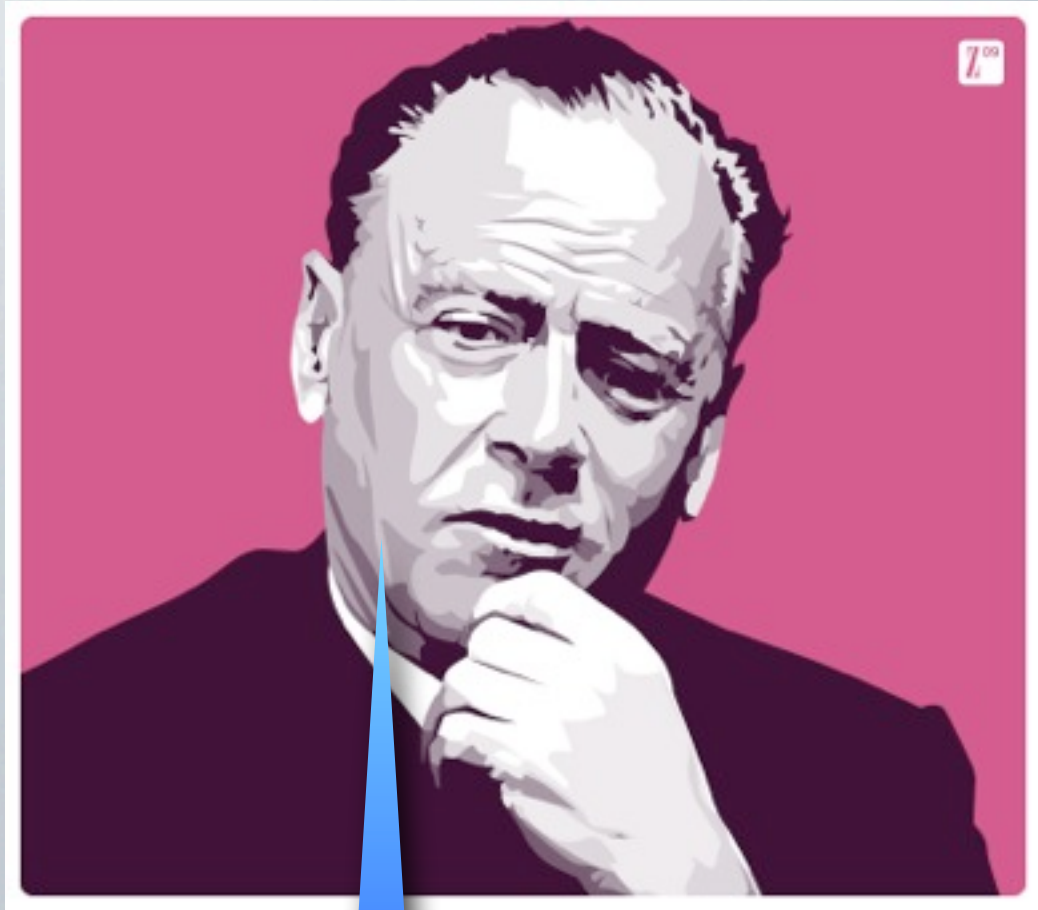
Paul Coulton





THE MEDIUM IS THE MESSAGE

Published 1964

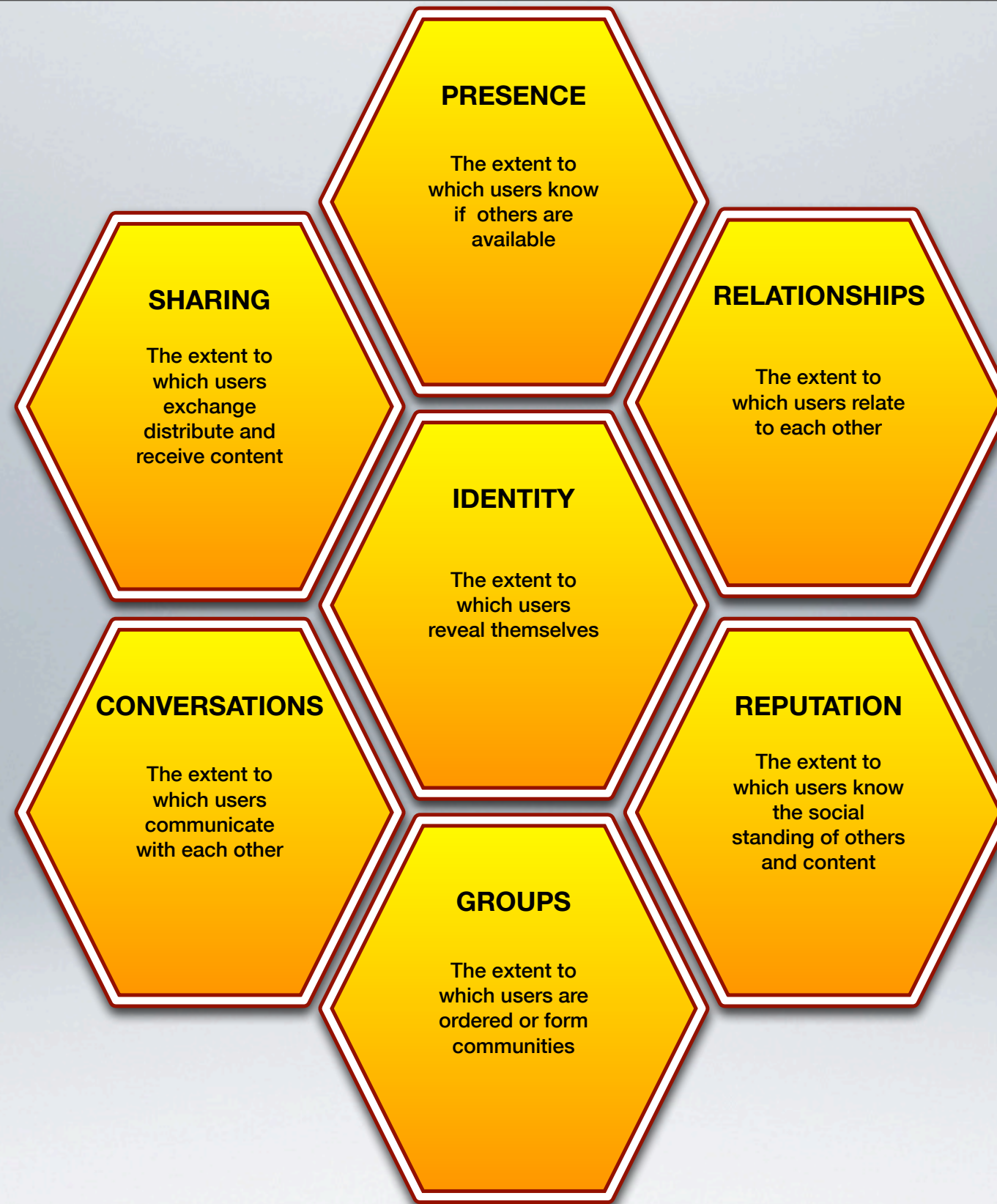


“We become what we behold. We shape our tools, and thereafter our tools shape us.”

