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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

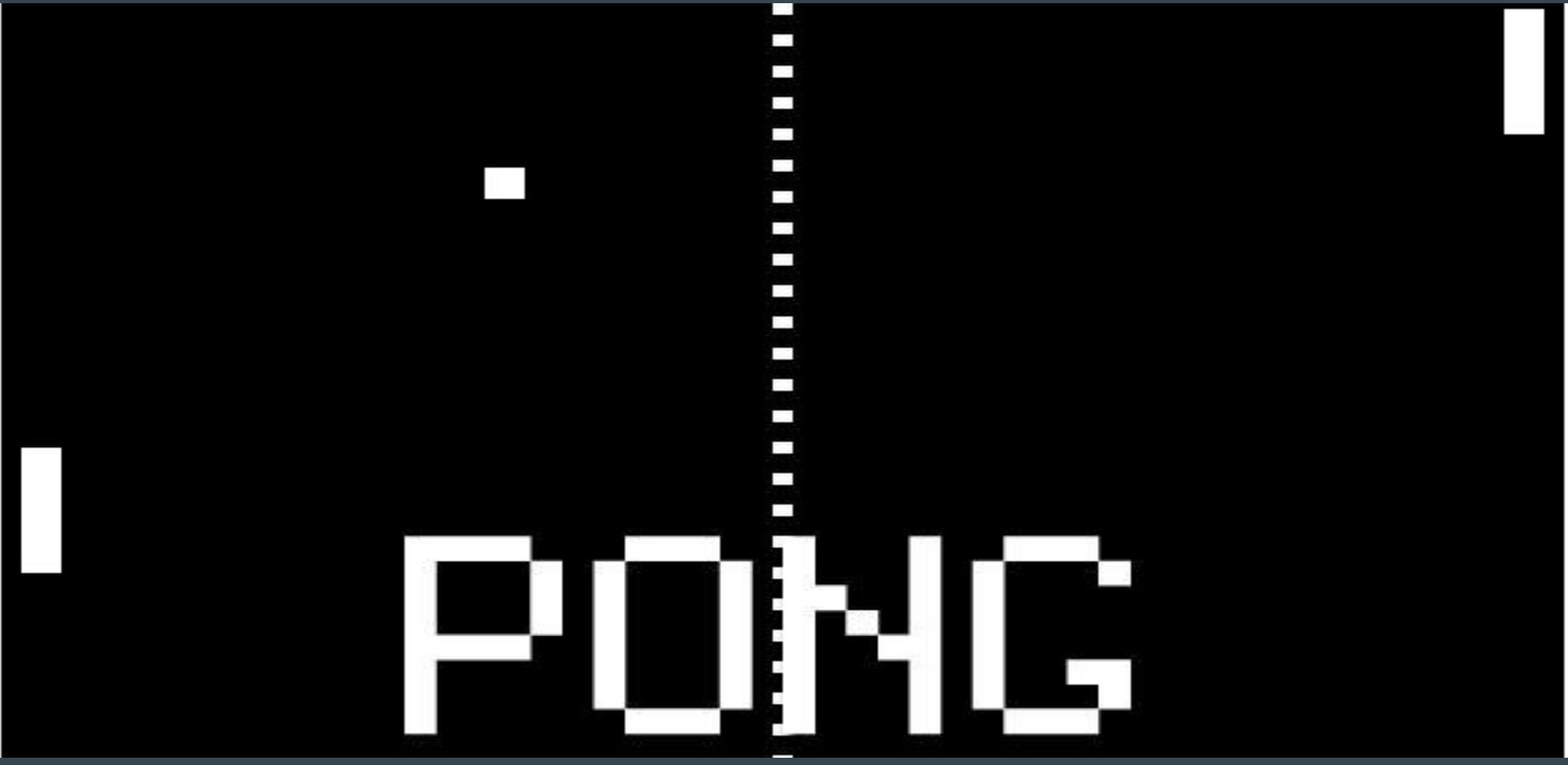
Democratizador tecnológico
Cultura infantil y adolescente
Conflicto generacional
Industria y salida laboral
Ocio intergeneracional
Reconocimiento institucional



