

PLAYFUL PLANNING

GAMIFYING PUBLIC ENGAGEMENT

JULY 5 2022



AGENDA



- ICEBREAKER
- PRESENTATION
- *FUN* ACTIVITY!
- WRAP UP

OUR TEAM TODAY



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ABOUT MODUS

MODUS is a 15-person firm specializing in engagement, planning, and urban design.

Our vision is to co-create deep-green, just and healthy communities.

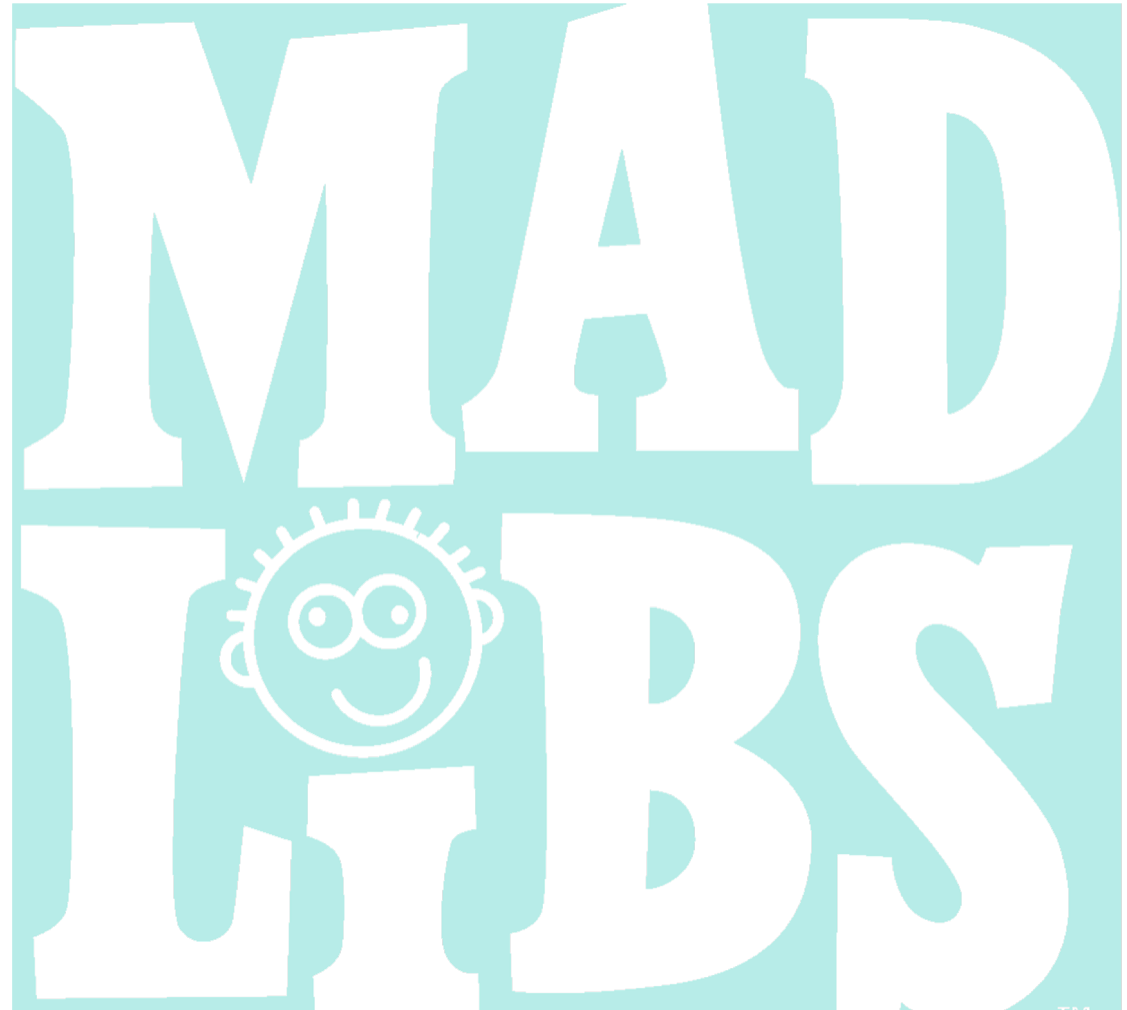


ICEBREAKER

Planning MadLibs is a “fill-in-the-blank” activity to share a laugh together as you imagine the future of your community.

Instructions:

- Introduce yourselves!
- Pick one player to be the reader
- Reader: Ask players to contribute a word of the specified type for each blank, without revealing the context of the word
- Reader: Once all blanks are filled in, read the story aloud



ENGAGEMENT CHALLENGES

- Lack of interest / People are busy
- People get stuck in the same ways of thinking
- Self-doubt, feelings of lack of expertise/knowledge
- Community division
- Barriers to participating
- Topics and activities can be boring

GAMIFICATION TO ADDRESS CHALLENGES

- Lack of interest / People are busy ✓
- People get stuck in the same ways of thinking ✓
- Self-doubt, feelings of lack of expertise/knowledge ✓
- Community division ✓
- Barriers to participating ✓
- Topics and activities can be boring ✓

DEFINING GAMIFICATION

What is gamification?

The use of game design elements in non-game contexts.

What is a game?

