



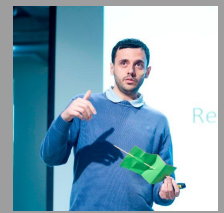
@carlosgtardon

## 12. Videojuego Ampliado

### 12. 1 Historia Social del Videojuego

### 12.2 Videojuego Serio: El Videojuego como Laboratorio

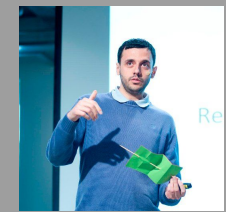
### 12. 3 Gamificación: Ingeniería Social Basada en el Videojuego



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## 12. 1 Historia Social del Videojuego

Democratizador tecnológico  
Cultura infantil y adolescente  
Conflicto generacional  
Industria y salida laboral  
Ocio intergeneracional  
Reconocimiento institucional



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## 12. 1 Historia Social del Videojuego

### Democratizador tecnológico



A screenshot of the classic video game Pong. The game is displayed on a black background. A vertical dashed white line runs down the center, representing the ball. A small white square is positioned above the line, representing the ball. The word "PONG" is written in large, white, pixelated letters at the bottom of the screen. There are also some white rectangular shapes on the left and right sides of the screen, representing the paddles.

PONG



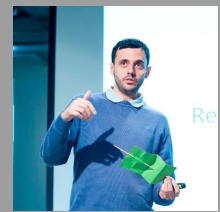
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# 12. 1 Historia Social del Videojuego

## Cultura infantil y adolescente

**PAC-MAN**®





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## 12. 1 Historia Social del Videojuego

### Conflicto generacional



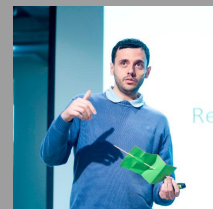


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# 12. 1 Historia Social del Videojuego

## Industria y salida laboral

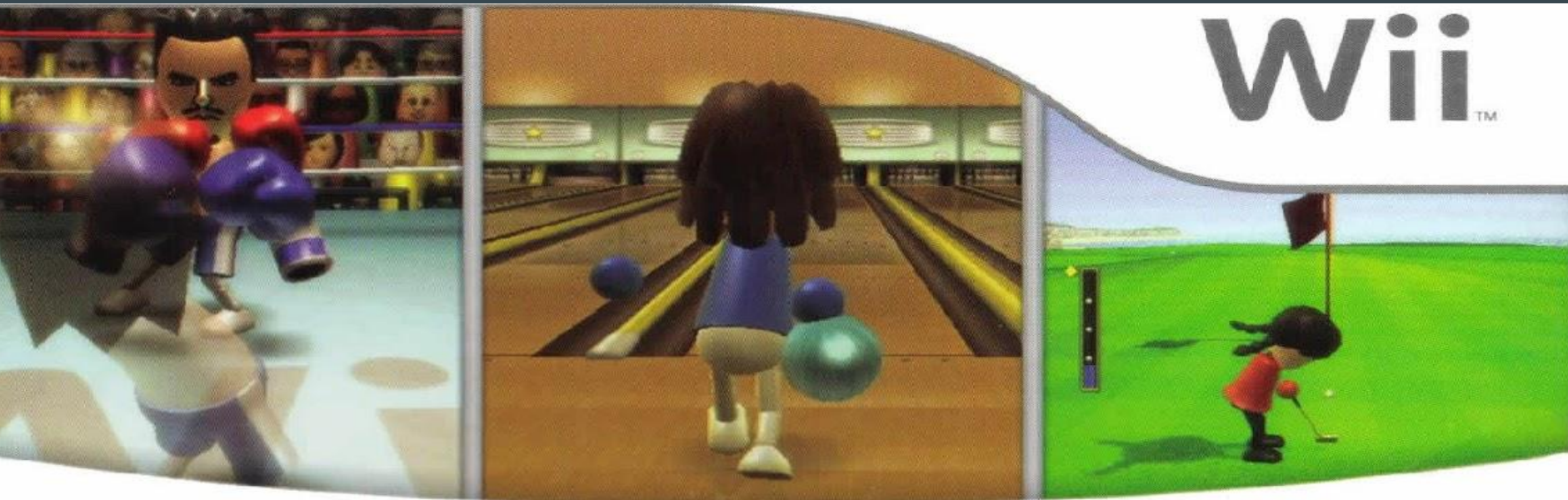




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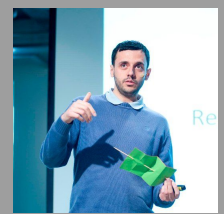
## 12. 1 Historia Social del Videojuego