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12. 1 Historia Social del Videojuego

Democratizador tecnológico



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

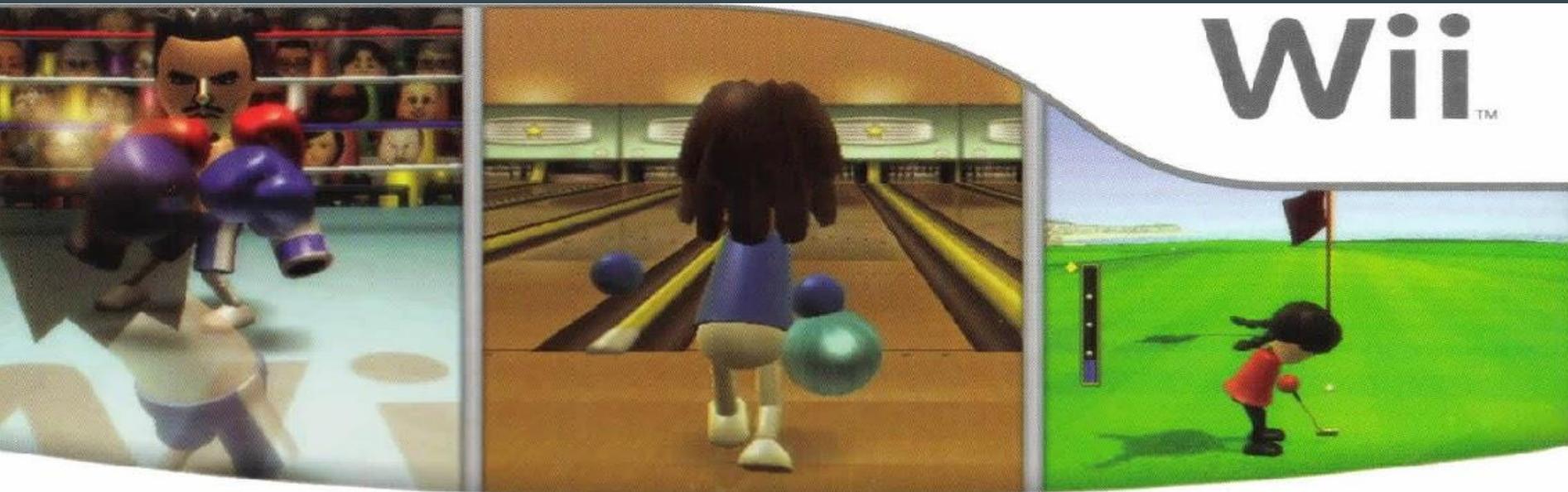




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12. 1 Historia Social del Videojuego