A subset of play that includes rules, boundaries and/or goals.



Source: Deterding et al., 2011

THREE TAKEAWAYS

1

Game design elements are the building blocks of gamification

2

Gamification can increase motivation

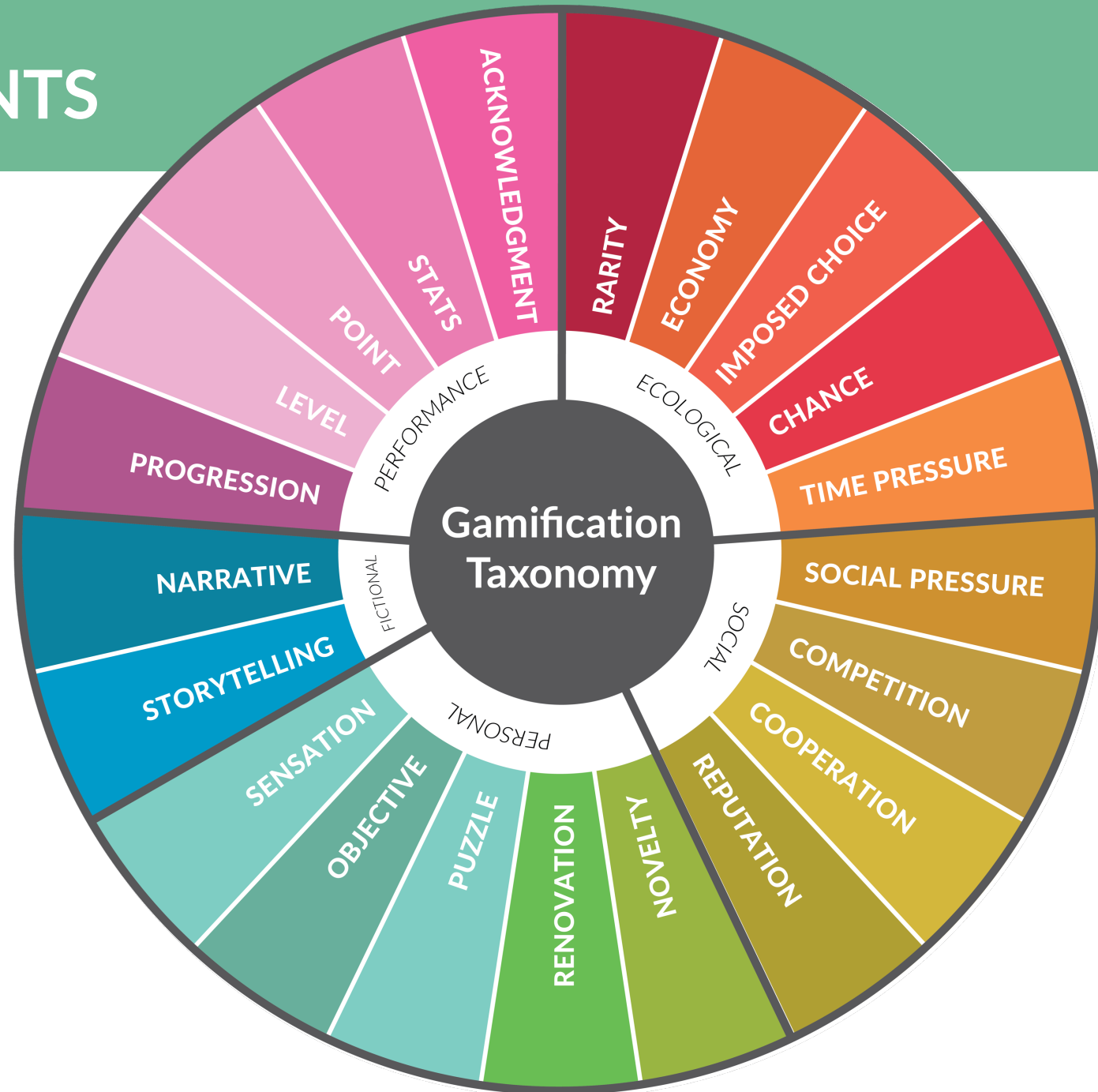
3

Gamification can be simple!