### Ocio intergeneracional



# Wii Sports

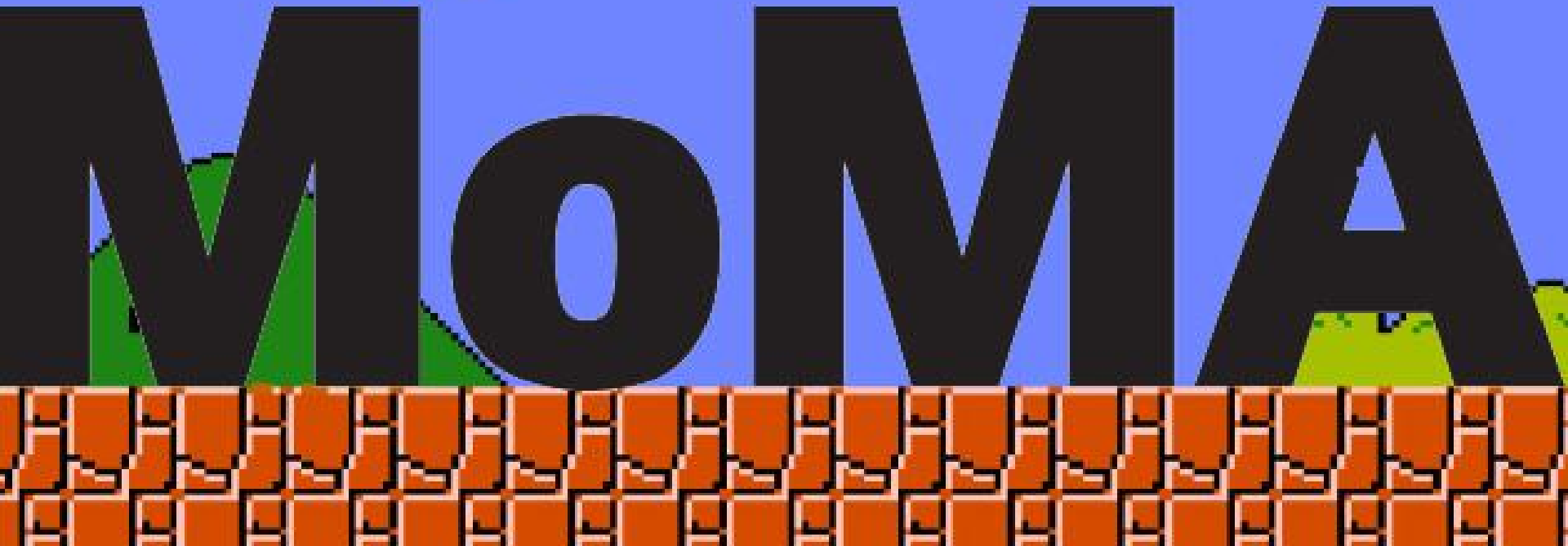




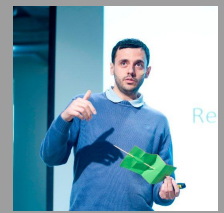
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## 12. 1 Historia Social del Videojuego

### Reconocimiento institucional







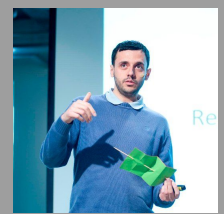
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## 12.2 Videojuego Serio

### 12.2.1 Definición y Tipos de Videojuegos Serios

### 12.2.2 Niveles de Objetivos en los Videojuegos

### 12.2.3 Efectos Psicosociales de los Videojuegos



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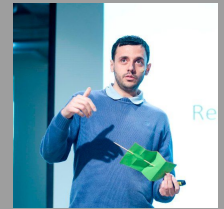
## 12.2.1 Definición y Tipos