Ocio intergeneracional



Wii Sports

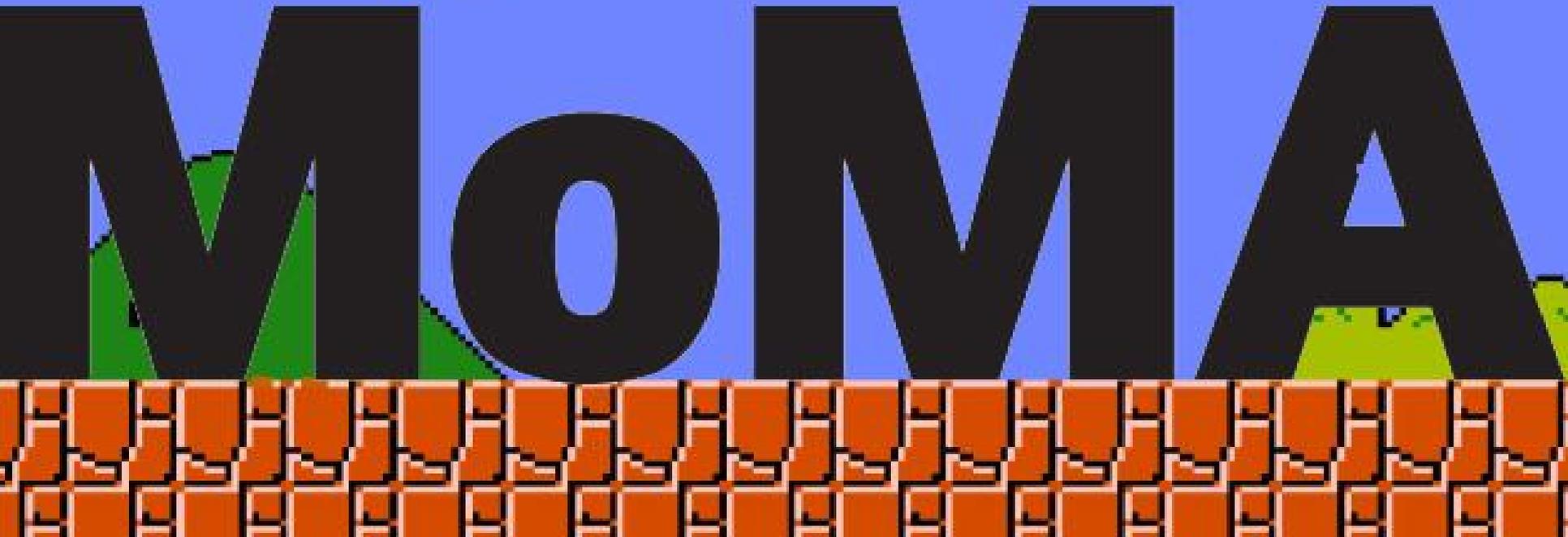




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12. 1 Historia Social del Videojuego