1. GAME DESIGN ELEMENTS

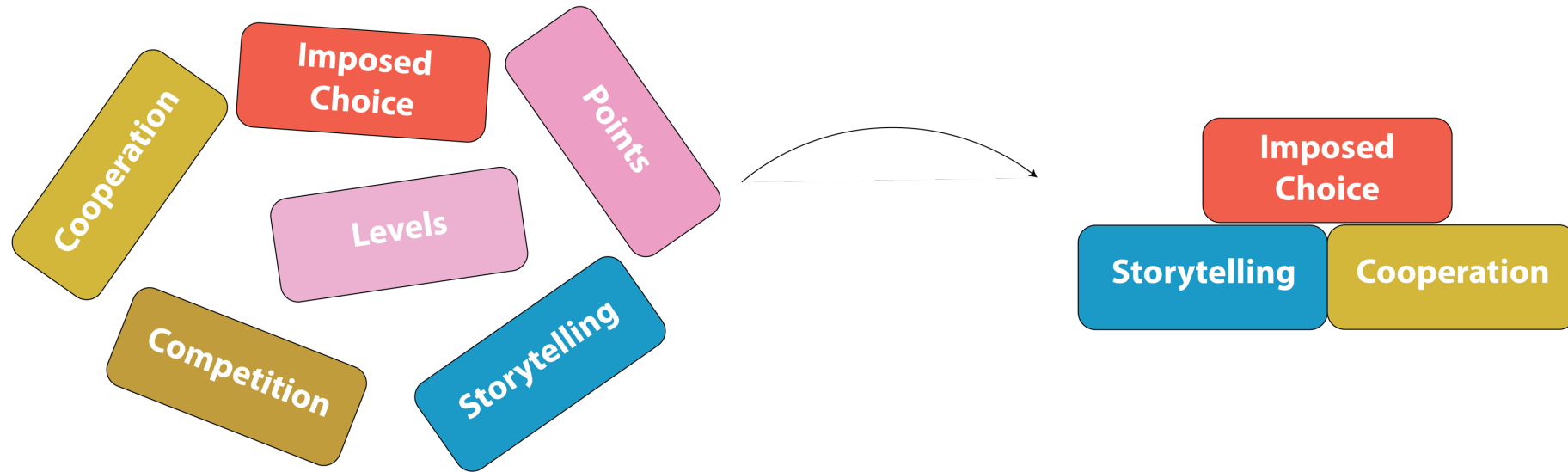
Five Categories

- Performance
- Ecological
- Social
- Personal
- Fictional



Source: Toda et al, 2019

1. GAME DESIGN ELEMENTS: BUILDING BLOCKS

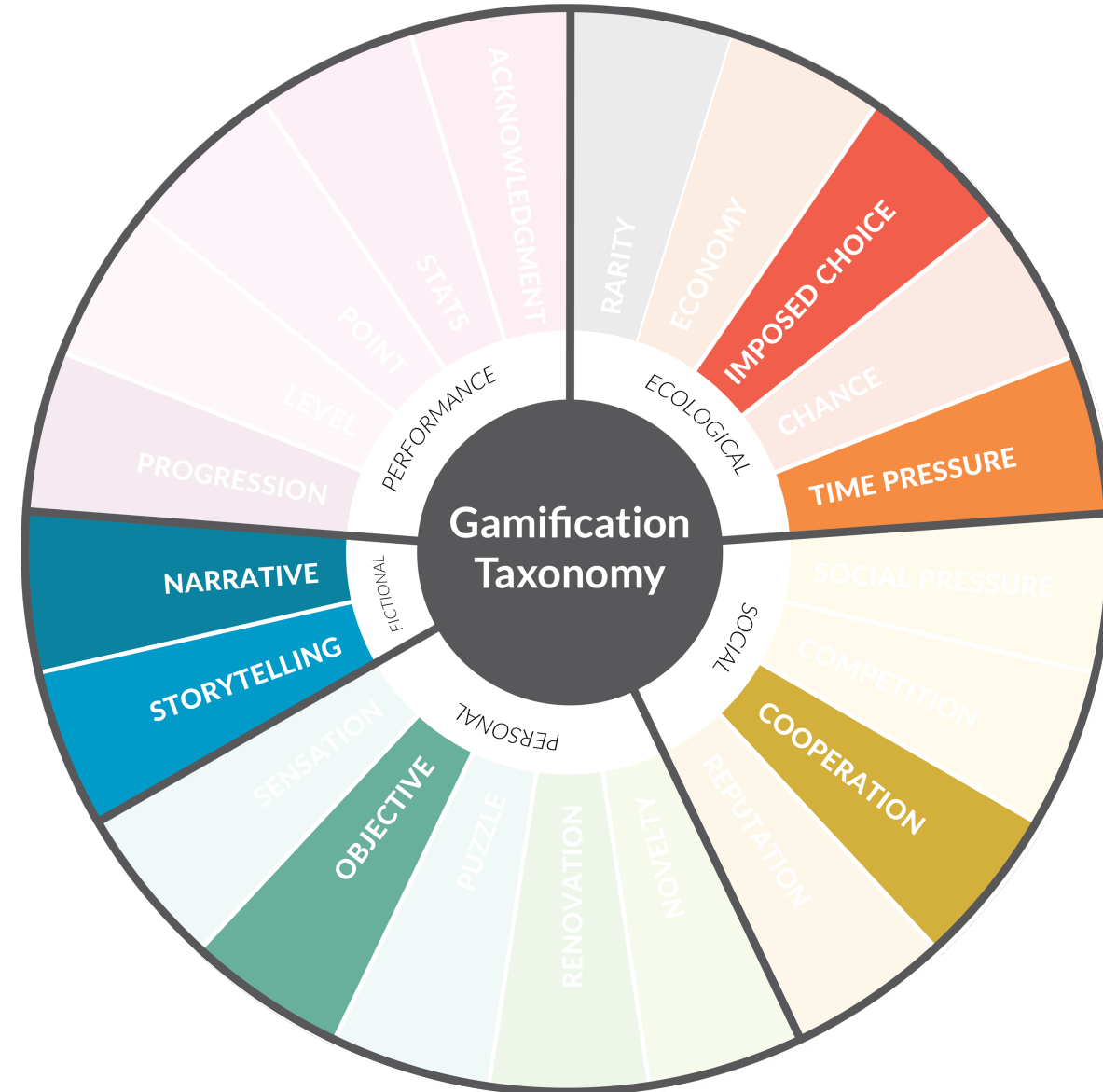


Choose game design elements from the gamification taxonomy and combine them