Edutainment

Training Games

Newsgames

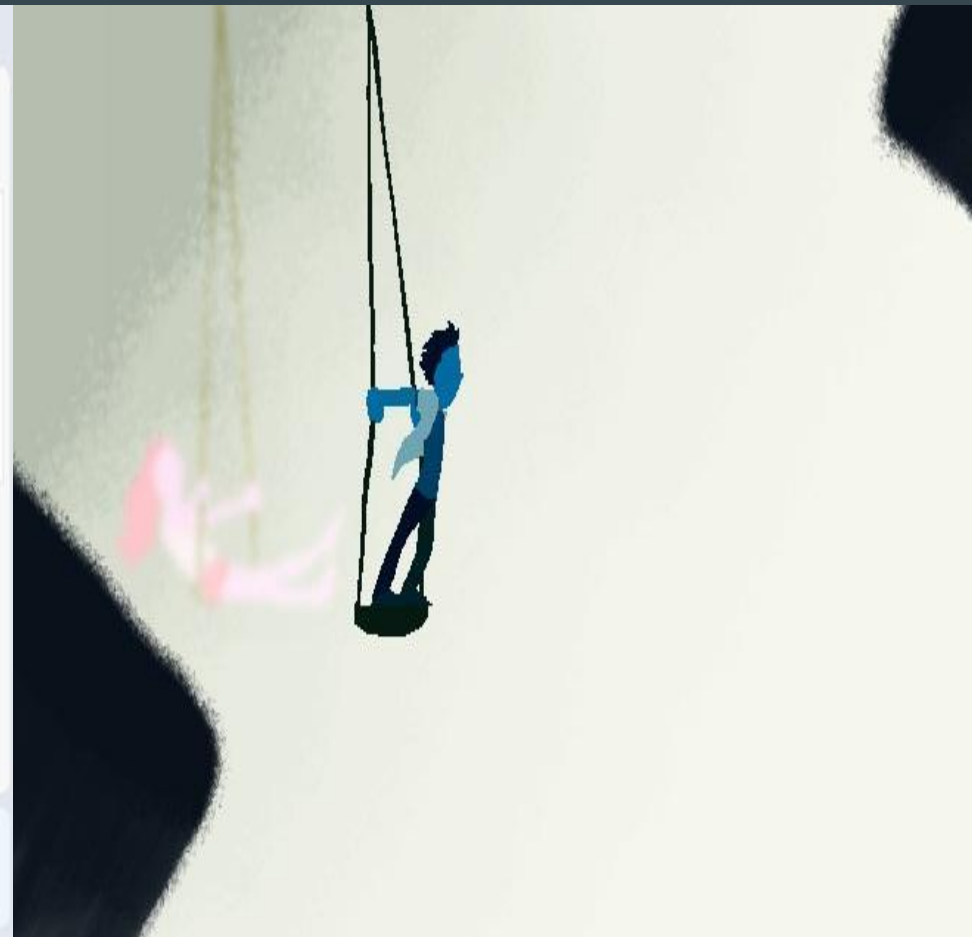
Advergaming



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## 12.2.1 Definición y Tipos

# Edutainment





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## 12.2.1 Definición y Tipos

# Training Games

### Head Count

Oh, look! A party!  
People are about  
to enter and exit  
this house.



Back More

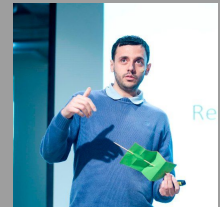
People will go in and out.



Erase R

Count those in the house.

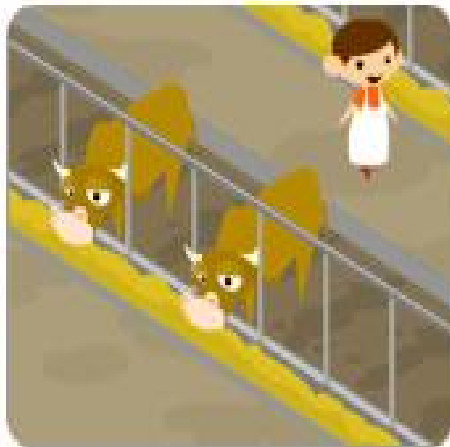
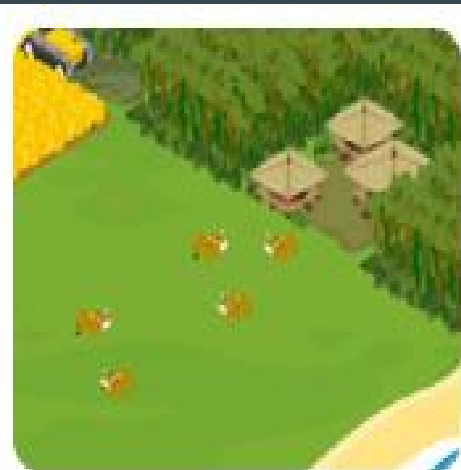




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## 12.2.1 Definición y Tipos

# Newsgames



**SUDAN [TAKE ACTION]** GO

HELP FORAGE FOR WATER

Threat Meter 7

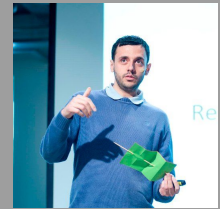
Camp Health 7

Day Number 0

Water Supply [Progress Bar]

Food Supply [Progress Bar]

Jaja Age 12

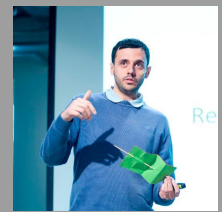


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# 12.2.1 Definición y Tipos

## Advergaming

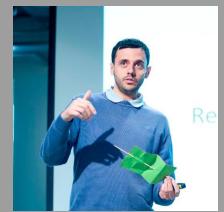




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## 12.2.2 Niveles de Objetivo





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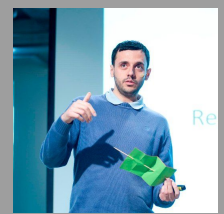
## 12.2.2 Niveles de Objetivo

Problema / Oportunidad

Objetivo

Metas





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## 12.2.2 Niveles de Objetivo