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

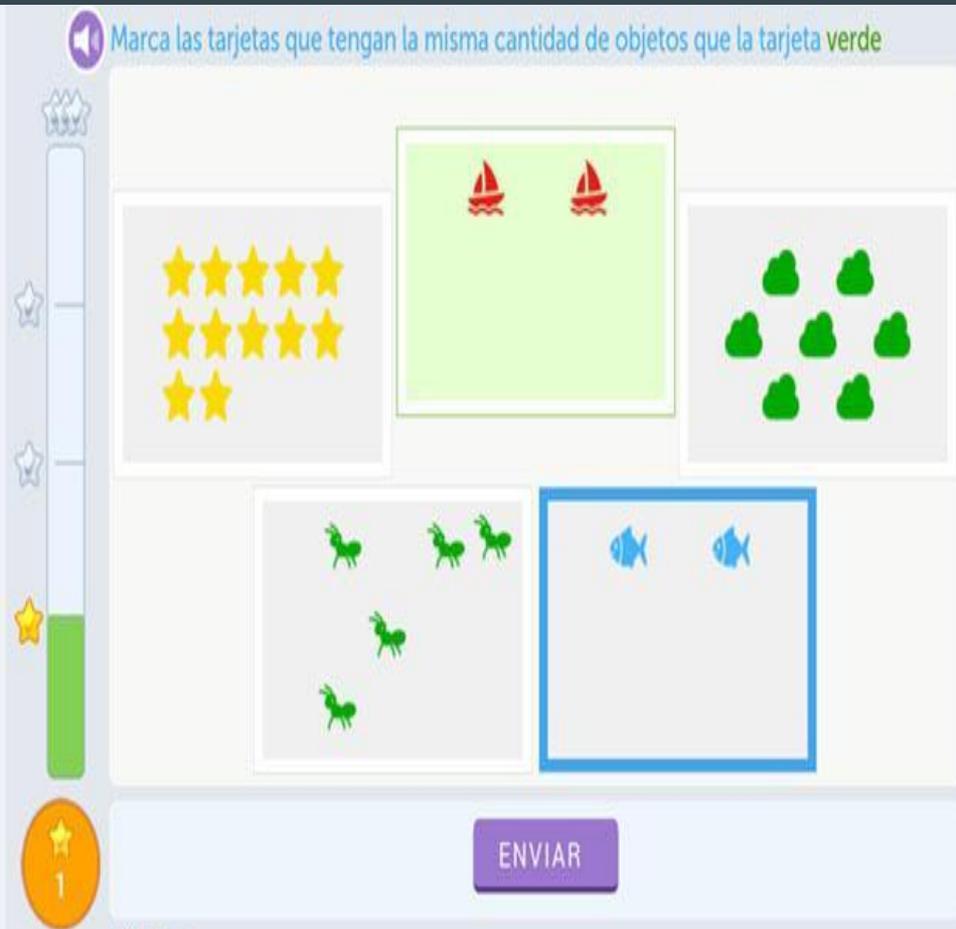
Advergaming



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12.2.1 Definición y Tipos

Edutainment





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12.2.1 Definición y Tipos

Training Games

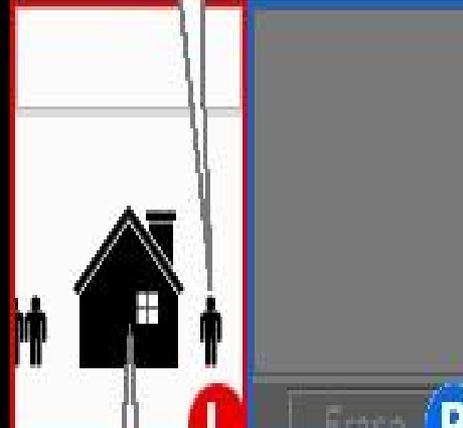
Head Count

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.

AN OFFICIAL U.S. ARMY GAME™
AMERICA'S  ARMY
TRUE SOLDIERS

49 Targets
38:13

U.S. ARMY
ARMY STRONG.

PV2 UTZEL (D1)
SPT KENYON





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12.2.1 Definición y Tipos

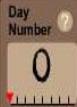
Newsgames



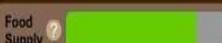
SUDAN [TAKE ACTION] GO HELP STOP THE CRISIS IN SUDAN

