

When Rewards Attack

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GAMES FOR CHANGE

How to Play Social Change Games and Educational Games:

1. Enter a rich play space.
2. Explore the play space's model of how the world works.
3. Leave the play space with new understanding.

Check out: "Will Wright GDC talk"

(Mechanics and) Rewards



1. Core Mechanic
2. Avatar's metaphor for mechanic
3. Player's relationship to avatar
4. What player is doing
5. What player thinks about what they're doing



- ▶ Types: tangible/verbal/symbolic
- ▶ Determinism: Informational/controlling
- ▶ Contingency: task, non-, engagement, completion, performance
- ▶ Awareness: expected/unexpected
- ▶ Duration: transitory/long-lasting
- ▶ Relatedness: endogenous/exogenous
- ▶ Interest: dull/interesting



Check out: “Chris Hecker GDC Achievements”

A Case Study



Check out: [TED Talk Daniel Pink](#)

A Case Study

Tangible, expected, contingent rewards reduce intrinsic motivation



Verbal, unexpected, informational rewards (good feedback) increases IM
(and maybe sense of competence?)



Check out: TED Talk Daniel Pink

How do you make a good game with that?

1. Use endogenous rewards, privileges, roles
2. Don't make rewards (esp. points) central
3. Use absolute, not relative measures
4. Use unexpected rewards and feedback

▶ You may get \$\$\$ richer by contradicting these ... but effective and fun is different.

So:

When you have to make a bar to fill, make filling it support your work ... and the player.

Check out:

- Chris Hecker: “Achievements Considered Harmful?” at GDC 2010
 - Daniel Pink: TED Talk on the Science of Motivation
 - Alfie Kohn and ... educational theory in the last 30 years
 - Jesse Schell: DICE 2010 “Design Outside the Box”
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