Gamificación y Juegos Serios ¿qué son? y ¿por qué funcionan?

Belén Gómez
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@belengomezsanz
www.onseriousgames.com

coursera

University of Pennsylvania

Gamification

On Serious Games

¡Vamos a Jugar!

你们想学汉语吗?

□

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BOCA
(Kǒu)

口++

BOCA
(Kǒu)

口 ++

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(Kǒu)

HIERBA
(cao)

口 艹 女

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(Kŏu)

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BOCA (Kǒu)

HIERBA (cao)

MUJER (Nǚ)

唱花要

唱花要

唱 花 要

CANTAR (chàng)

FLOR (Huā)

QUERER (yào)

¿e-Learning?

¿Gamificación?

¿Serious Games?

茶

茶

TÉ

(chá)

Estudiar

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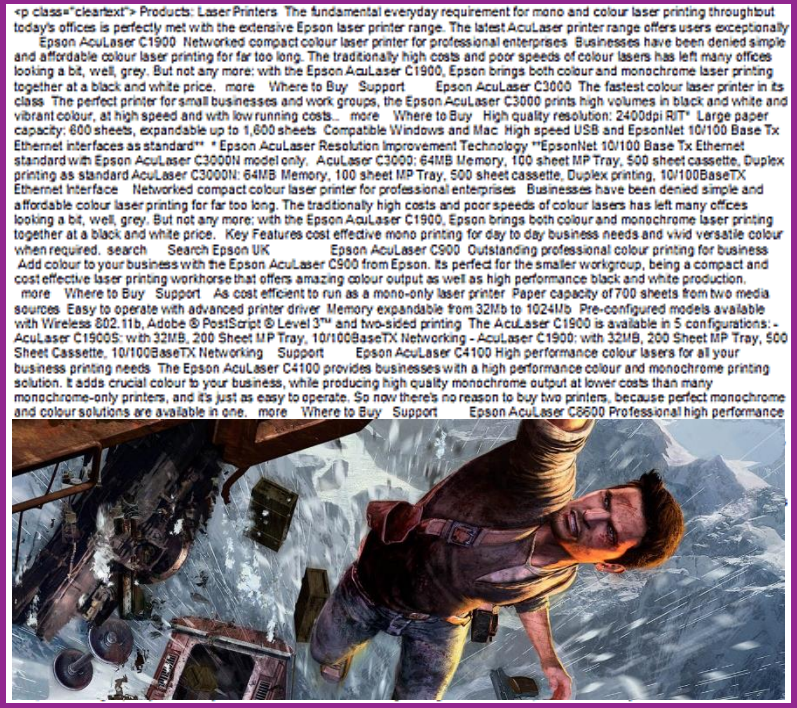
e-Learning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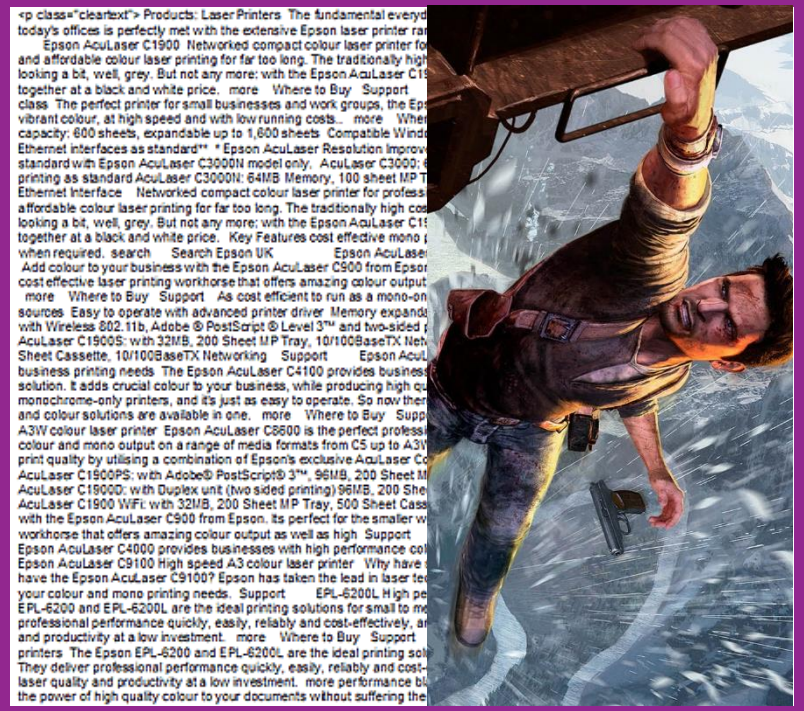
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Gamificación

Serious Games

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La Fiebre de la Gamificación

¿GRIPE?