THE MEDIUM IS THE MESSAGE

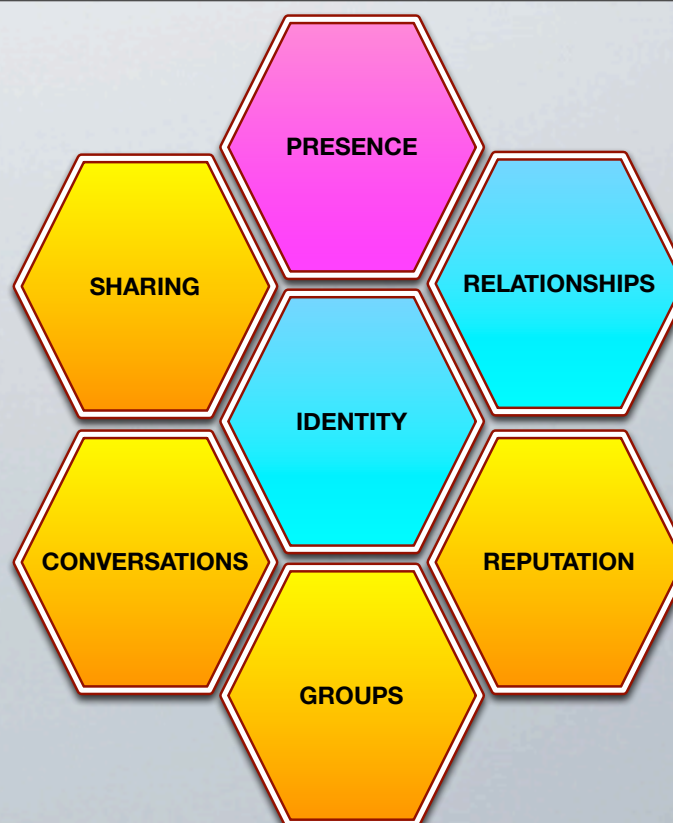
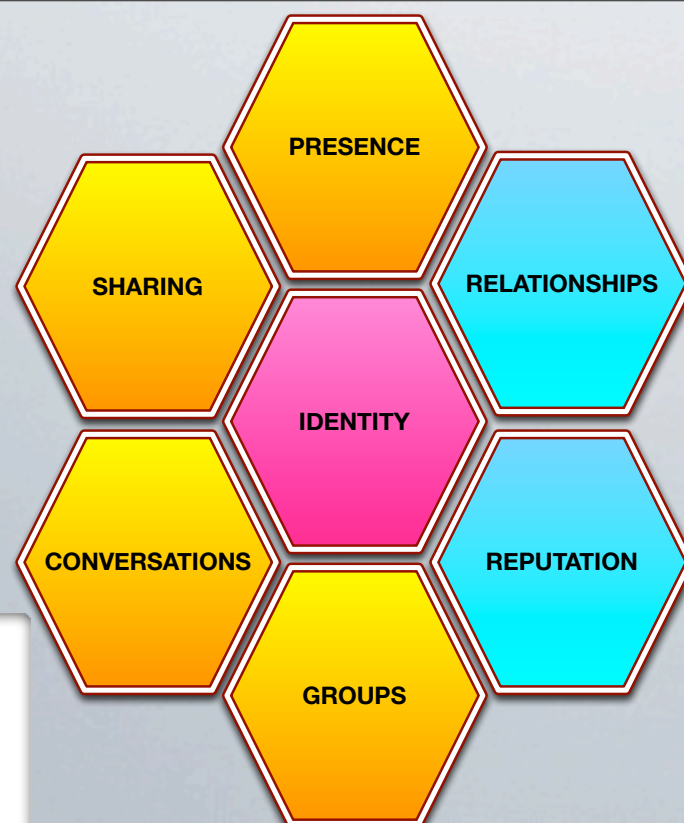
Published 1964

Kietzmann et al
Social media? Get
serious!
Understanding the
functional building
blocks of social
media

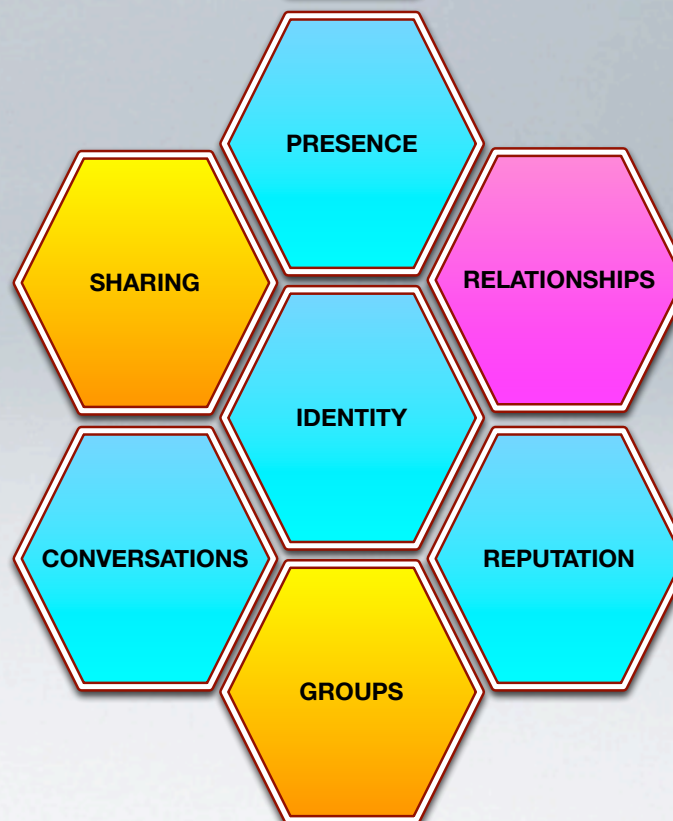
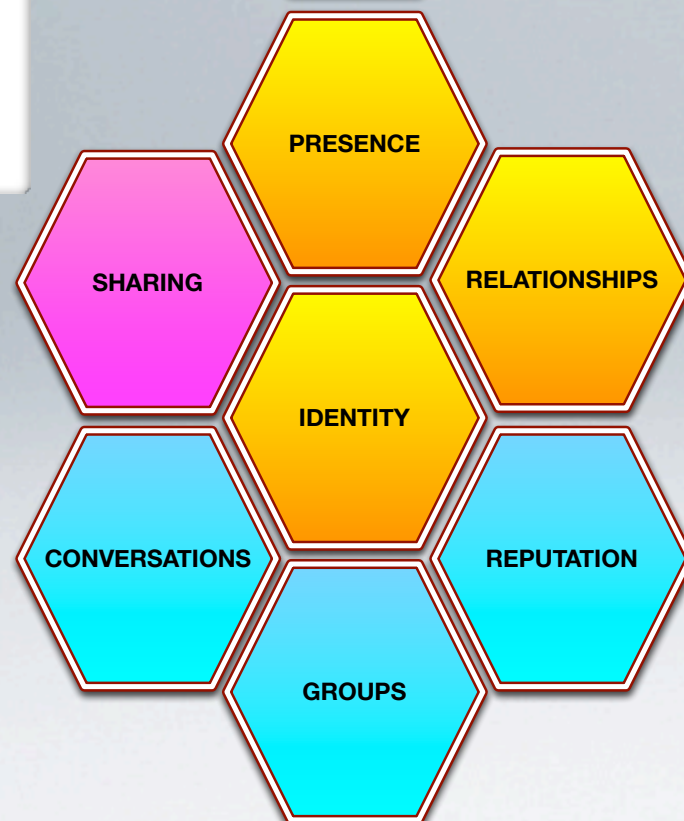


HONEYCOMB OF SOCIAL MEDIA

Social Media Functionality



Kietzmann et al
Social media? Get serious!
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HONEYCOMB OF SOCIAL MEDIA