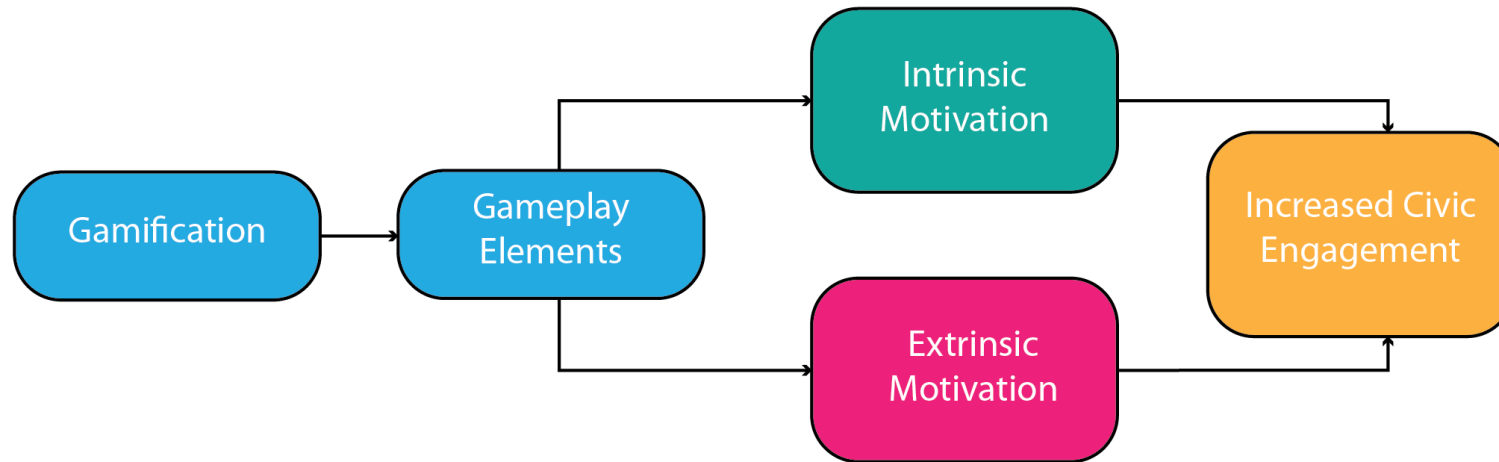
MADLIBS

Gameplay elements used:

- Narrative
- Storytelling
- Cooperation
- Time Pressure
- Imposed Choice
- Objective



2. GAMIFICATION INCREASES MOTIVATION



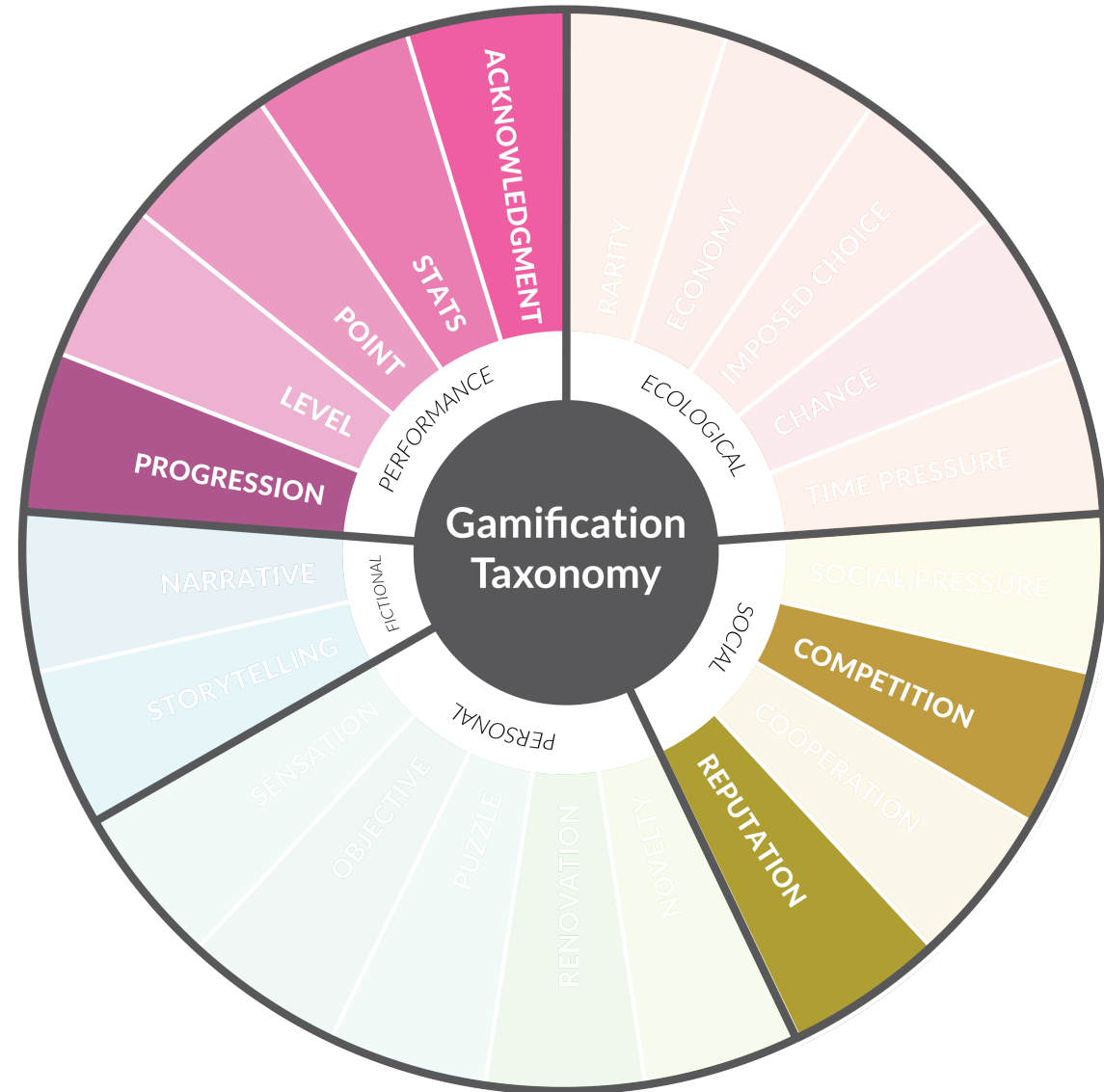
Gamification can activate intrinsic and extrinsic motivation