¿VARICELA?

La Fiebre de la Gamificación

~~¿GRIPE?~~

~~¿VARICELA?~~

¡PBLs!

PBLs para Motivar al Jugador

- Points - Puntos
- Badges - Medallas
- Leaderboards - Clasificación

PBLs para Motivar al Jugador

- Points - Puntos
- Badges - Medallas
- Leaderboards - Clasificación

¿Qué se nos olvida?

喝

喝

BEBER

(Hē)

Bah… Esto es una moda…

Bah… Esto es una moda…

Bah… Esto es una moda…

Bah… Esto es una moda…

¿Cómo funciona nuestro cerebro?

1. Patrones
2. Anti-Esfuerzo
3. Anti-Dolor
4. Modo Difuso
5. Drogas

¿Cómo funciona nuestro cerebro?

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¿Cómo funciona nuestro cerebro?

1. Patrones
2. Esfuerzo
3. Anti-Dolor
4. Modo Difuso
5. Drogas

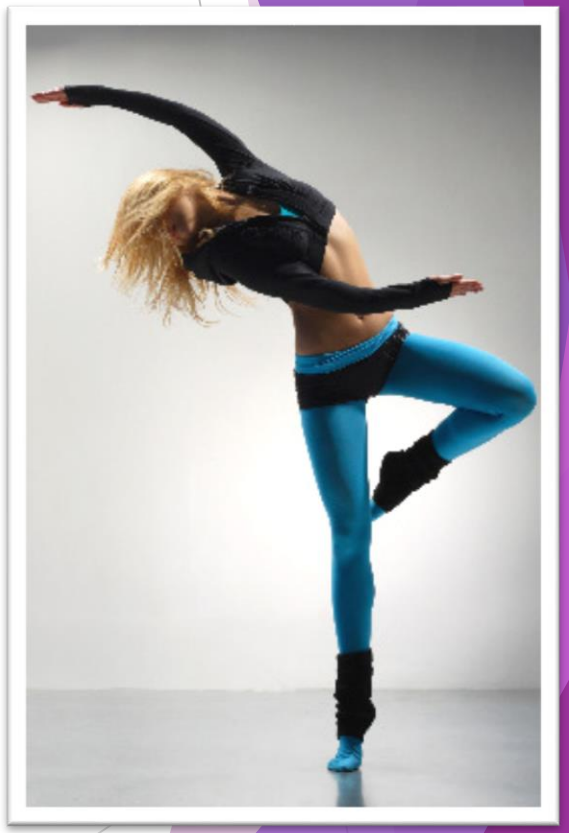
Corteza insular o Ínsula

¿Cómo funciona nuestro cerebro?

1. Patrones
2. Anti-Esfuerzo
3. Anti-Dolor
4. **Modo Difuso**
5. Drogas

Modo Enfocado

VS



Modo Difuso

¿Cómo funciona nuestro cerebro?

1. Patrones
2. Anti-Esfuerzo
3. Anti-Dolor
4. Modo Difuso
5. Drogas

Dopamina

¿Qué es lo que busca nuestro cerebro?

菜

菜

VERDURA

(cài)

¿Qué es lo que busca nuestro cerebro?

¿Qué es lo que busca nuestro cerebro?

¡Motivación!

Escuela de Illinois, Zombiología….

Learning How to Learn

by
Barbara Oakley

coursera

¿Y esto de los juegos no nos convierte en tontos?

¿Y esto de los juegos no nos convierte en tontos?

