

# Gamification

OEB 20 years on

Peter Isackson  
[peter@skillscaper.com](mailto:peter@skillscaper.com)

# Horace, the first theorist of gamification?



*omne tulit punctum qui miscuit utile dulci  
lectorem delectando pariterque monendo*

He wins every hand who mingles profit with pleasure, by delighting and instructing the reader at the same time.



# Definitions

- Engagement
- Motivation
- Behavior
- Simulation
- Competition
- Entertainment
- Experiential
- Learning objectives

# The Devil's Dictionary (Ambrose Bierce)

Education

Bore

Egotist

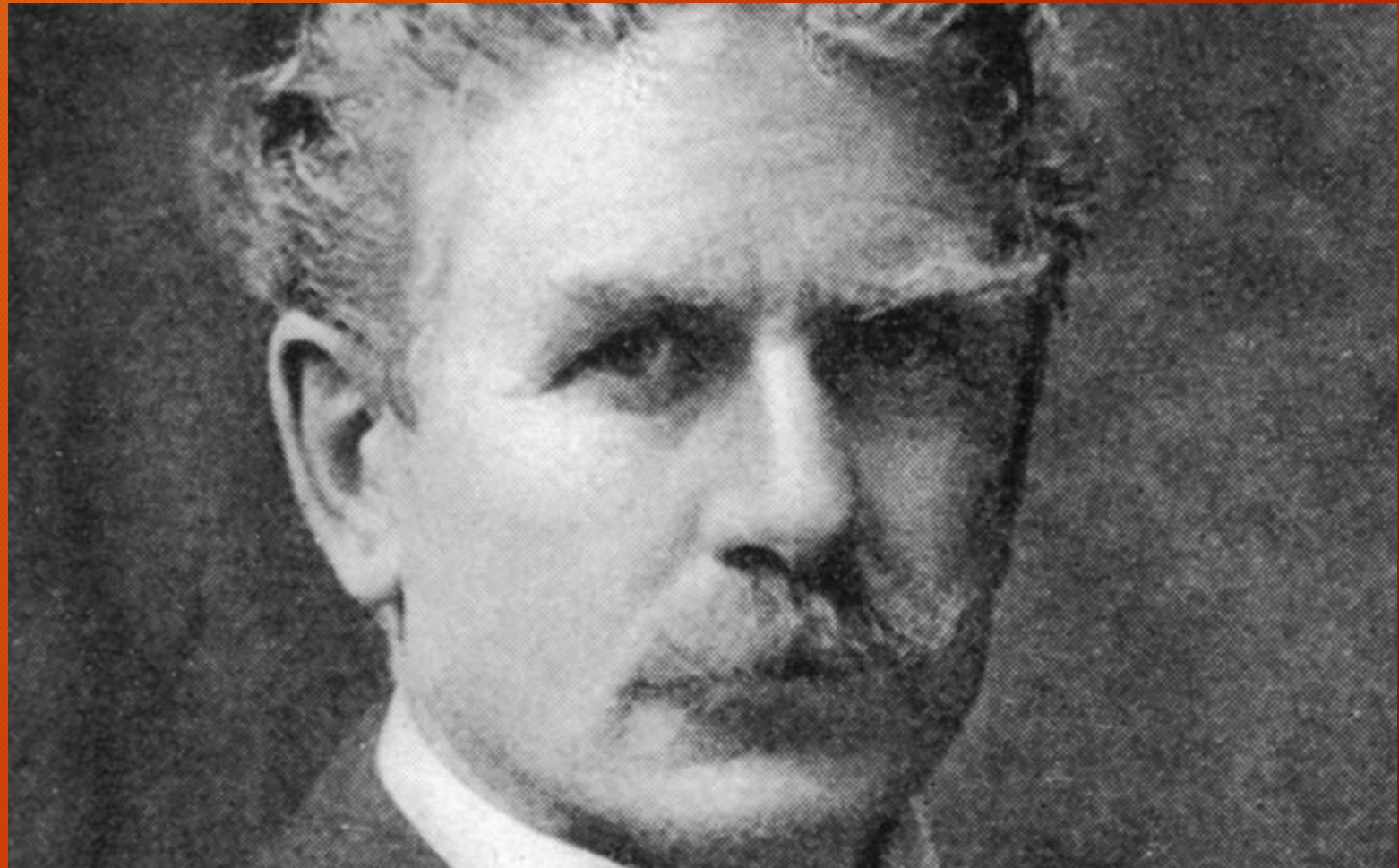
Academe

Academy

Boundary

Diplomacy

Erudition





# The Devil's Dictionary (Ambrose Bierce)

<b>Education</b>	That which discloses to the wise and disguises from the foolish their lack of understanding.
<b>Bore</b>	A person who talks when you wish him to listen.
<b>Egotist</b>	A person of low taste, more interested in himself than in me
<b>Academe</b>	An ancient school where morality and philosophy were taught.
<b>Academy</b>	A modern school where football is taught.
<b>Boundary</b>	In political geography, an imaginary line between two nations, separating the imaginary rights of one from the imaginary rights of the other.
<b>Diplomacy</b>	The patriotic art of lying for one's country.
<b>Erudition</b>	Dust shaken out of a book into an empty skull.

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peter@skillscaper.com

@pisackson



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EQUIPE@ELIGA.FR

+33 686 414 235

 @ELIGA\_FR