Objetivo del Cliente

Objetivo del Desarrollador

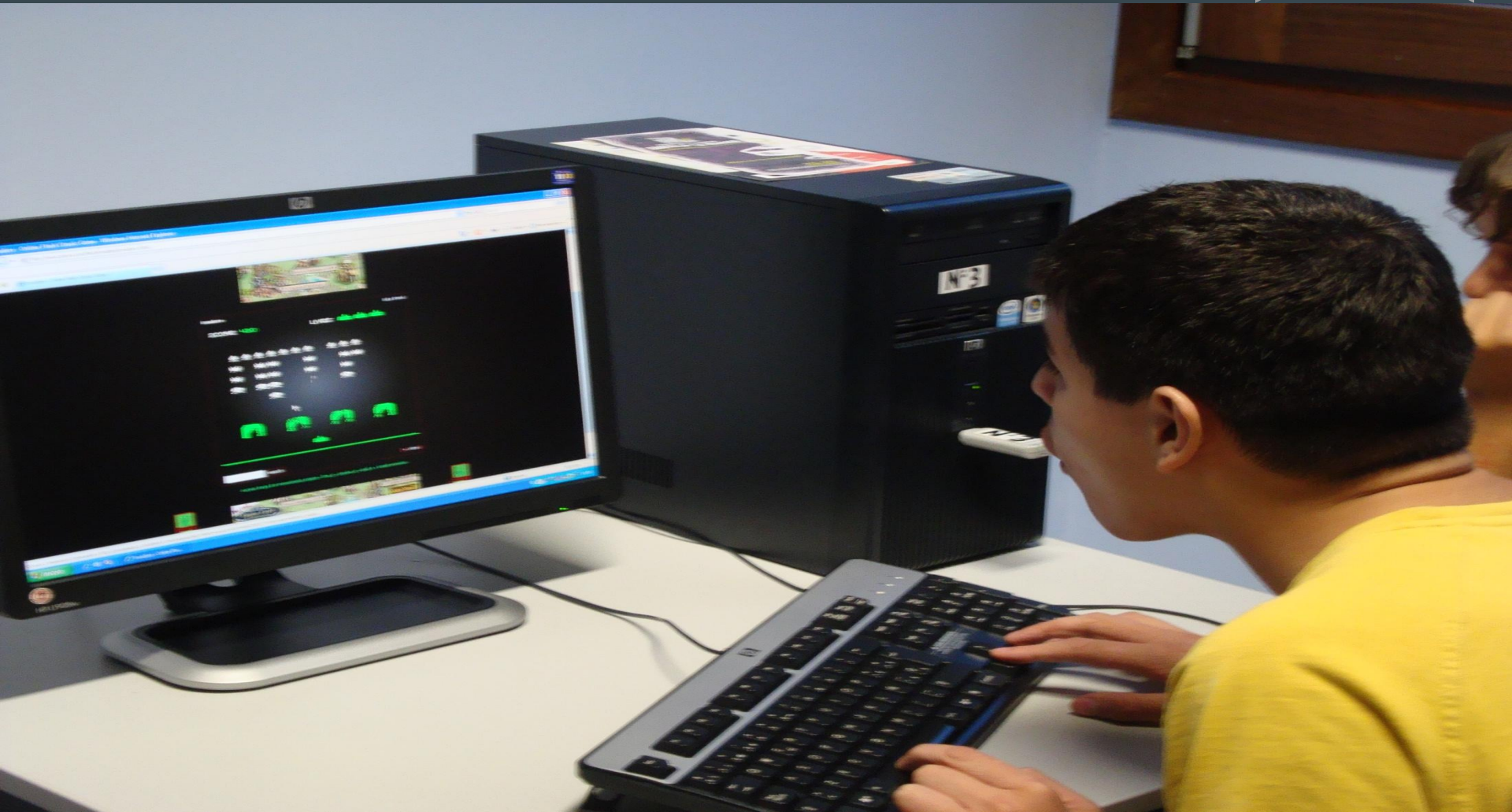
Objetivo del Videojuego

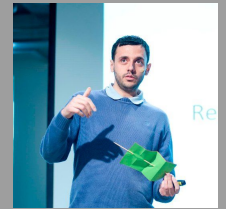
Objetivo del Usuario



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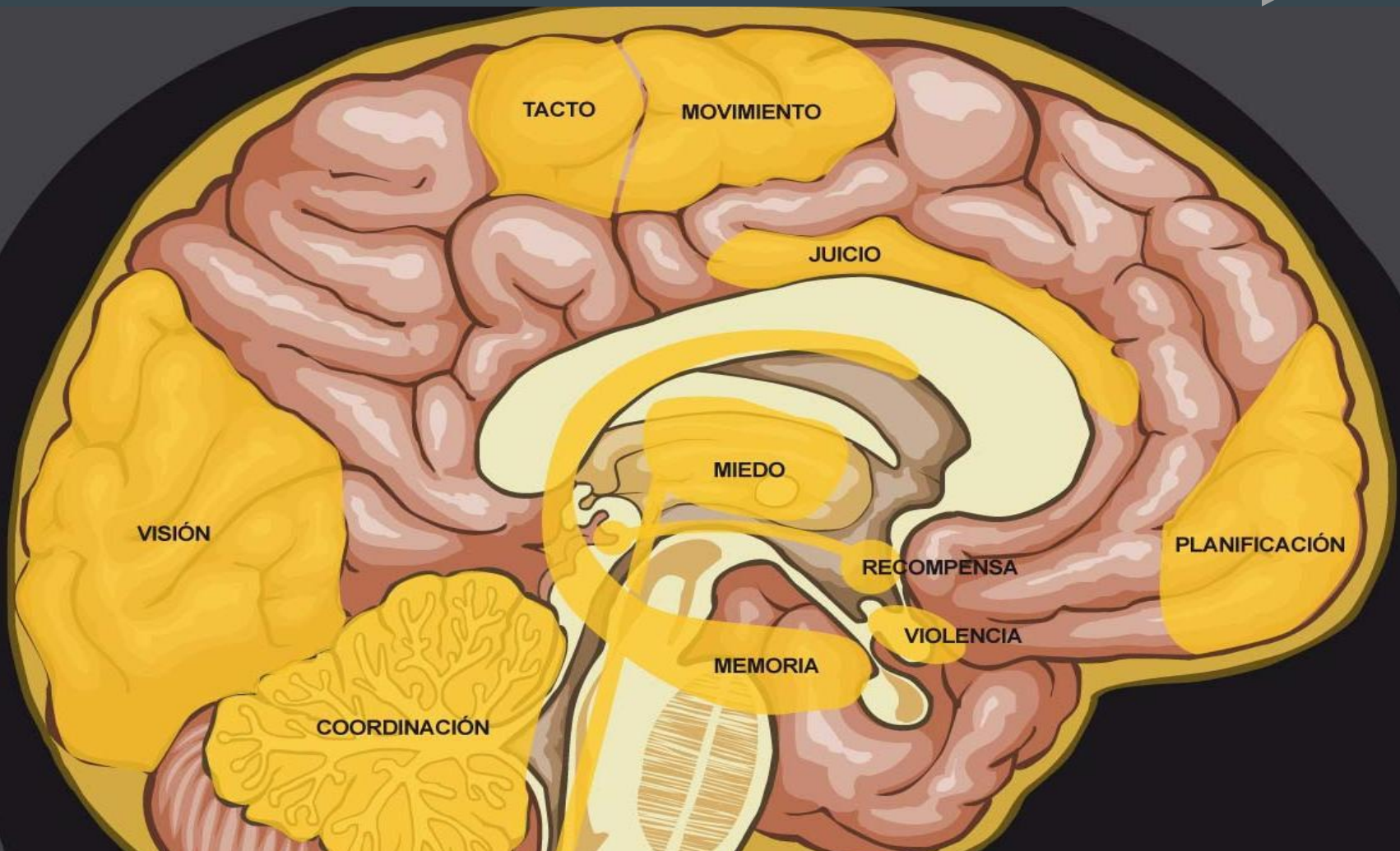
## 12.2.3 Efectos Psicosociales

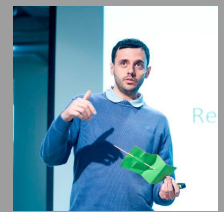




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## 12.2.3 Efectos Psicosociales

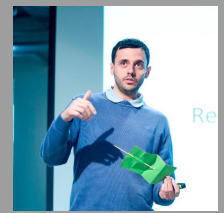




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# Repensando un Videojuego

**T D O F T D**  
**THE DAY OF THE DANZA**



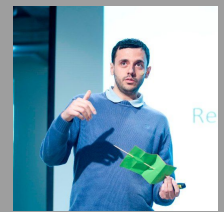
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## 12.3 Gamificación

### 12.3.1 Definición y Tipos de Estructuras de Gamificación

### 12.3.2 Reglas y Retos para Gestionar la Dificultad

### 12.3.3 Refuerzos y Castigos para la Motivación Intrínseca y Extrínseca



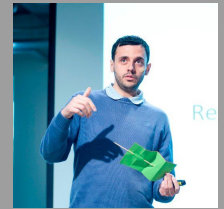
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## 12.3.1 Definición y Tipos

Videojuego



Realidad



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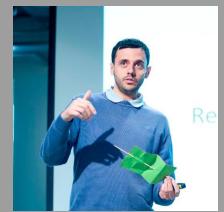
## 12.3.1 Definición y Tipos

Videojuego



Realidad





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## 12.3.1 Definición y Tipos

Aprendizaje-Entrenamiento