La Prueba del Orinal

MAPPLE – Serious Games by Purpose

- Motivation (Motivación)
- Awareness (Concienciación)
- Practice (Práctica)
- Persuasion (Persuasión)
- Learning (Aprendizaje)
- Evaluation (Evaluación)

MAPPLE – Serious Games by Purpose

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"Los Serious Games te MOTIVAN sin darte cuenta para hacer cosas cotidianas ABURRIDAS"

(Rehabilitación, Ejercicio, Ir al dentista…)

Smorball - Motivation

Smorball - Motivation

MAPPLE – Serious Games by Purpose

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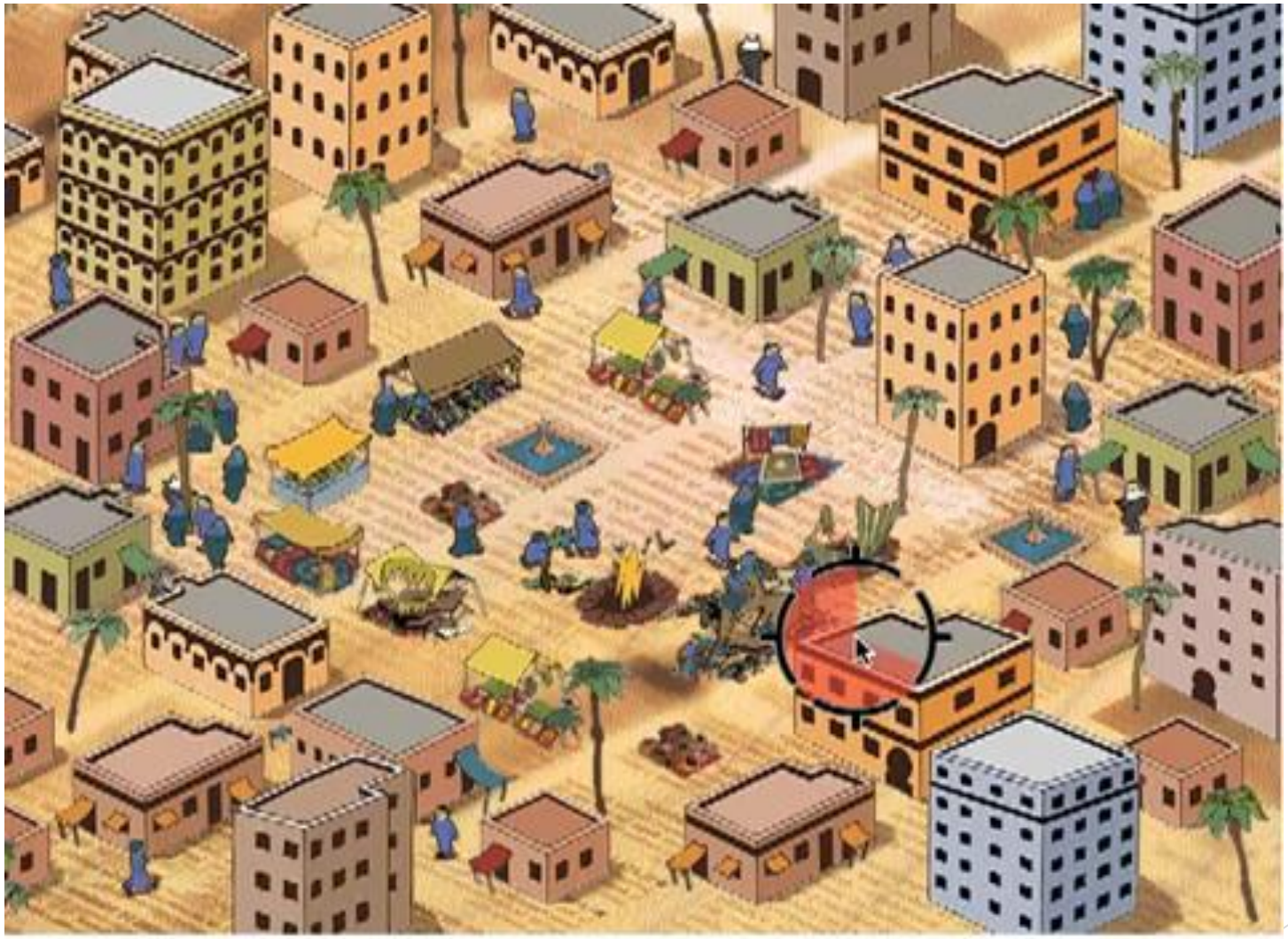
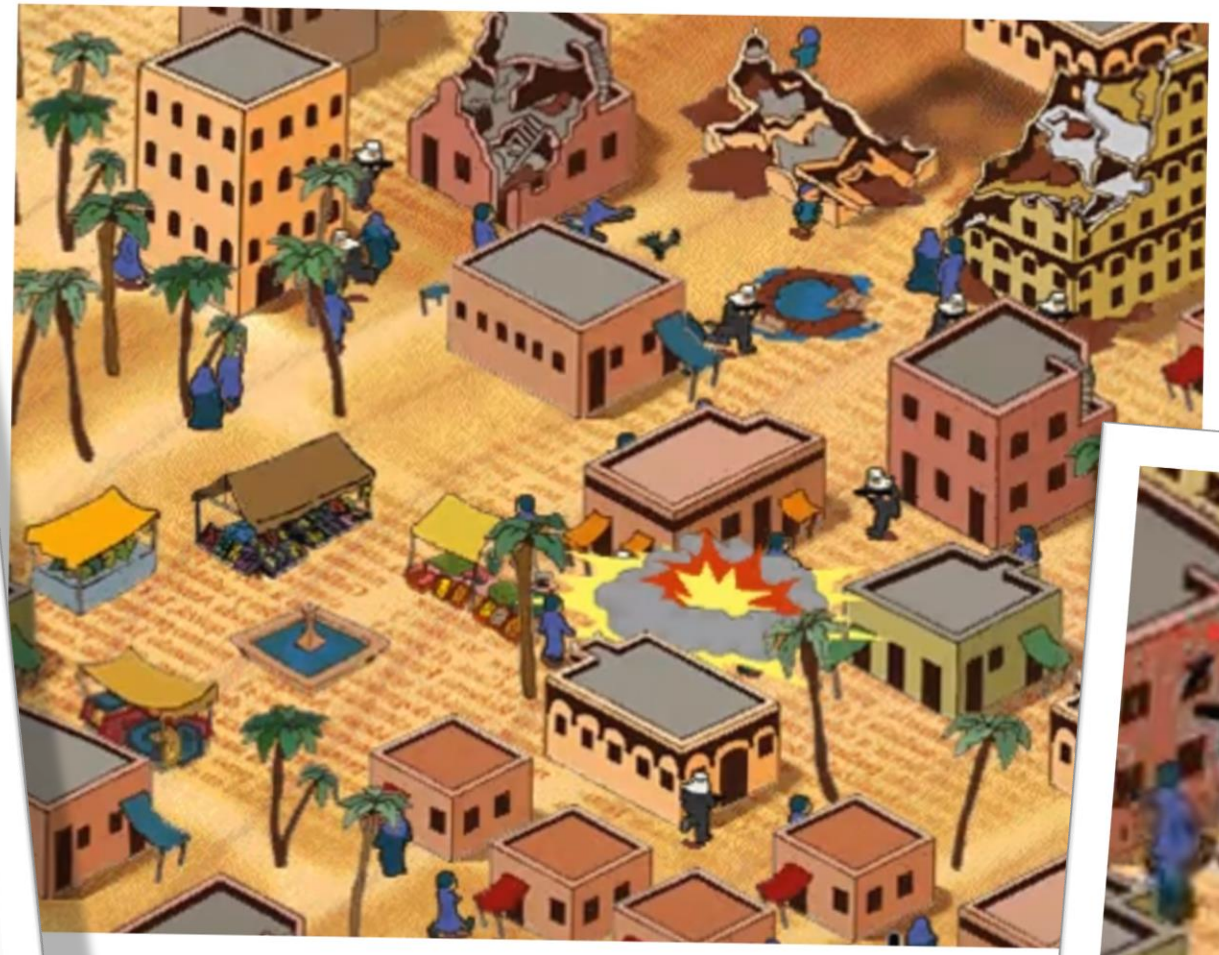
"Los Serious Games conciencian a la población de manera NO-INTRUSIVA"

(ONGs, Educación Vial, Guerras…)