Source: Adapted from Hassan, 2016

EXTRINSIC MOTIVATION

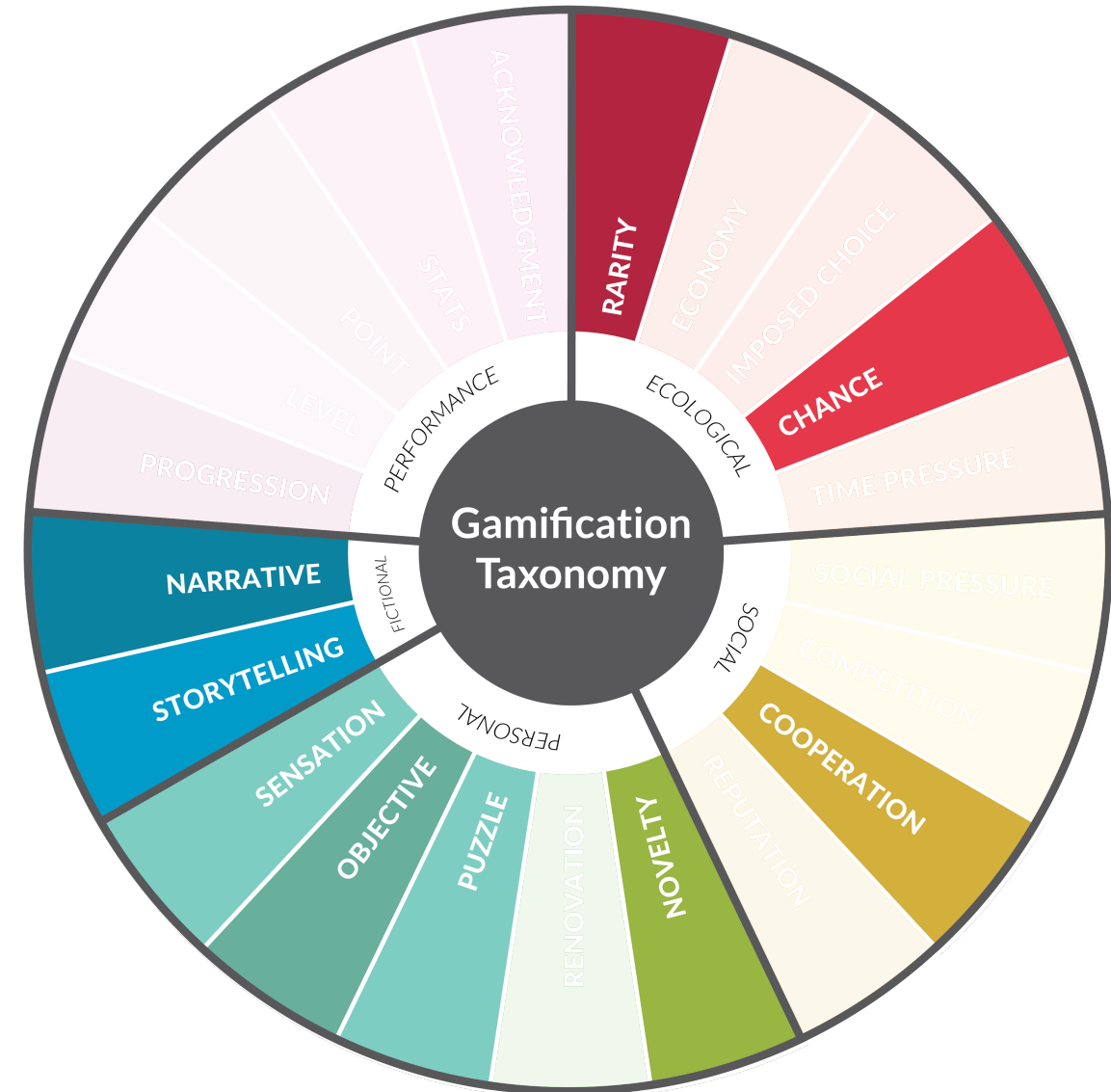
Taking an action with the expectation that one will get something in return. The action itself is not internally rewarding—the reward comes from the benefits from taking the action.