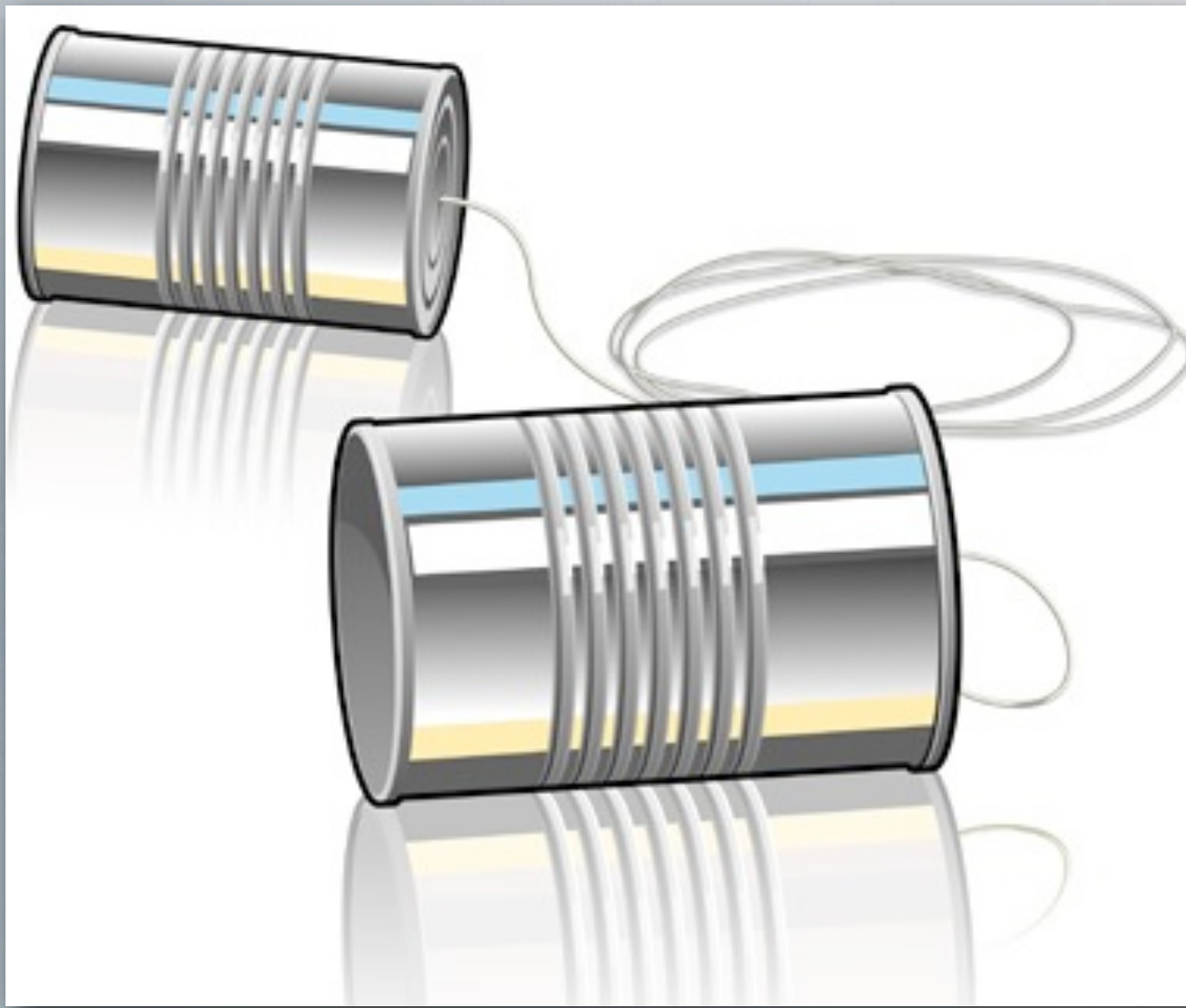
Contrasting the functionalities of different platforms



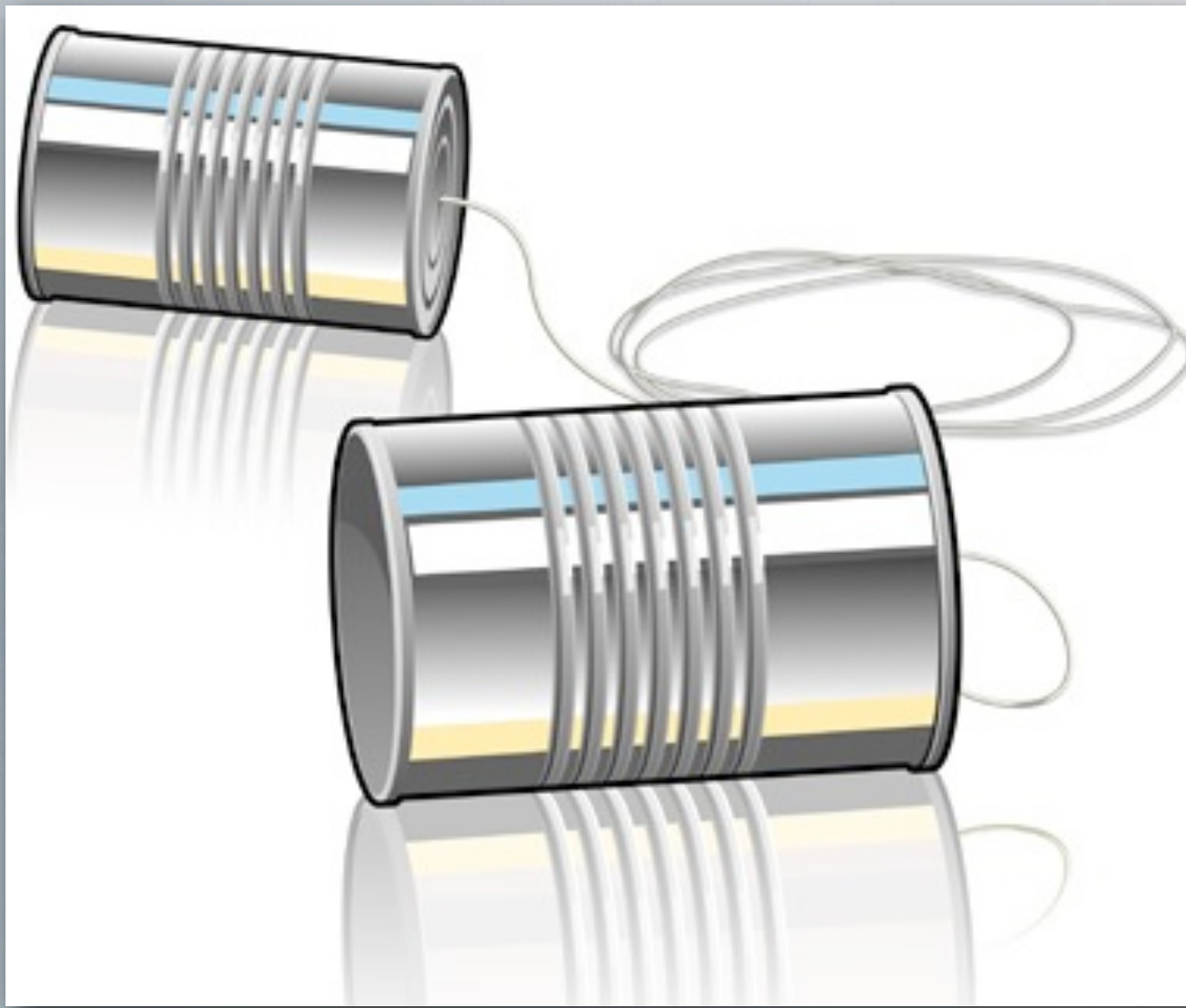
SOCIAL CAPITAL

Fresh Networks

The resources accumulated through the relationships among people.