Rendimiento-Productividad

Altruismo-Solidaridad

Innovación-Creatividad

Marketing-Ventas

Branding-Fidelización

Visualización-Creación de Contenido

Ocio-Conducta Lúdica

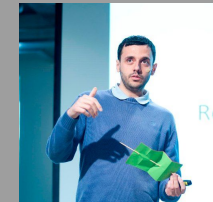




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## 12.3.1 Definición y Tipos





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# 12.3.1 Definición y Tipos

Reality DROP BETA

PREVIOUS ARTICLE | NEXT ARTICLE

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**Larry Bell**, Contributor  
I write about climate, energy, environmental and space policy issues.  
[+ Follow](#) (202)

OP/ED | 2/04/2014 @ 8:00AM | 4,316 views

## Global Warming's Tree Ring

**DROP REALITY ON CLIMATE DENIERS.**

**MYTH: Scientists Tried To "Hide The Decline"** **13 pts**  
Get the truth >  
Choose a new myth >  
Expose the truth about these climate myths. Copy the rebuttal below, paste it into the article's comments and edit as you like.

**DENIERS SAY: Secret emails from East Anglia prove that temperatures are going down, and scientists want to hide the decline from us.**

**SCIENCE SAYS: "Hide the decline" doesn't mean what you think it means. There is overwhelming scientific evidence of man-made global warming.** **18 pts**  
Rally your network, spread the truth about climate change.