Threat Meter 

Camp Health 

Day Number 

Water Supply 

Food Supply 

HELP FORAGE FOR WATER

 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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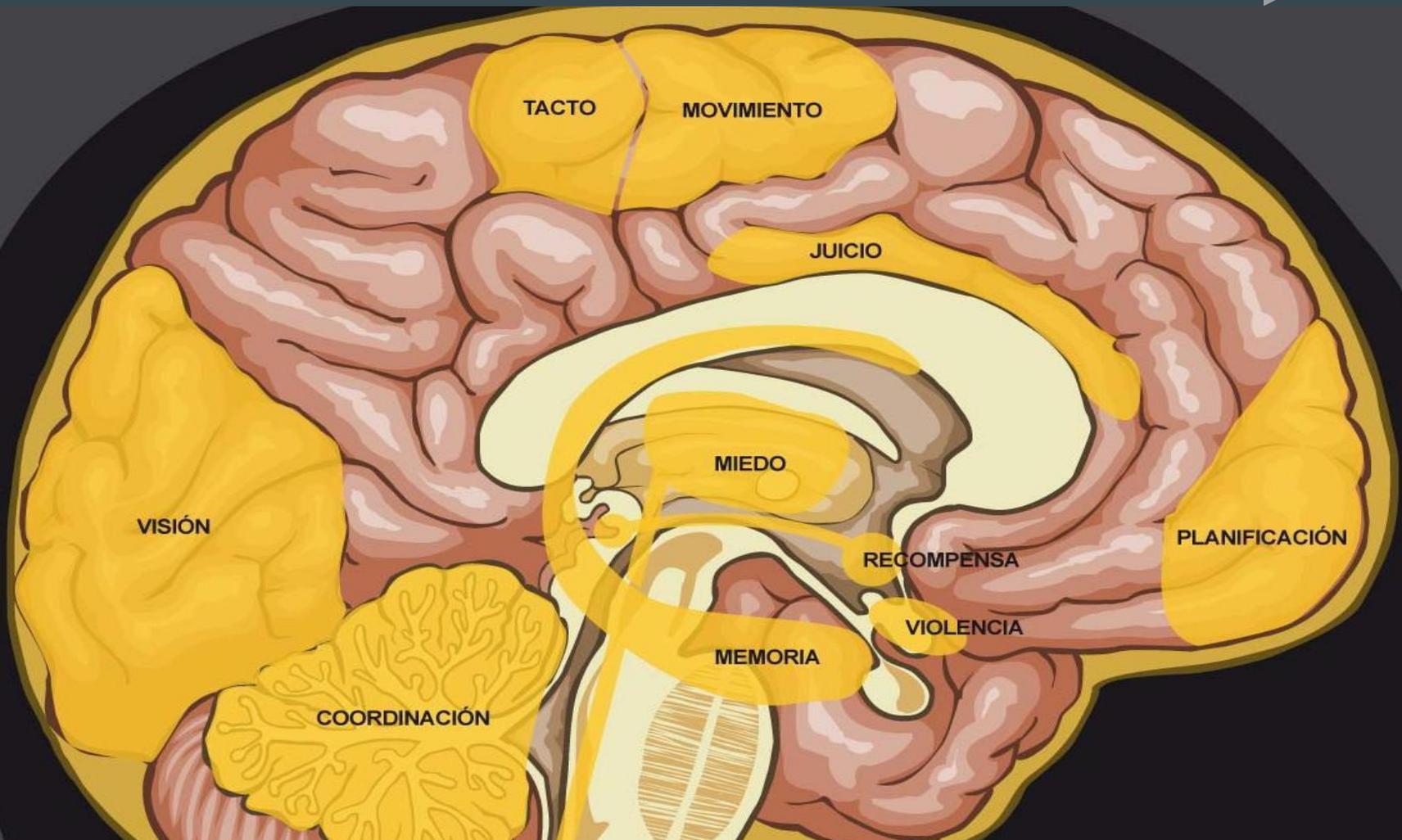
12.2.3 Efectos Psicosociales





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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



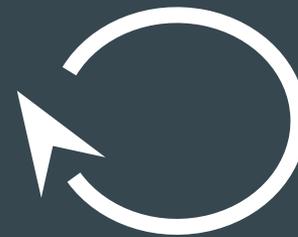
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12.3.1 Definición y Tipos

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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Forbes | New Posts (+7 posts this hour) | Popular (Why Companies Lose) | Lists (Most Promising Com) | Video (30 Under 30)

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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.

To earn points, please log in or register.

MYTH: Scientists Tried To "Hide The Decline"
Get the truth >
Choose a new myth > **13 pts**

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**

Expose the truth about these climate myths. Copy the rebuttal below, paste it into the article's comments and edit as you like.

Several independent and official reviews have cleared climate scientists at the University of East Anglia of wrongdoing. <http://clmtr.lt/c/CCC0Bbc>

Rally your network, spread the truth about climate change.

Post | Tweet | Compartir

SPREAD TRUTH ABOUT CLIMATE CHANGE.

To earn points, please log in or register.

MYTH: It's Too Hard To Shift To Clean Energy
Get the truth >
Choose a new myth > **13 pts**

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**

Deniers attacking this story? Copy the rebuttal below, paste it into the article's comments and edit as you like.

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?

Rally your network, spread the truth about climate change.

Post | Tweet | Compartir



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12.3.1 Definición y Tipos



+ Positive Behaviors		- Negative Behaviors	
Choose an icon	Choose a name	Choose an icon	Choose a name
	Participation		Disruption
	Teamwork		Being late
	Creativity		No homework
	Great insight		Disrespect
	Persistence		Talking
	Presentation		Out of chair

Show All Show only positives Show only negatives

Score	Avatar	Name
1		Angelina Jolie
1		Denzel Washington
-2		Megan Fox
2		Matthew Damon
2		Natalie Portman

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

Current Level: 5 (1 point until next level)

Overall Performance

76% Positive





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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 >>](#)