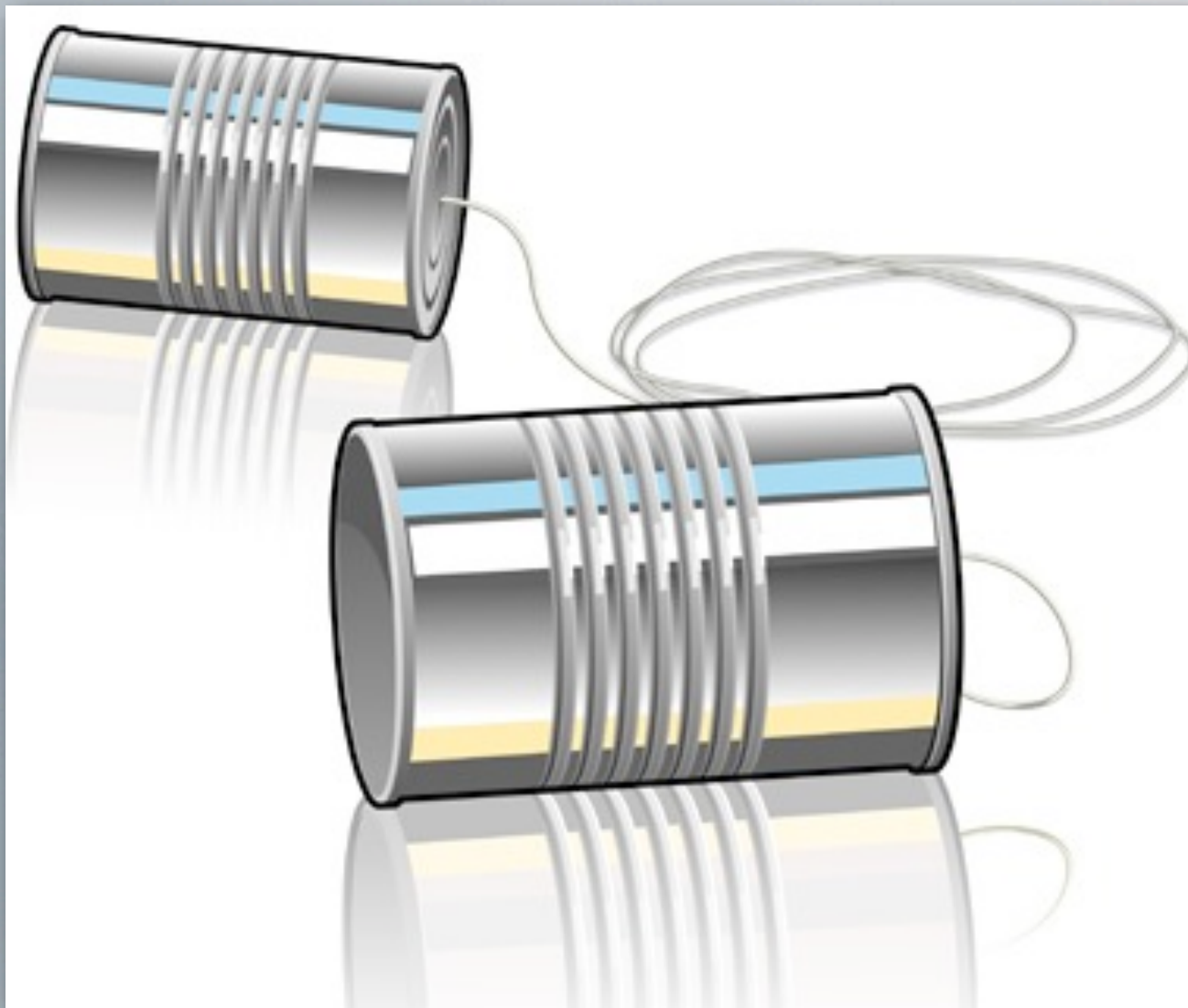


BRIDGING AND BONDING



Linked to what is often termed "weak ties," which are loose connections between individuals who may provide useful information or new perspectives for one another but typically not emotional support

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bonding social capital is found between individuals in tightly-knit, emotionally close relationships, such as family and close friends.

BRIDGING AND BONDING



SHHH!

**TITTLE
TATTLE
LOST THE
BATTLE**



GROOMING AND GOSSIP

Dunbar speculated that as much as 42% of the group's time would have to be devoted to social grooming.