Source: Hassan, 2016; Toda et al, 2019



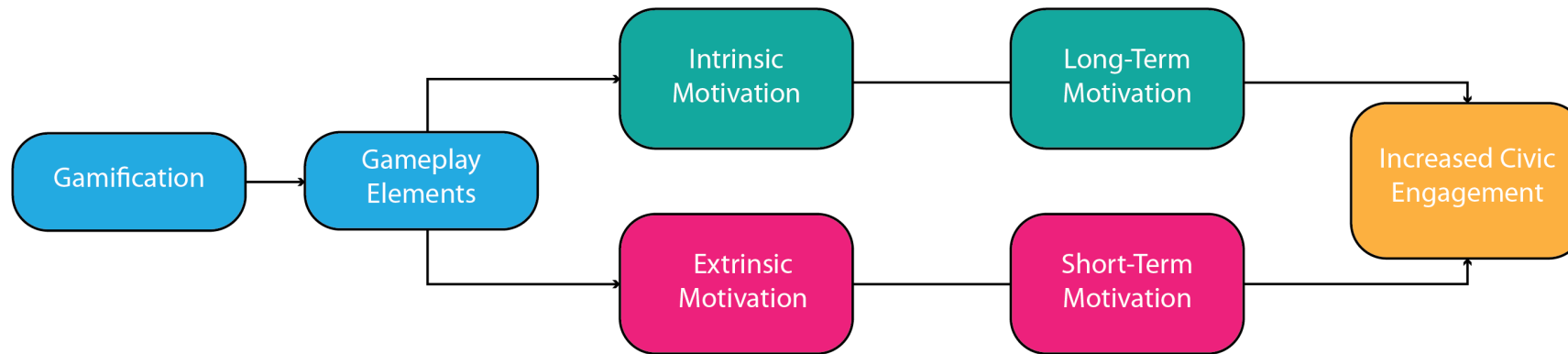
INTRINSIC MOTIVATION

Doing something for its own sake, without seeking out external validation. The action is inherently rewarding and thus, its own incentive.



Source: Hassan, 2016; Toda et al, 2019

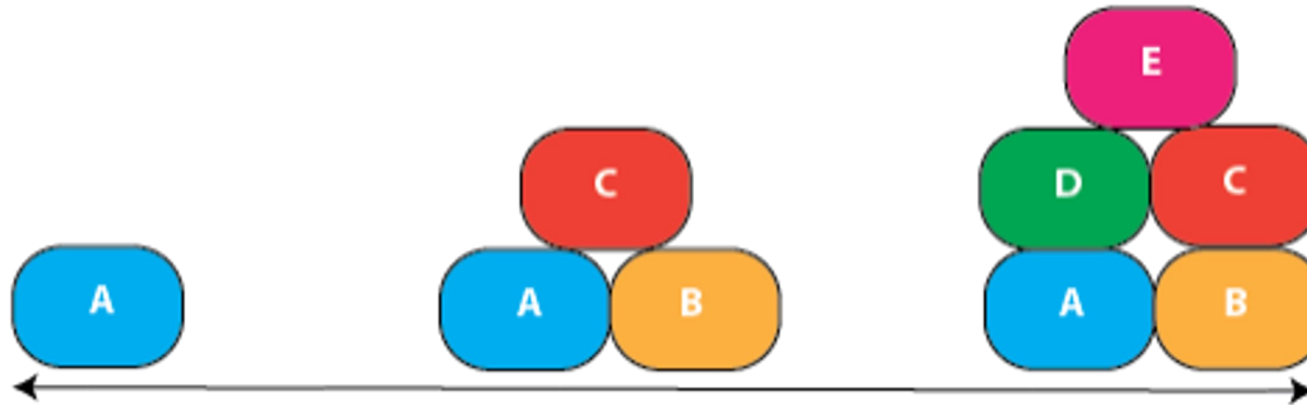
CIVIC ENGAGEMENT THROUGH MOTIVATION



Intrinsic motivation increases long-term participant motivation and extrinsic motivation increases short-term participant motivation

Source: Adapted from Hassan, 2016

3. GAMIFICATION CAN BE SIMPLE



SIMPLE

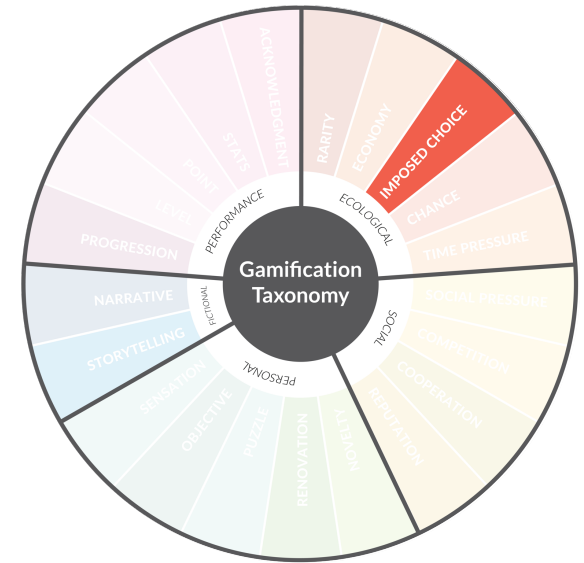
- 1-2 game design elements
- Examples: trivia game, spin the wheel