September 12th - Awareness



September 12th - Awareness



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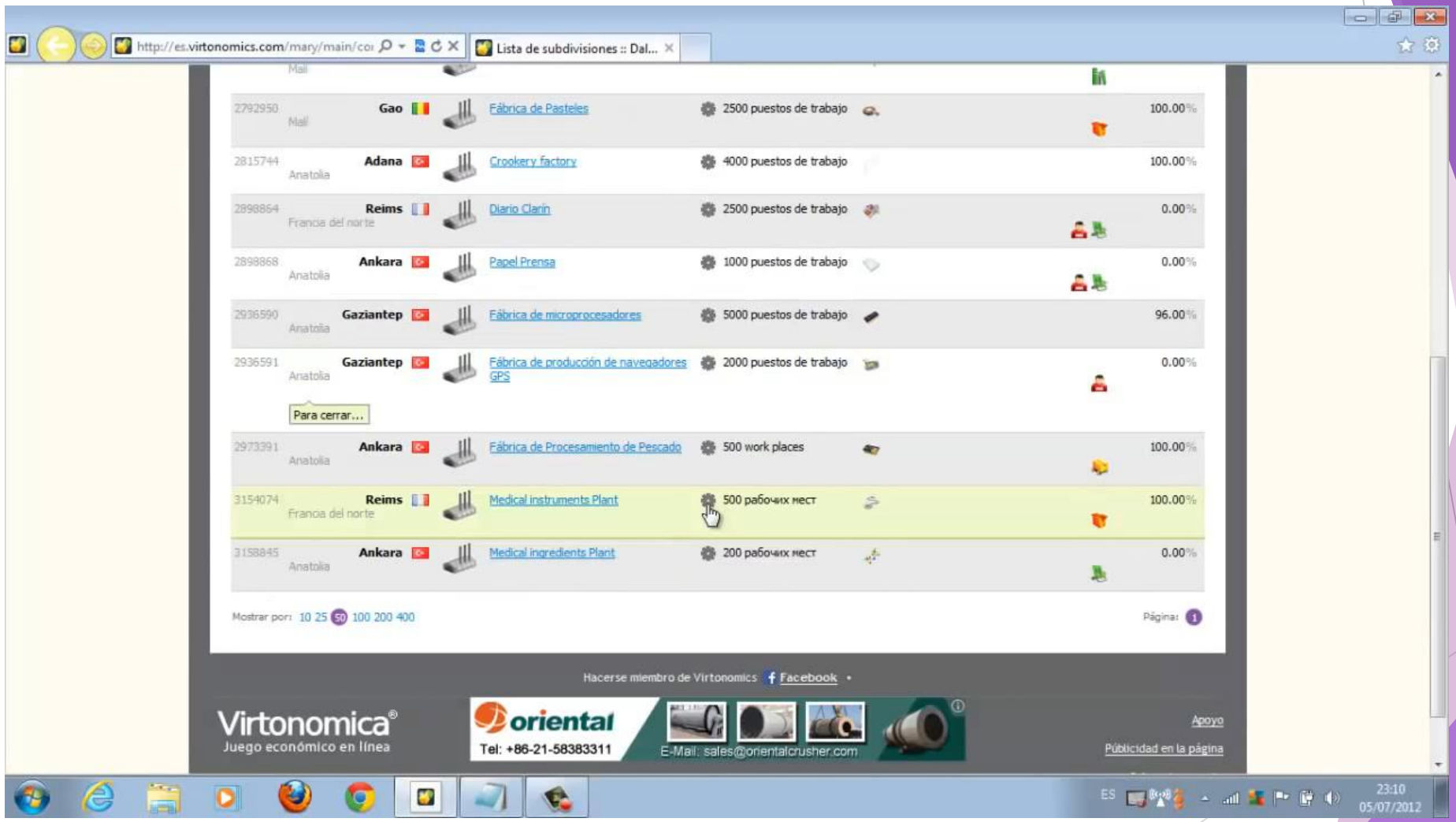