**SPREAD TRUTH ABOUT CLIMATE CHANGE.**

**MYTH: It's Too Hard To Shift To Clean Energy** **13 pts**  
Get the truth >  
Choose a new myth >  
Deniers attacking this story? Copy the rebuttal below, paste it into the article's comments and edit as you like.

**DENIERS SAY: Shifting over to clean energy would require changing our way of life and shutting down our economy, and wouldn't even solve the problem.**

**SCIENCE SAYS: Is it too hard to go to the moon, eradicate smallpox or end apartheid? Is it too hard to build a computer that fits in your pocket? No?** **18 pts**  
Rally your network, spread the truth about climate change.

[f Post](#) [Tweet](#) [+ Compartir](#)



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# 12.3.1 Definición y Tipos

### CLASS DOJO

#### Positive Behaviors

| Choose an icon | Choose a name |
|----------------|---------------|
|                | Participation |
|                | Teamwork      |
|                | Creativity    |
|                | Great insight |
|                | Persistence   |
|                | Presentation  |

#### Negative Behaviors

| Choose an icon | Choose a name |
|----------------|---------------|
|                | Disruption    |
|                | Being late    |
|                | No homework   |
|                | Disrespect    |
|                | Talking       |
|                | Out of chair  |

#### Give Award

| Positive      | Negative    |              |
|---------------|-------------|--------------|
| Participation | Teamwork    | Creativity   |
| Great insight | Persistence | Presentation |

#### Math (7th Grade)

All Students: Angelina Jolie, Bradley Pitt, Cameron Diaz, Daniel Craig, Denzel Washington, Halle Berry, Hugh Jackman, Johnny Depp, Megan Fox, Matthew Damon, Natalie Portman, Penelope Cruz, Robert Downey Jr, Scarlett Johansson

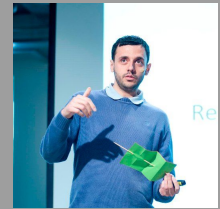
#### Denzel Washington

Total positive points earned: 10  
Total negative points earned: 3

#### Overall Performance

76% Positive

| Behavior      | Points |
|---------------|--------|
| Participation | 10     |
| Teamwork      | 0      |
| Creativity    | 0      |
| Great insight | 0      |
| Persistence   | 0      |
| Presentation  | 0      |
| Disruption    | 3      |
| Being late    | 0      |
| No homework   | 0      |
| Disrespect    | 0      |
| Talking       | 0      |
| Out of chair  | 0      |



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# 12.3.1 Definición y Tipos

July 6 2015

## In the Land of Kroilon

# KROILON

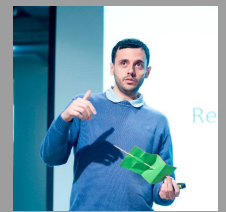
Sector: agriculture

In the Land of Kroilon is the Gamification product of the Novabase Academy. The academy is an internship of 2 weeks with all our new graduates recently hired. The program exists since 2006, 3 to 5 sessions per year, but now is gamified. In the Land of Kroilon was the theme found to embody 2 weeks that have a case study, teambuilding activities, soft skills

[More Information >>](#)