COMPLEX

- Multiple game design elements
- Examples: board game

SOMETHING SIMPLE

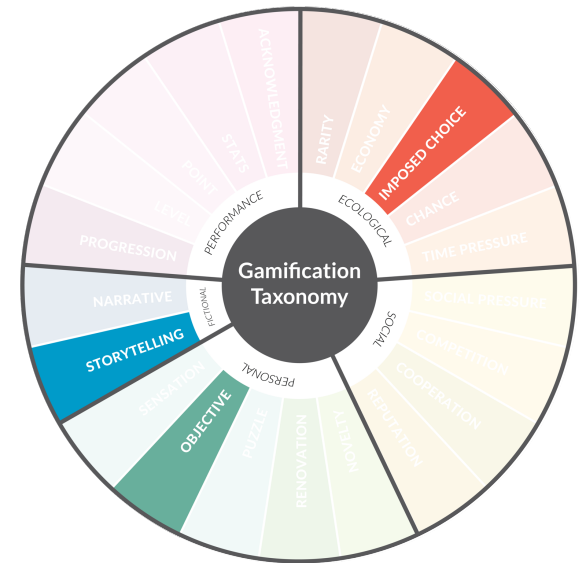
Dotmocracy,
tokens to
vote



SOMETHING COMPLEX



Source: Poon & Bliss, 2022



A QUICK AND EASY WAY TO GET STARTED

1. Understand the need
2. Consider what you could gamify
3. Choose your audience
4. Get inspired and brainstorm
5. Evaluate

TIPS

- Choose a mix of elements to activate intrinsic & extrinsic motivation
- You don't have to create a whole game, you can also choose singular game design elements (story, points, etc)
- Gamification doesn't have to be digital!

LIMITATIONS

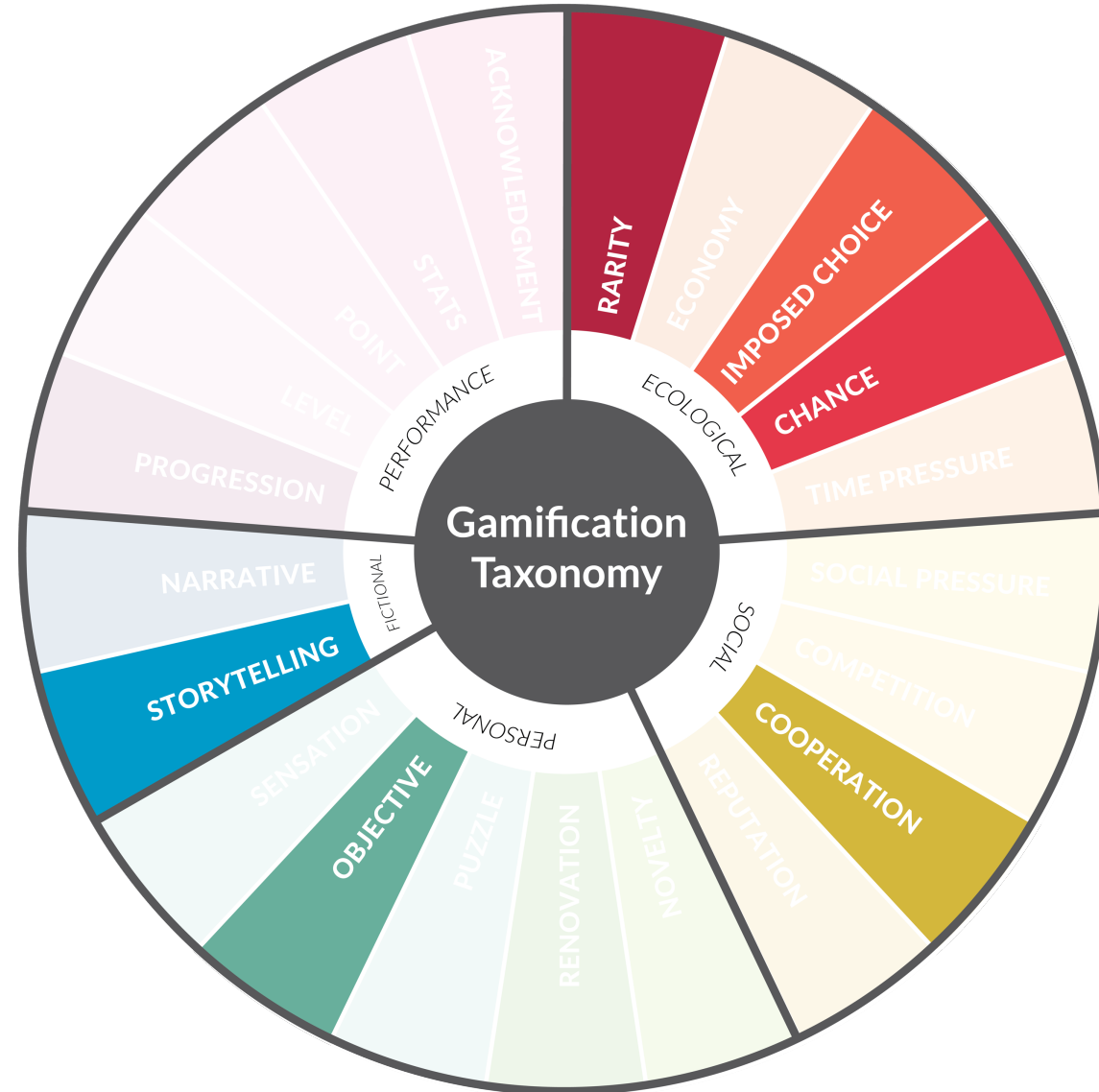
- Ethical considerations arise when governments become involved in encouraging behaviour change
- Gamification is not for everyone
- Certain gameplay elements might not be suited for all contexts