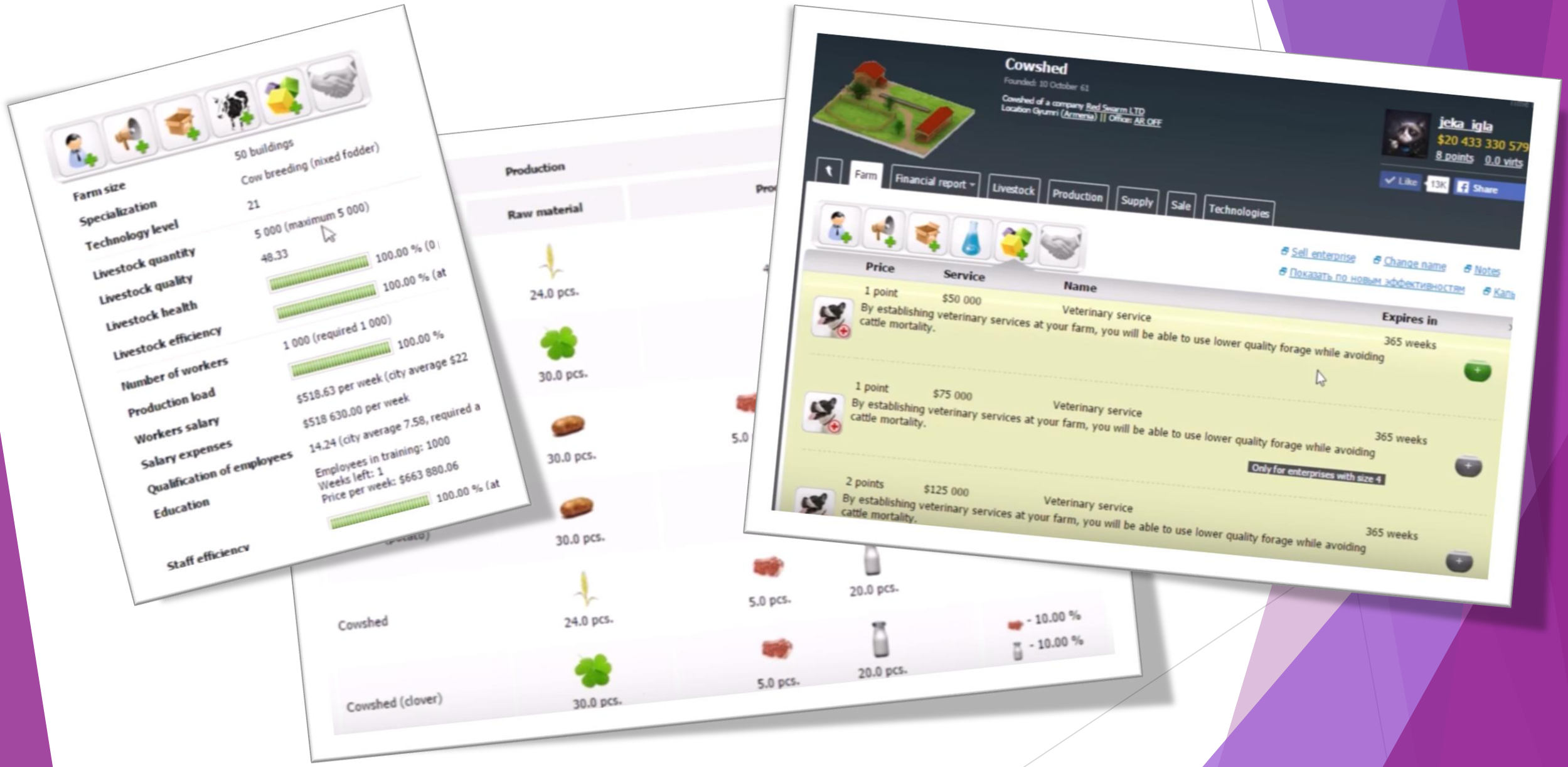
"Los Serious Games aportan un entorno de entrenamiento BARATO, VIRTUAL Y SEGURO"

