

# Gamification Research

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## Introduction

This research is to learn more about gamification, and what I can do with this idea, this form of research is called secondary research, family of double diamond, part of discovery.

I will be answering the following questions that I had thought off:

- What is gamification
- Why does it work
- How people commonly use it
- Examples of good gamification
- Examples of bad gamification
- How to properly use it
- How not to use it
- How much is too much
- How much gamification is too much

## What is gamification

It's when people use design elements from video games, for example levels, badges, quests, etc.

It makes the experience more enjoyable.

## Why does it work

There is something called the **Self-determination theory**, where people stay motivated when designs support 3 things:

- Autonomy
- Competence
- Relatedness

For example when a game gives a feedback, or gives players options, motivation improves a little.

## How people commonly use it

The most used elements are progress bars and checklists for feedback, XP and badges. Leaderboards are also a big one, it gives players something to achieve, just like achievements/trophies.

## Example of good gamification

Duolingo loop gives players clear goals, instant feedback, and small wins, these go for competence and relatedness

Stack overflow's reputation and badges are another similar gamification.

## Example of bad gamification

Streak pressure takes away the attention of the website itself, research shows it produces anxiety

## How to properly use it

Give feedback for every useful action a reader did, they view a prototype for example (Clicking a link in my case) the reader gets a reward of some sorts.

Always keep the game layer thin, so people are still able to view without playing.

## How not to use it

Never gate content, mainly and as before

- Never reset a leaderboard
- Don't use streak mechanics

## How much is too much

If a user talks more about the points, then the content, it's too much

When people report it so.

## Conclusion

Gamification can make a portfolio look more readable and compelling when done with actual progress, not diversion. Simple elements such as trackers of progress, to-do lists, and notable badges are the answer because they reinforce autonomy, competence, and relatedness from Self-Determination Theory. Proper applications (like Duolingo's clear objectives and feedback, or Stack Overflow's rep in relation to real contributions) show that small, functional rewards motivate individuals without interfering.

It's crossed when the game layer comes in. Streaks, never-reset leaderboard, or gating material pushes folks to chase points instead of exploring your work and risk creating pressure or anxiety. In your portfolio, keep the layer extremely thin and optional, reward genuinely helpful behaviors (e.g., viewing a prototype), remove streak mechanics, and reset any competitive aspects regularly. If people talk more in points than your projects, that's the cue to put the brakes on.