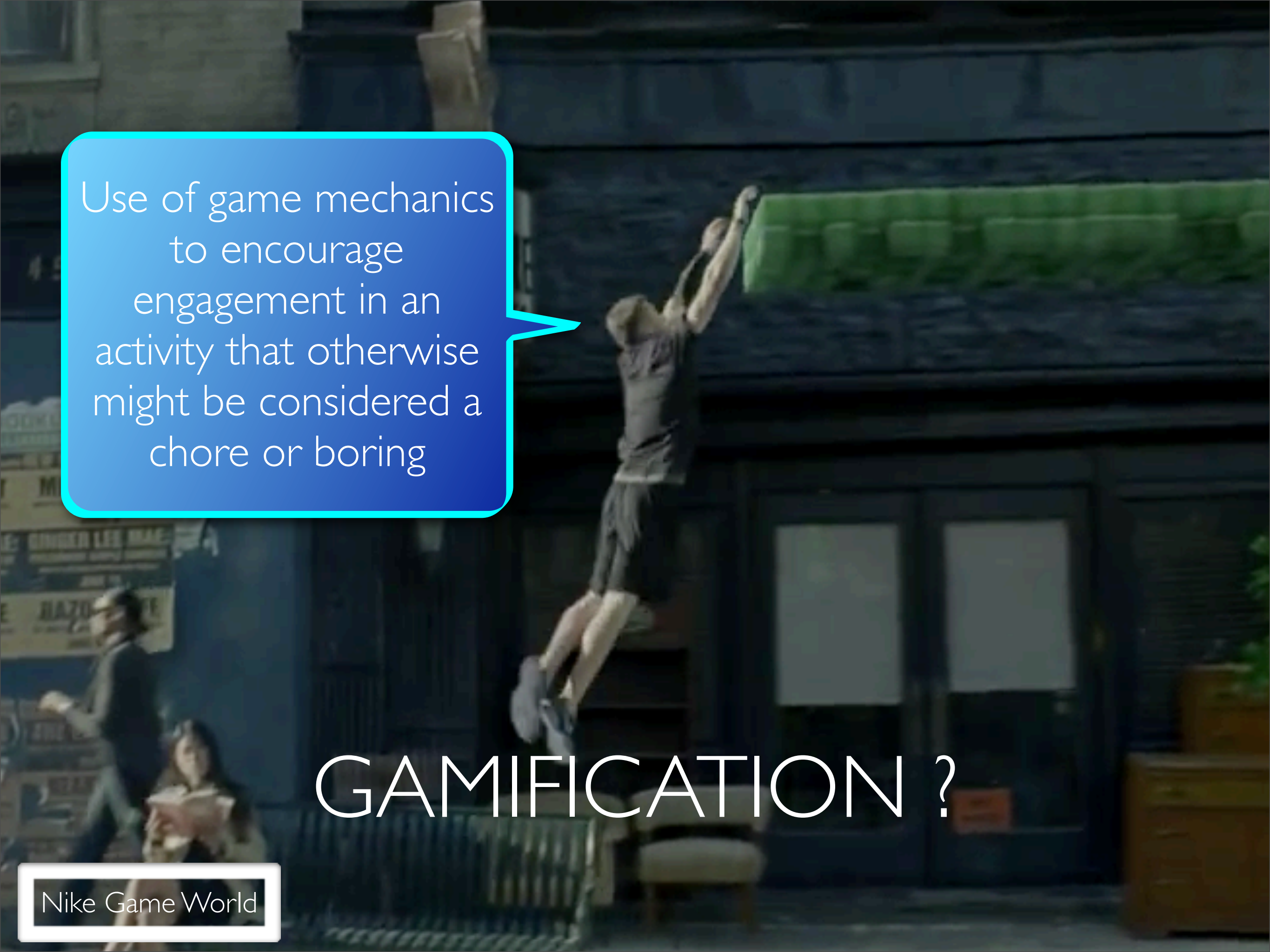
GROOMING AND GOSSIP

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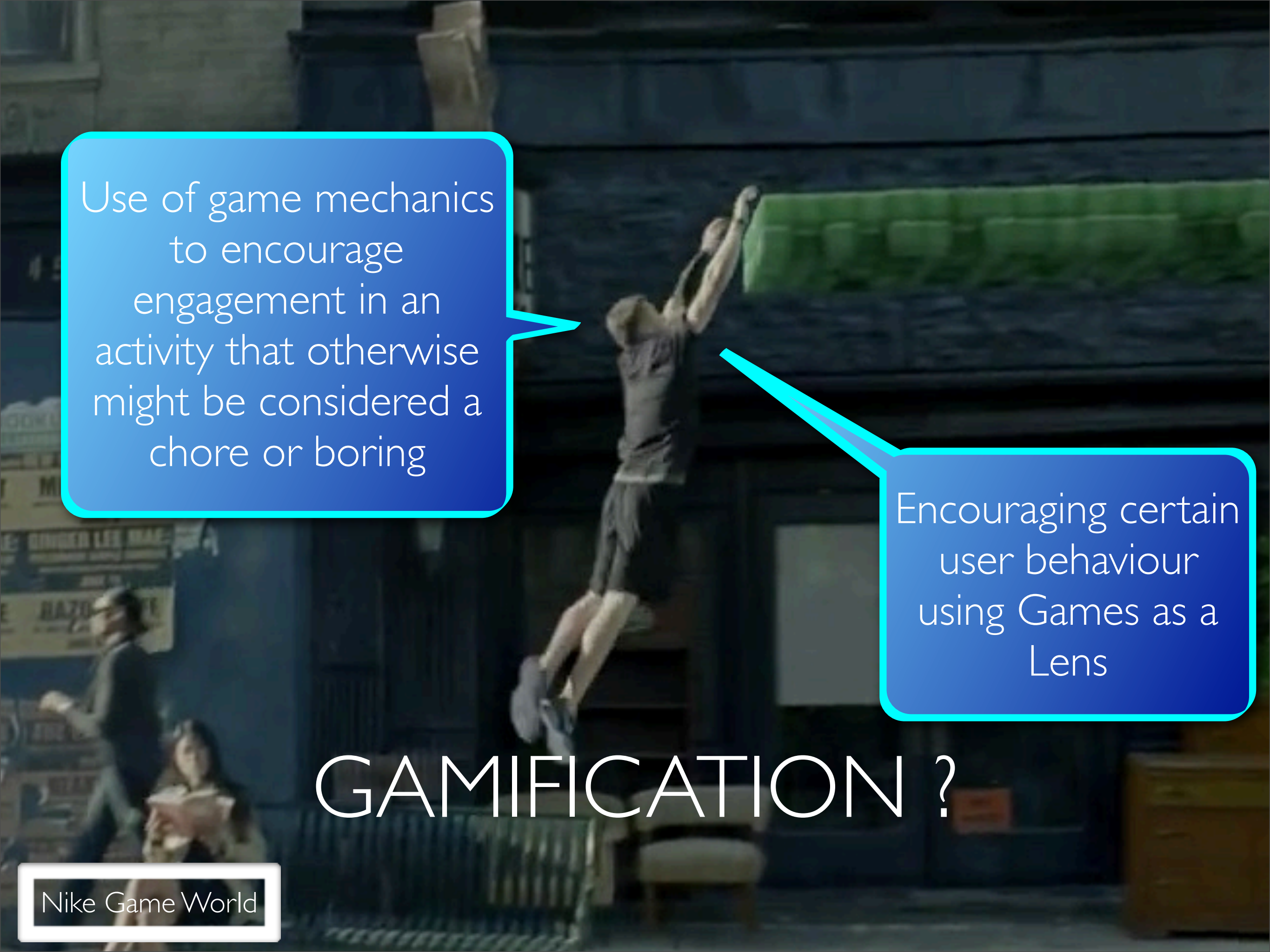
GAMIFICATION ?

Nike Game World

A person in a dark t-shirt and shorts is jumping high in the air, reaching for a large green rectangular block that is floating in the air. The background is a dark, industrial-looking building with a sign that says "GINGER LEE MAE" and "HAZARD". There are other people in the background, one of whom is holding a book. The scene is set in a game-like environment, possibly a virtual world or a themed park.

Use of game mechanics
to encourage
engagement in an
activity that otherwise
might be considered a
chore or boring























GAMIFICATION ?

A person is shown in mid-air, jumping over a green, rectangular obstacle. The background is a dark, textured wall with some posters or signs. The scene is dimly lit, with the person's jump being the central focus. Two blue callout boxes with white text are overlaid on the image. The first box on the left contains text about using game mechanics to encourage engagement. The second box on the right contains text about encouraging user behavior using games as a lens. At the bottom center, the word 'GAMIFICATION?' is written in large white letters. In the bottom left corner, there is a white box containing the text 'Nike Game World'.

Use of game mechanics
to encourage
engagement in an
activity that otherwise
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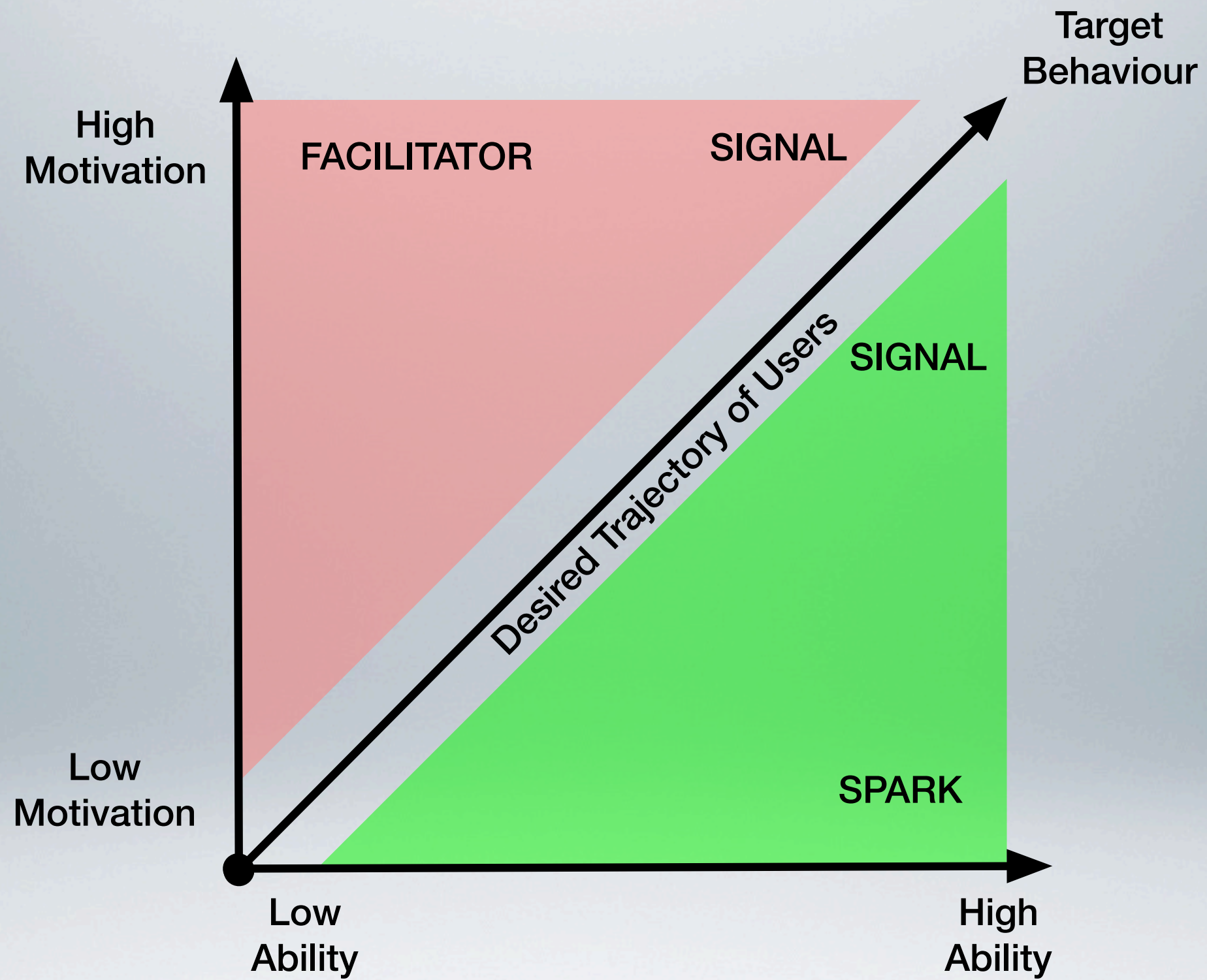
Encouraging certain
user behaviour
using Games as a
Lens

GAMIFICATION ?