PARDS

PARDS (Parks + Cards) is an activity designed to help facilitate a discussion about park design using ideas from our research on gamification.

PARDS puts participants in the shoes of planners and designers tasked with reimagining a local park.

Participants must interpret the community's priorities for the park and select actions to help realize those priorities while considering the park's current conditions.



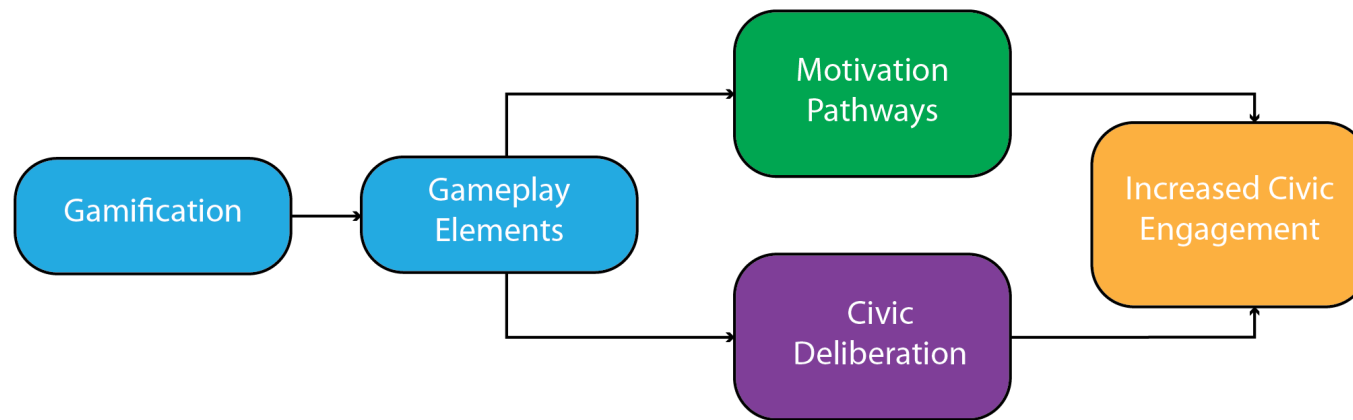
PARDS

INSTRUCTIONS

- 1. Setup:** Grab your materials, lay out your map and card decks, choose a narrator
- 2. Current conditions:** Draw 3 conditions cards at random and discuss them as a group
- 3. Community priorities:** Draw 3 priorities cards at random and discuss them as a group
- 4. Actions:** Lay out and review the actions cards, select actions individually and discuss them as a group
- 5. Narrative:** Tie the pieces together to craft your park's narrative



CIVIC ENGAGEMENT THROUGH DELIBERATION



Civic deliberation is another pathway through which gamification can increase civic engagement

Source: Adapted from Hassan, 2016

THANK YOU!

REFERENCES

1. Deterding S. Khaled, R. Nacke, L.E. & Dixon, D. (2011). *Gamification: Towards a Definition*. In proceedings of the CHI 2011. Vancouver. [Http://gamification-research.org/wp-content/uploads/2011/04/02-Deterding-Khaled-Nacke-Dixon.pdf](http://gamification-research.org/wp-content/uploads/2011/04/02-Deterding-Khaled-Nacke-Dixon.pdf).
2. Hassan, L. (2016). *Governments Should Play Games: Towards a framework for the gamification of civic engagement platforms*. *Simulation & Gaming*, 48(2), 249–267. <https://doi.org/10.1177/1046878116683581>
3. Poon, L., Bliss, L., & Viot, B. (2021, November 16). *Can you Fix Smogtown?* Bloomberg.com. Retrieved July 4, 2022, from <https://www.bloomberg.com/features/2021-net-zero-mayor-game/>
4. Toda, A. M., Klock, A. C., Oliveira, W., Palomino, P. T., Rodrigues, L., Shi, L., Bittencourt, I., Gasparini, I., Isotani, S., & Cristea, A.I. (2019). *Analysing gamification elements in educational environments using an existing Gamification taxonomy*. *Smart Learning Environments*, 6(1). <https://doi.org/10.1186/s40561-019-0106-1>