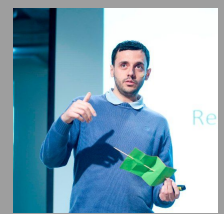
Toggle List View



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## 12.3.2 Reglas y Retos



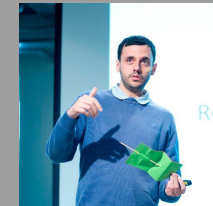


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## 12.3.2 Reglas y Retos

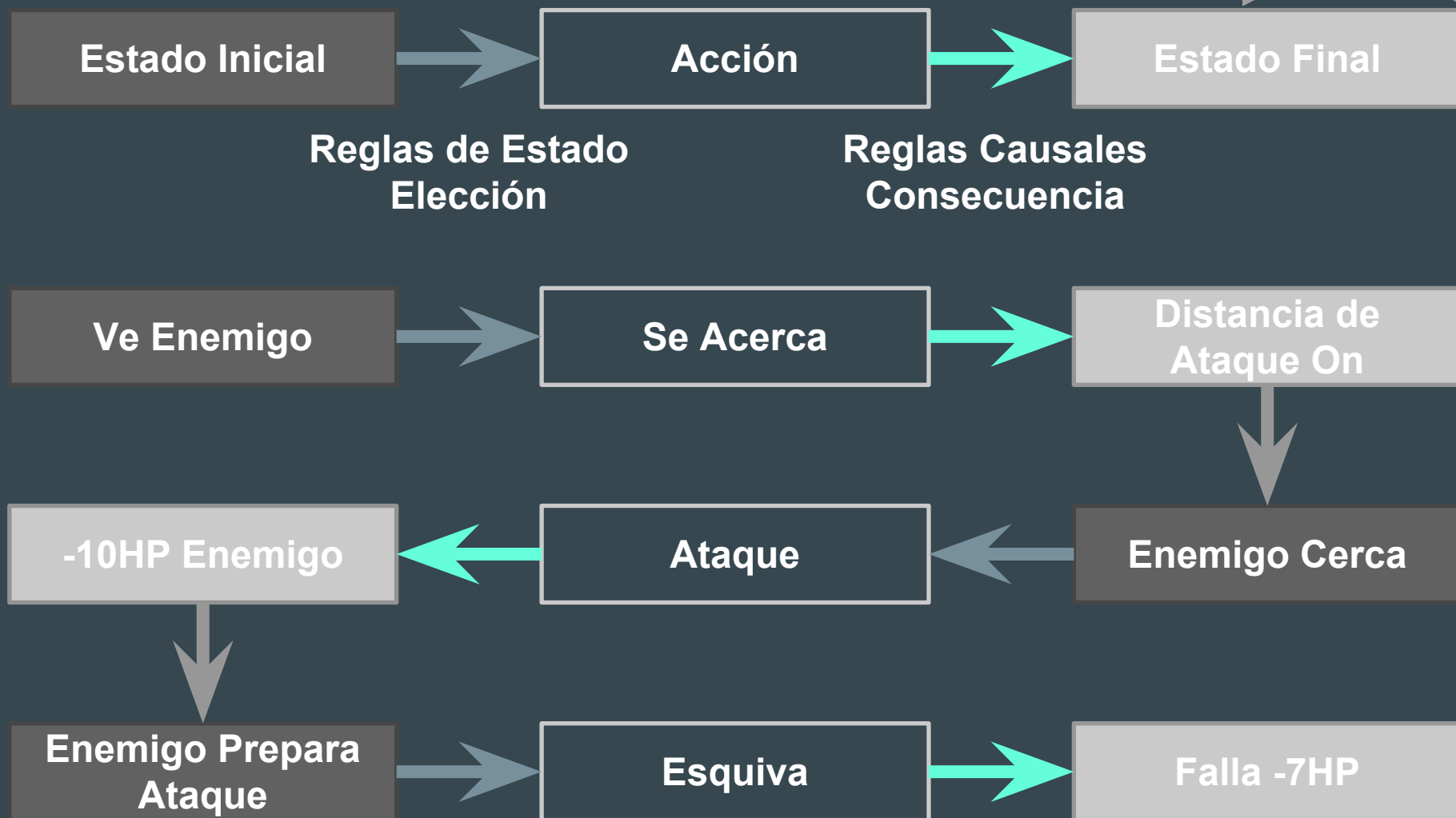
# Reglas Estructurales

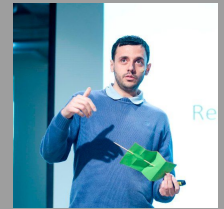
# Reglas del Flujo de Acción



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## 12.3.2 Reglas y Retos



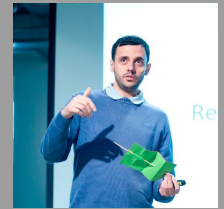


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## 12.3.2 Reglas y Retos

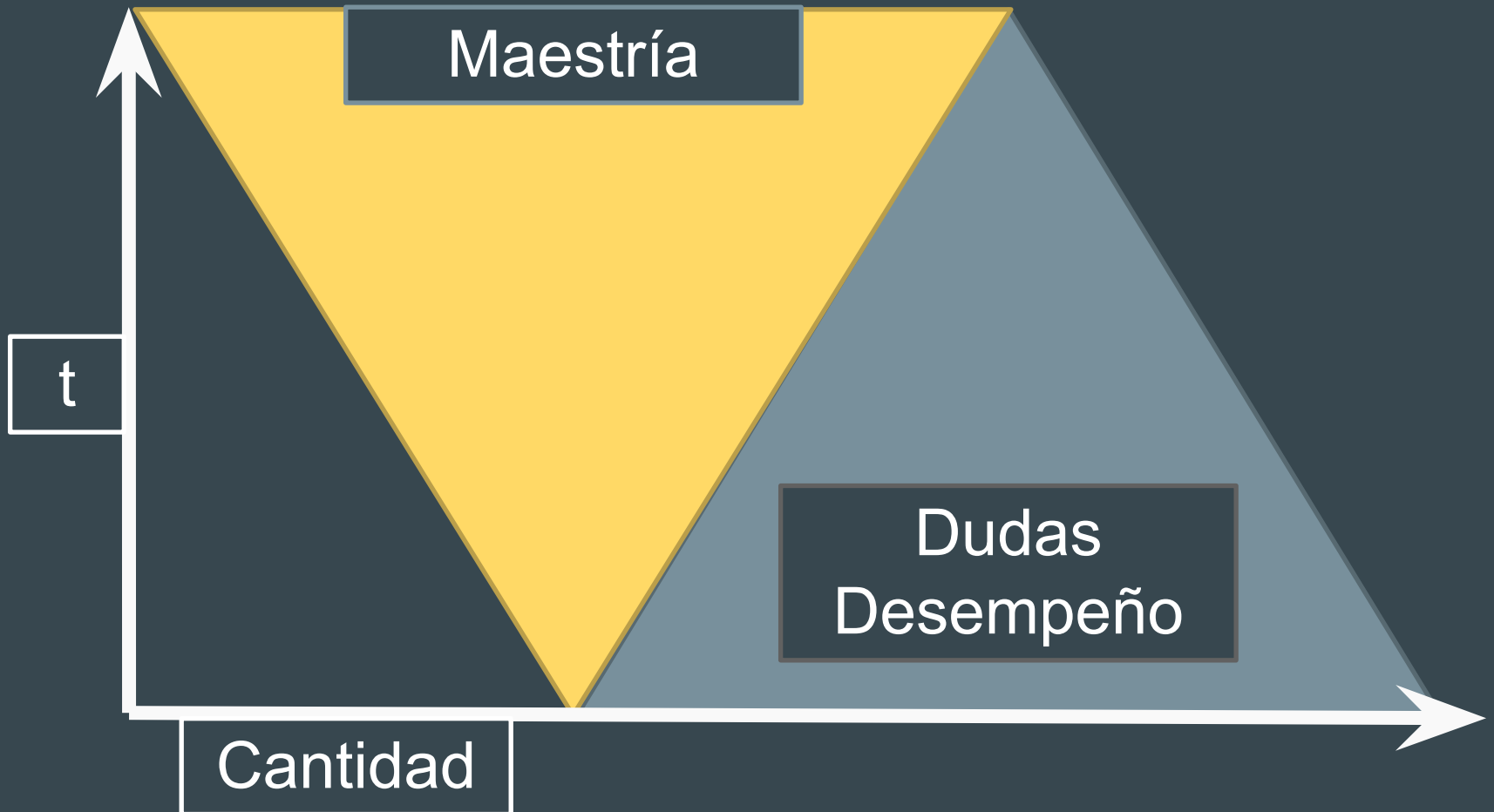


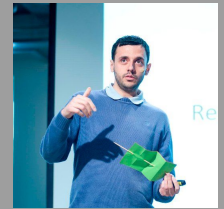




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## 12.3.2 Reglas y Retos





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## 12.3.2 Reglas y Retos

Tiempo

Aleatorio

Exigencia de Precisión

Gestión de Recursos

Necesidades de Acumulación

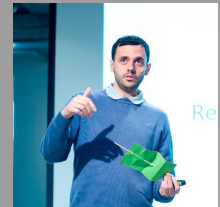
Número y Capacidades de los Adversarios

Número y Capacidades de los Ayudadores

Monstruos o Pruebas Finales

Complejidad de los Combos

...



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# 12.3.3 Refuerzos y Castigos

Y10 M3 W2 \$79,572.0K Y8 M12 W4 \$50,806.2K

429 233



Nice.

I see!

### Magazine Reviews

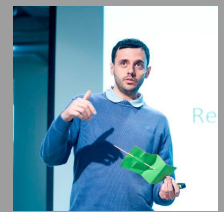
Game #20 **Hall of Fame!**

|   |                             |   |
|---|-----------------------------|---|
|    | I had a ball with this one! | 9 |
|   | A guaranteed hit!           | 9 |
|  | Everybody loved it!         | 9 |
|  | I can't wait to play more!  | 9 |

Total **36** Points

0 units

New **62%** Hype **96** Fame **39** **30** **13**  