	Reward	Status	Achievements	Self Expression	Competition	Altruism
Points						
Levels						
Challenges						
Virtual Goods						
Leader Boards						
Gifting						

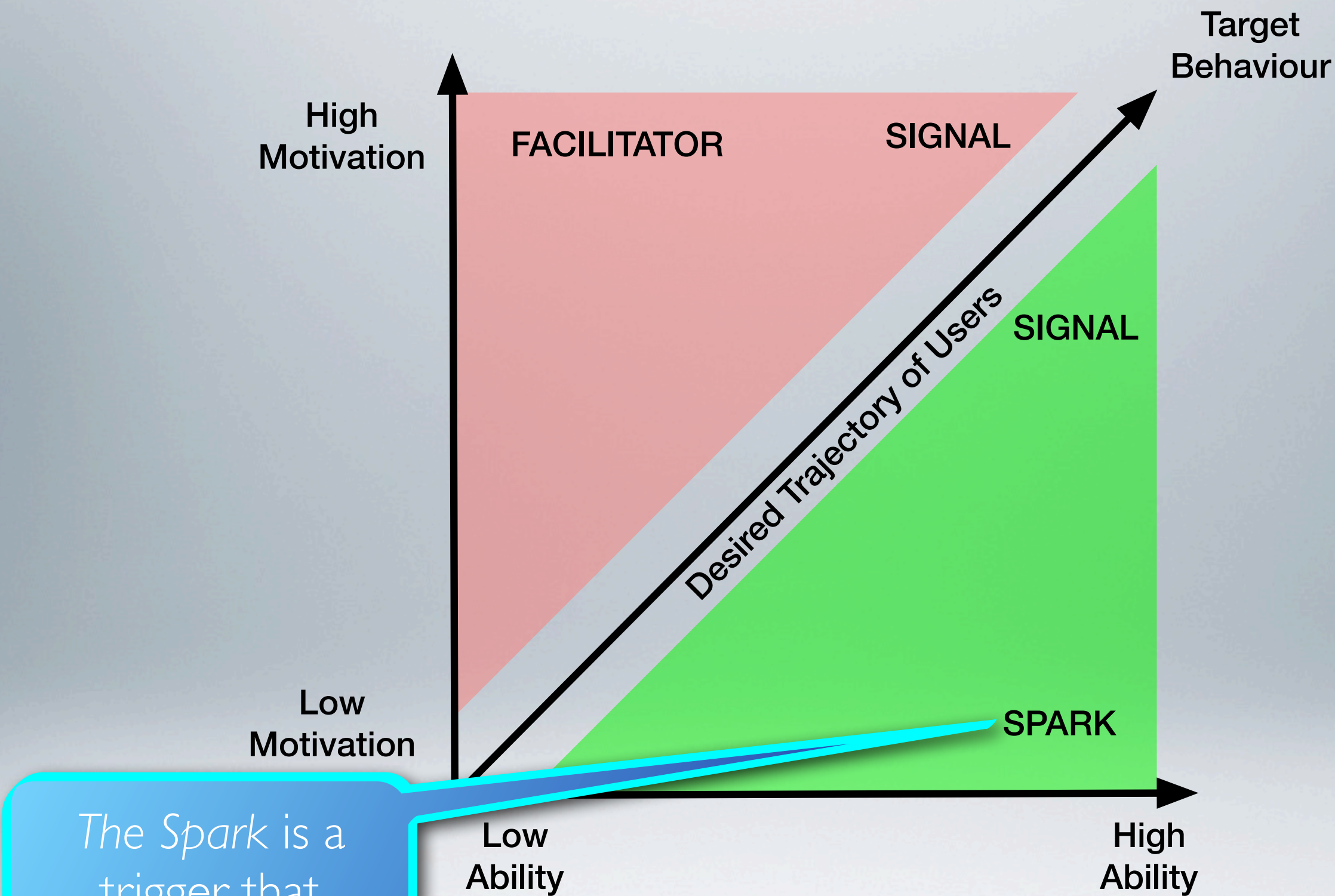


GAMIFIERS HANDBOOK?



PERSUASION

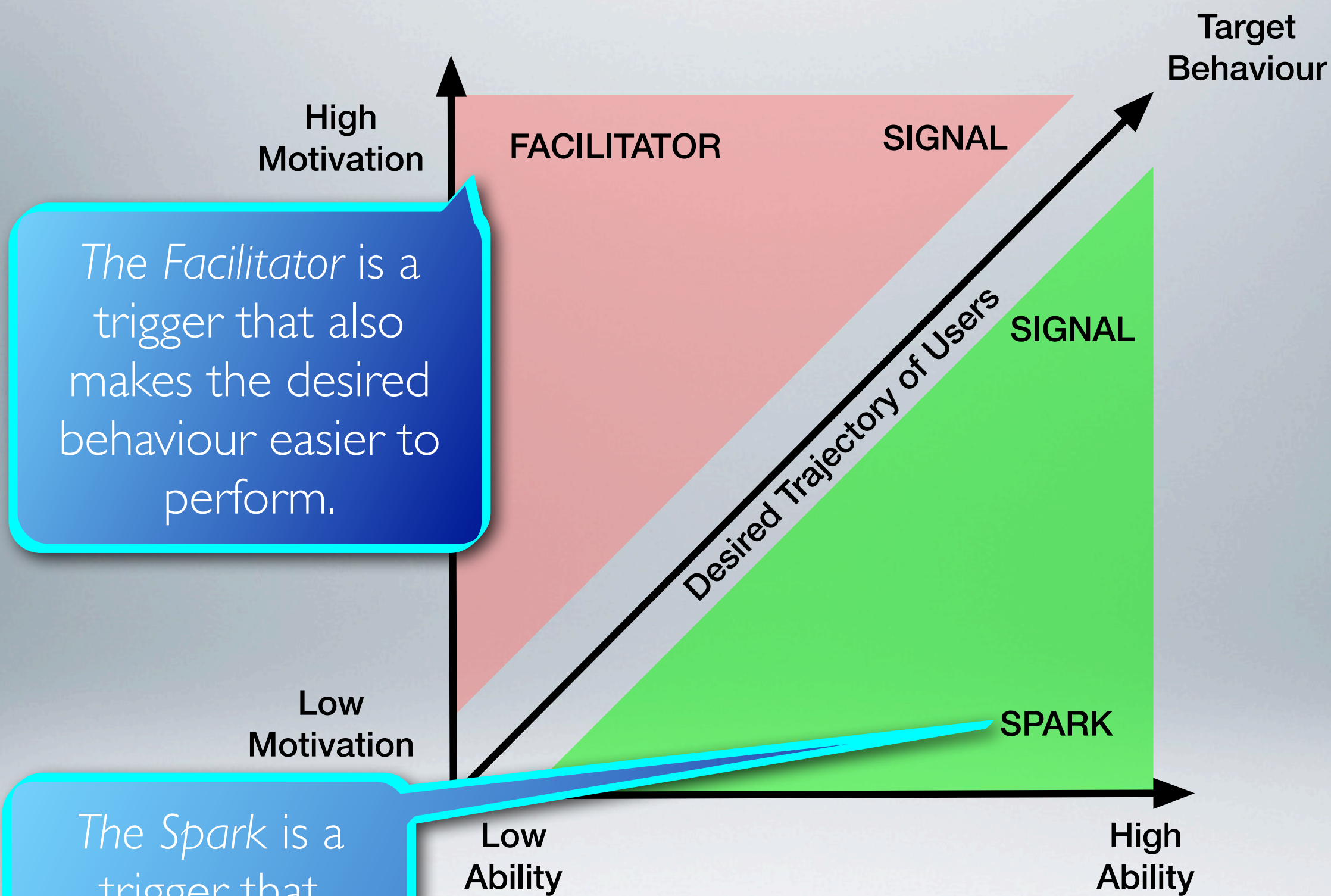
Fogg's Behavioral
Model



The Spark is a trigger that provides the initial inspiration to change behaviour.