(Cirugía, Pilotaje…)

Virtonomics- Practice



Virtonomics- Practice



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"Los Serious Games puedes usarse para PERSUADIR a los clients para comprar MÁS"

(Advergaming)

FIFA - Persuasion

FIFA - Persuasion

MAPPLE – Serious Games by Purpose

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- Persuasion (Persuasión)
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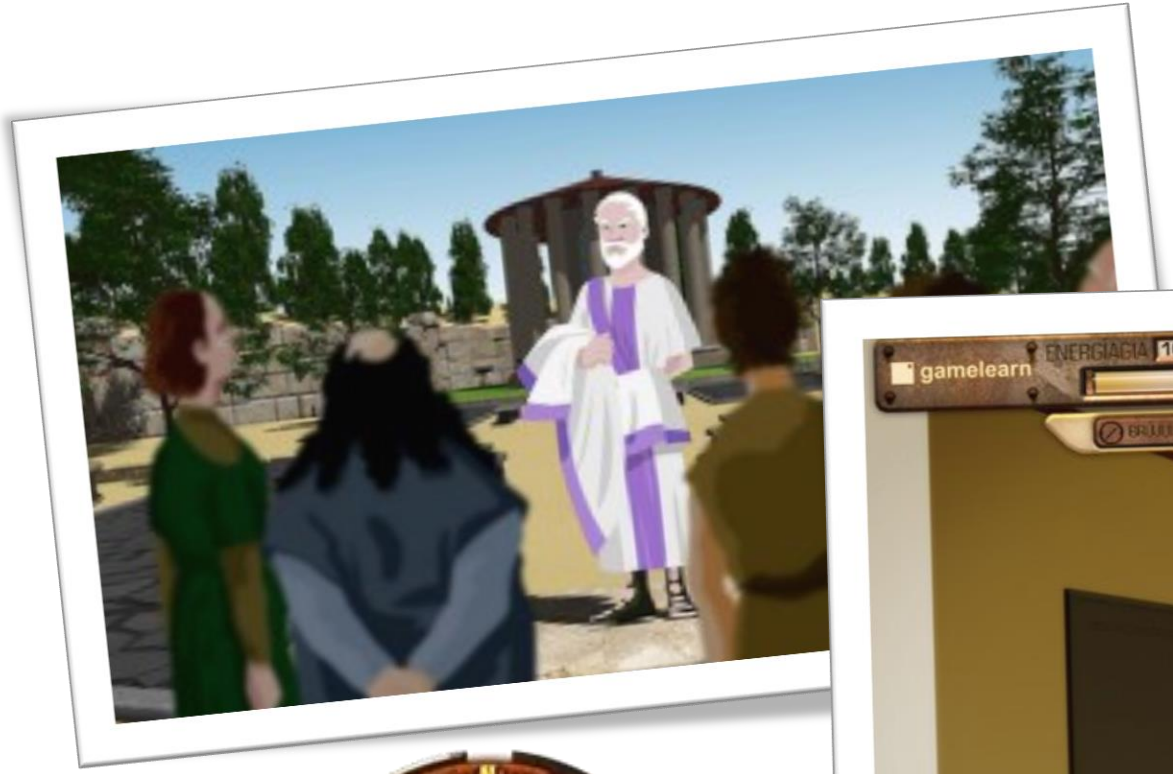
- Evaluation (Evaluación)