**20** **25** **3**



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## 12.2.3 Refuerzos y Castigos

Positivo

Negativo

Refuerzo

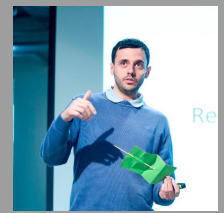
Dar Premio

Quitar Desagrado

Castigo

Dar Desagrado

Quitar Premio



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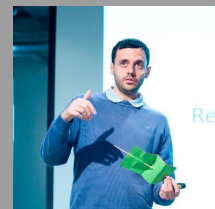
## 12.2.3 Refuerzos y Castigos

Puntos / Moneda Virtual

Objetos / Insignias

Vidas / Exclusiones

Marcadores / Rankings



# Potencialidad de la Gamificación

|   |  |  |   |   |   |  |   |
|---|--|--|---|---|---|--|---|
| <br>324XP | <br>285XP | <br>141XP | <br>82XP | <br>71XP | <br>69XP | <br>51XP | <br>16XP |
|---|--|--|---|---|---|--|---|

## This Week in the Land of See Net

### today



**Lord Lowensohn** earned 50XP and 11 gold for **Early blogging**

2007-07-25 17:00:16



**Caroline** earned 23XP, 7 gold and a Fancy pen for **Booking conference room**

2007-07-25 16:47:54

### Bathroom

#### To heat and to let cool off

5 XP



- between 1 and 2 gold pieces
- 50% chance of treasure (*flame warden (offhand)*)
- 80% chance of a wandering monster (*Mortal nest of Roaches of doom (elite)*)

Turn on the boiler or turn it off, so the ritual of bath can take place

Claim This

[edit](#)

### Beedtoom, bathroom, kitchen

#### Avoiding the desecration of the containers

20 XP



- between 10 and 15 gold pieces
- 30% chance of stackable treasure (*Bag of cleansing(10 slots container)*)
- 20% chance of a wandering monster (*Black scarab, baby roach*)

Don't for get to protect the trash bins by placing a bag on them. Warning! Desecrating the containers will force the quest "washing up the trash containers".

Claim This

[edit](#)