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12.3.2 Reglas y Retos





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12.3.2 Reglas y Retos

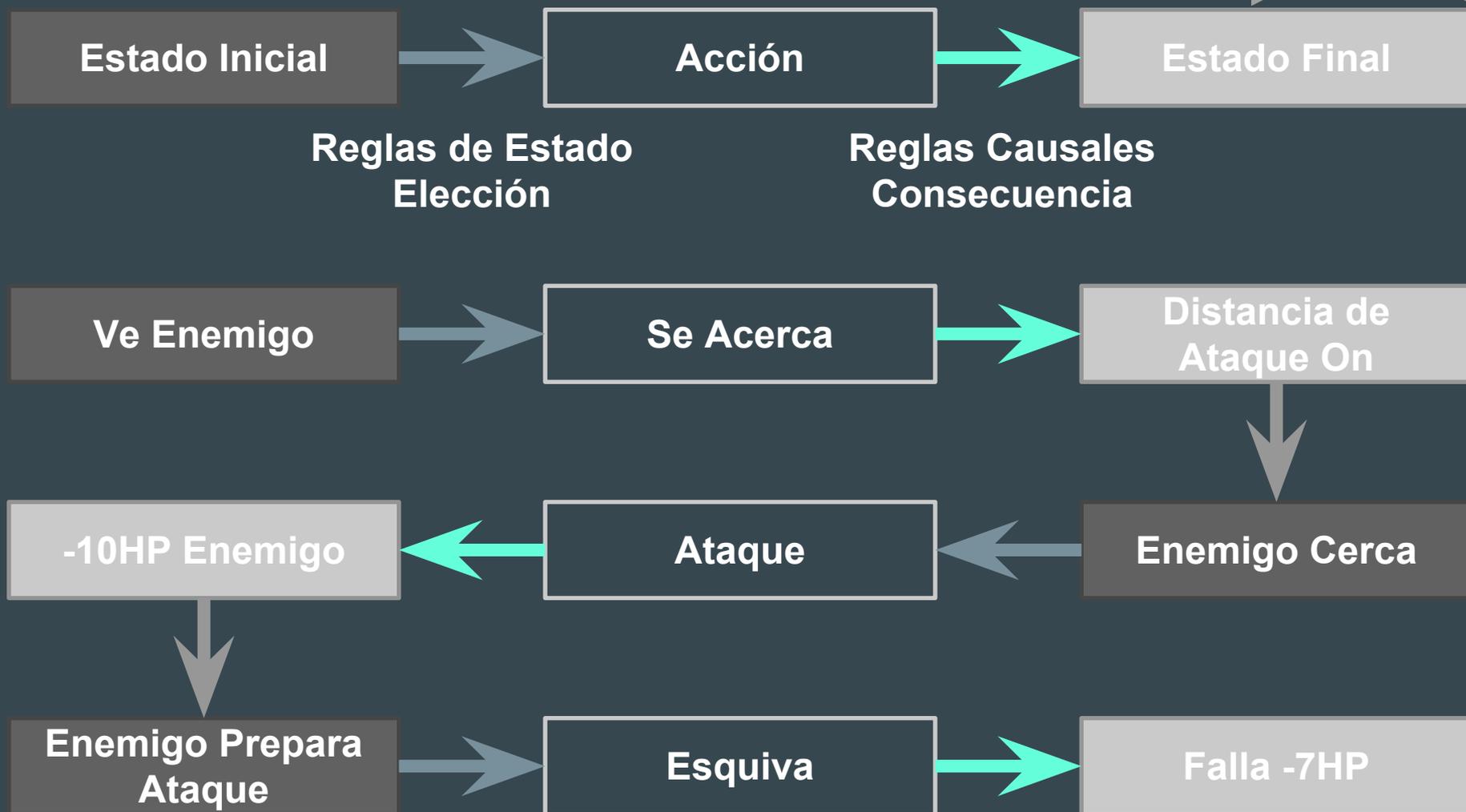
Reglas Estructurales

Reglas del Flujo de Acción



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12.3.2 Reglas y Retos