PERSUASION

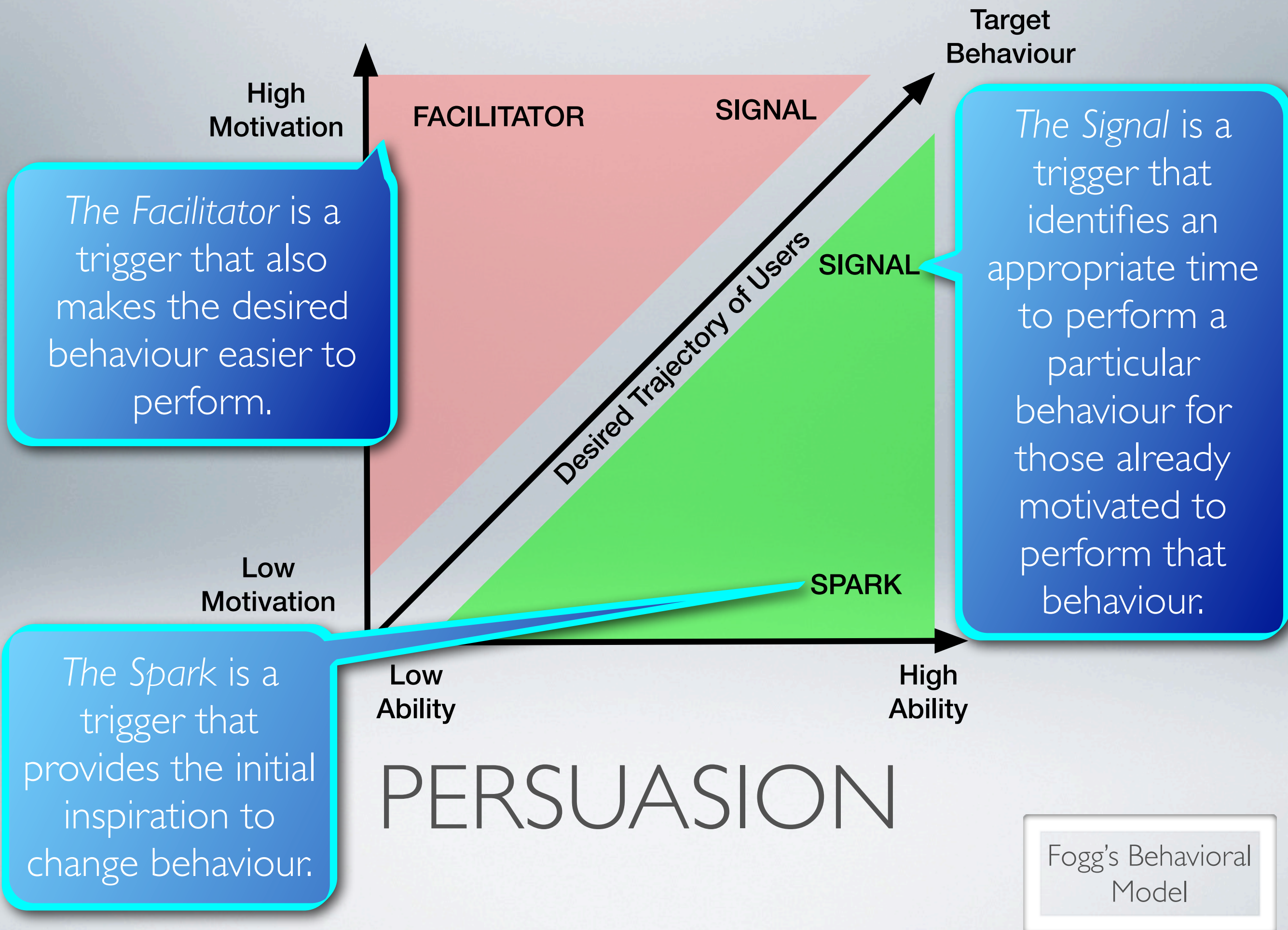
Fogg's Behavioral Model



The Facilitator is a trigger that also makes the desired behaviour easier to perform.

The Spark is a trigger that provides the initial inspiration to change behaviour.

Fogg's Behavioral Model

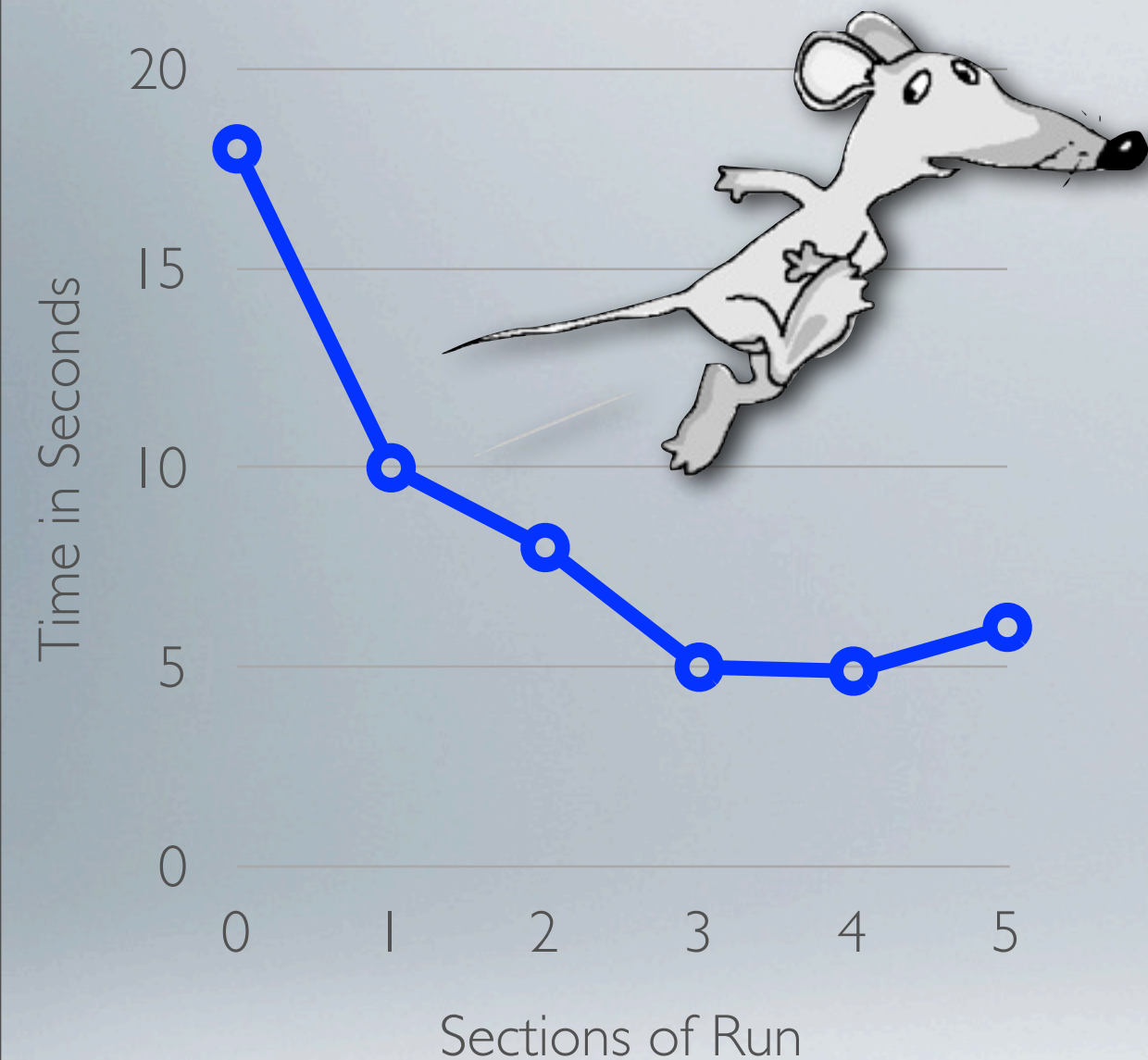


NISSAN ECO PEDAL

When the system is on, "each time the driver steps on the accelerator, a counter push-back control mechanism is activated if the system detects excess pressure, helping to inform the driver that they could be using more fuel than required."

Studies by Nissan have found that the ECO Pedal system can provide fuel savings of 5-10%, depending on driving conditions.