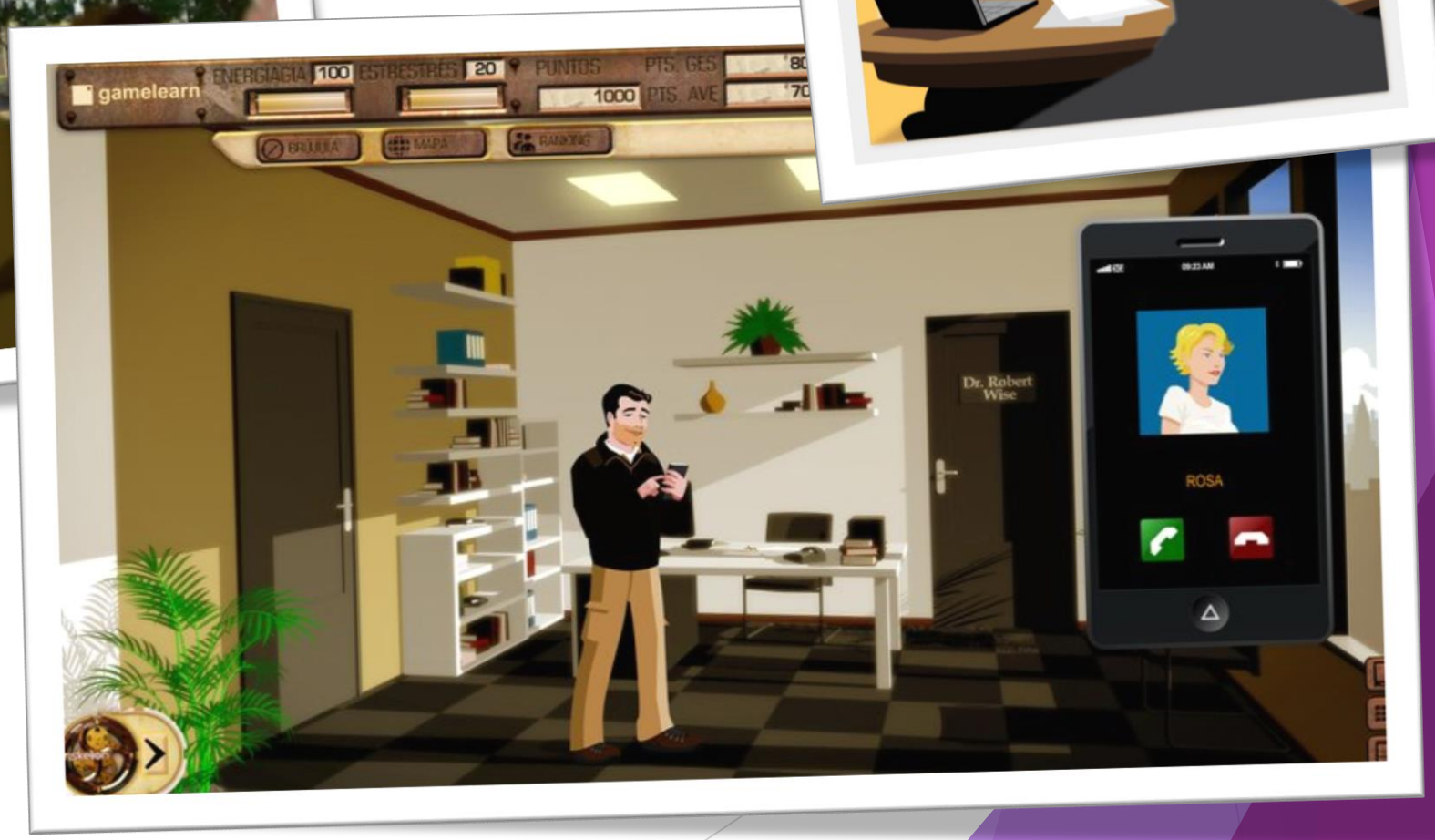
"Los Serious Games te INVOLUCRAN y convierten estudiar en algo INTERESANTE"

(GBL)

Triskelion - Learning

Triskelion - Learning





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"Los Serious Games permiten evaluar de una manera práctica y LIBRE DE ESTRÉS"

(Exámenes prácticos, RRHH, Psicología…)

AULA - Evaluation

安

安

TRANQUILO

(Ān)

¿Qué es lo BÁSICO que aportan los juegos?

REGLAS

“A game is only as good as its rules”

MOTIVACIÓN

“Don’t stop when you’re tired stop when you’re DONE”

¿Qué es lo BÁSICO que aportan los juegos?

DIVERSIÓN

“There’s no fear when you’re having fun”

ACTITUD

“Weakness of attitud becomes weakness of character”

¿Qué es lo BÁSICO que aportan los juegos?

STORYTELLING

“If you don’t feel it, you won’t remember it”

INTERACTIVIDAD

“Interactivity is not about clicking on icons, it’s about encouraging communication”

¿Deberías hacer un Juego Serio?

- ¿Es por que está de moda?
- ¿Tienes un objetivo?
- ¿Qué obtiene el jugador?
- ¿Tienes medios?
- ¿Tienes tiempo?
- ¿Tienes un profesional?

问

问

¿PREGUNTAS?

(wén)

¡¡GRACIAS!!

Belén Gómez
bgomez@onseriousgames.com
@belengomezsanz
www.onseriousgames.com

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Comer
(Chī)