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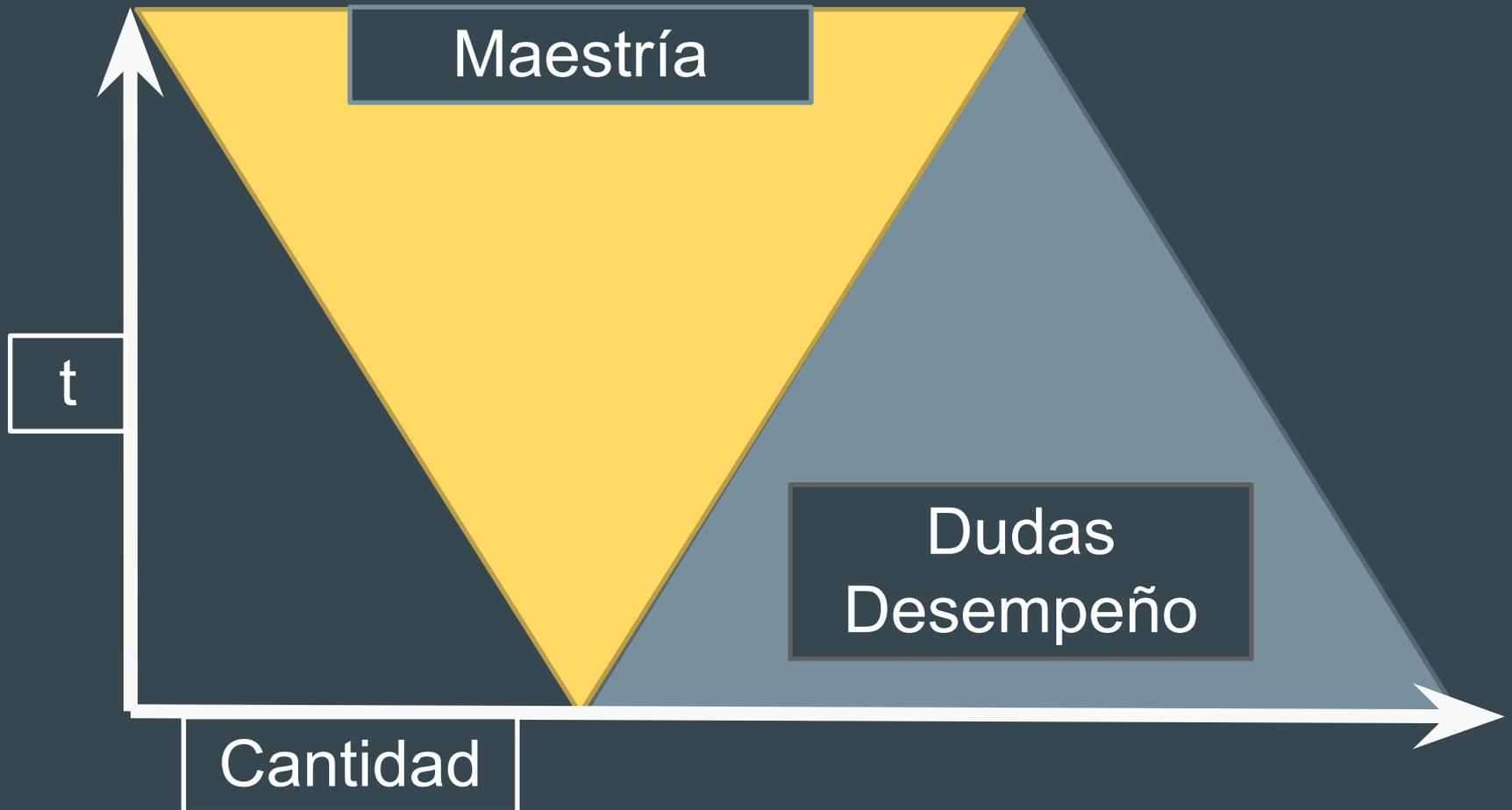
12.3.2 Reglas y Retos





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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 **96** **39** **30** **13**
62% Hype 20 Fame 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



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](#)