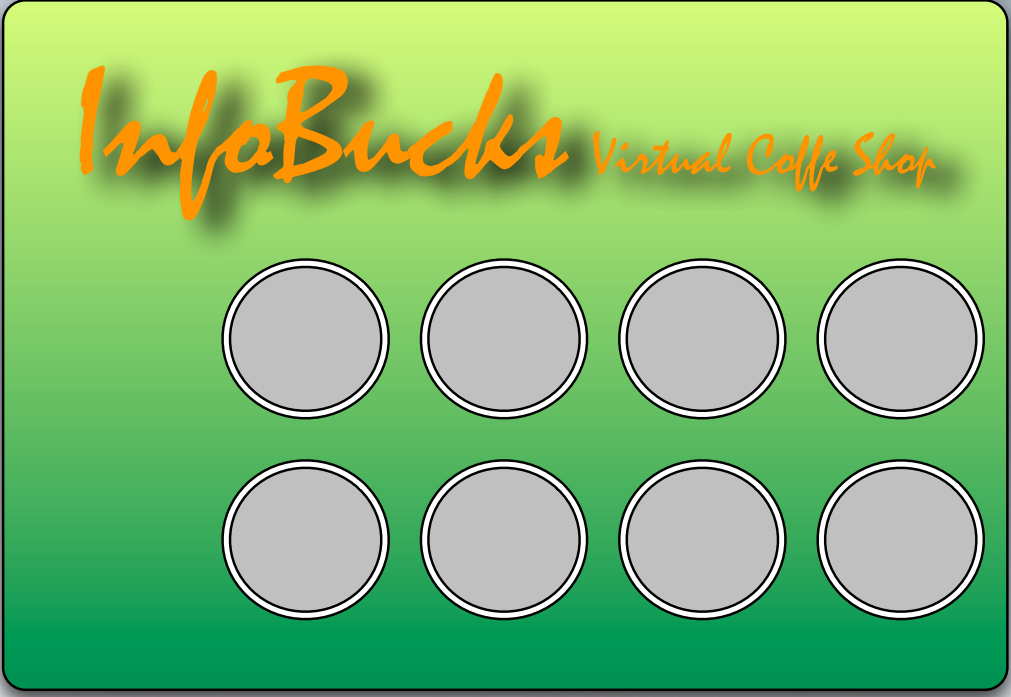
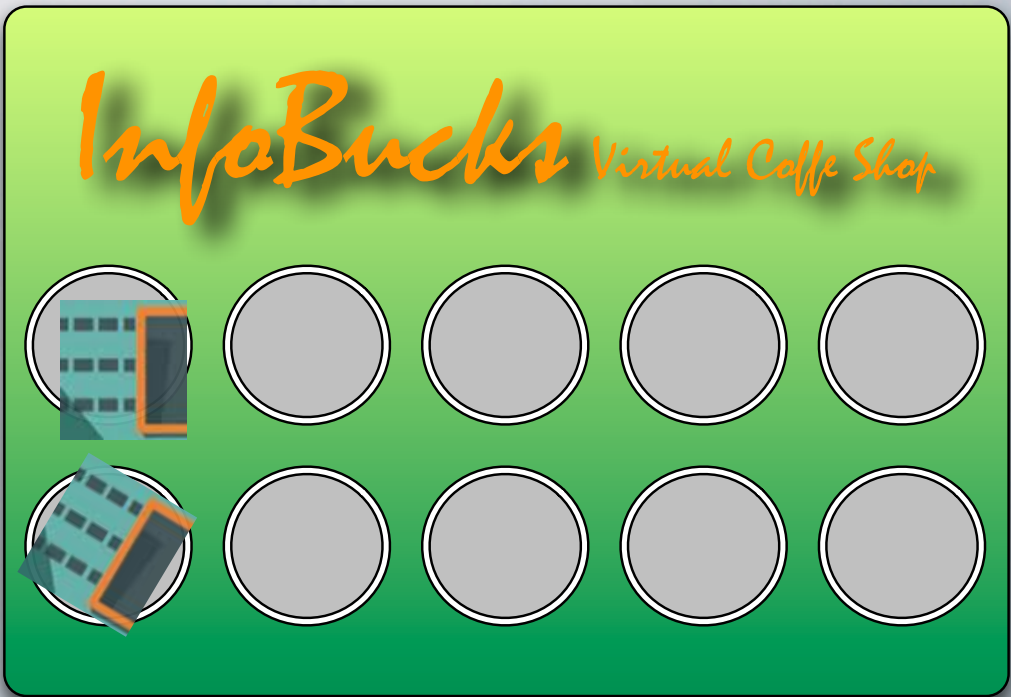
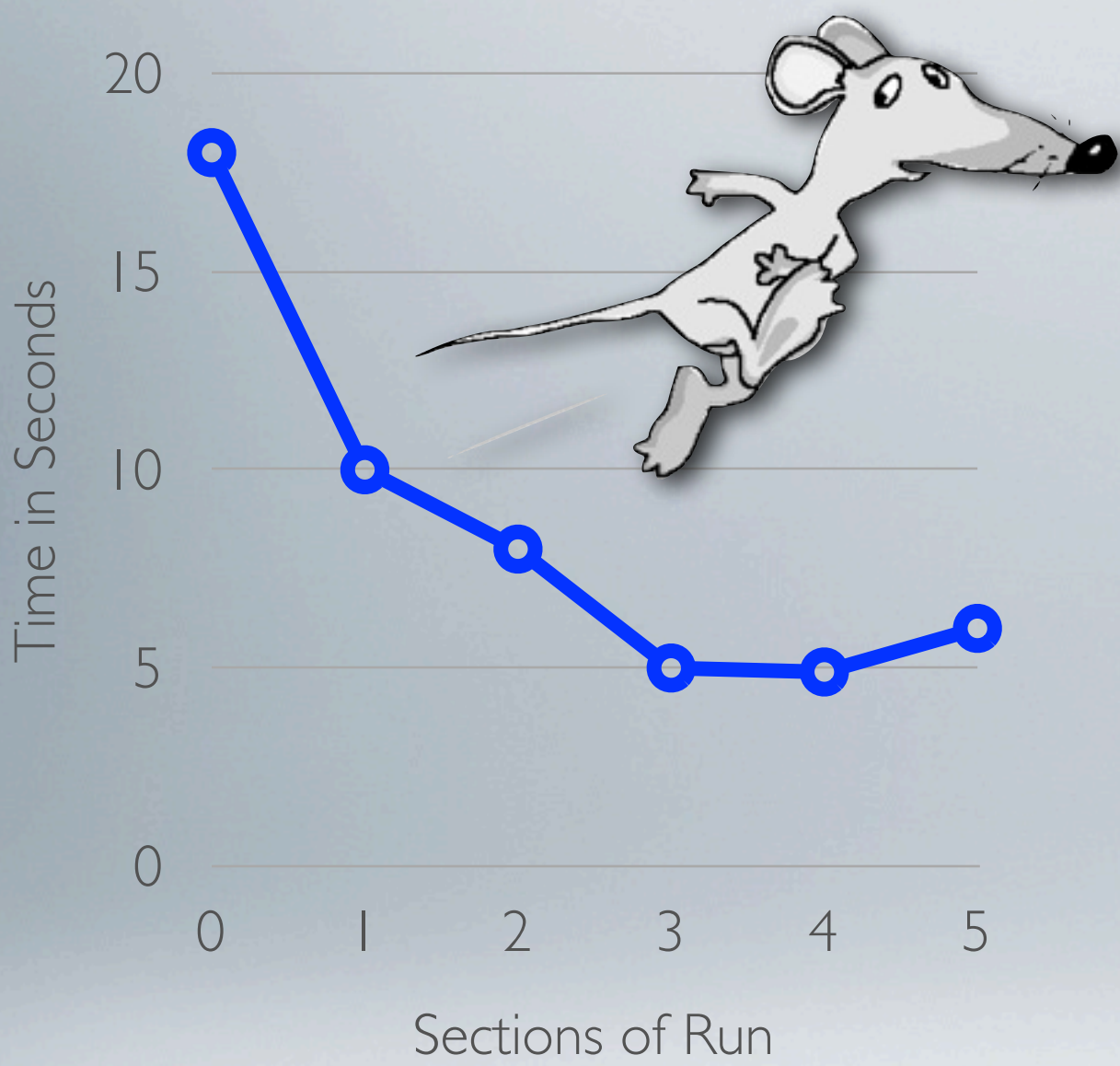




GOAL GRADIENT EFFECT

Even The Illusion Of Progress Is Motivating!





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DISCUSS



@mysticmobile