

Game reward systems

Made by Lars and Jesper

The paper

- “*Game Reward Systems: Gaming Experiences and Social Meanings*”
- Hao Wang and Chuen-Tsai Sun
- 2011 DiGRA Conference “*Think Design Play*”

- **Aim:** Classify methods of rewarding players
- **Method:** Analyzing existing studies, and surveys
- **Results:** 8 forms of reward
 - They play on 3 common motivations
 - Applications in the real world



The 8 forms of reward

1: Score systems

- Simple point system
- Doesn't affect gameplay
- Simple to compare
- Represents status or glory



		SCORE
1	Alex Thach	16,700,760
2	dogplayingtetris	14,873,620
3	Blue Scuti	12,409,180
4	PixelAndy	11,966,100
5	MylesTheGreat	8,063,900
6	Tristop	8,038,100

HIGHSCORES #37 (10,550,70pp)	
1	WDG_SPI3LOT - (80.2%) 3 102 290
2	KINGRAZER - (57.74%) 2 975 414
3	WDG_MID - (49.88%) 2 508 585
4	WDG_INSCLOSUS - (38.12%) - [HF] 982 068
5	WDG_SAINTE - (34.4%) - [HF] 886 317
6	WDG_ANAMMELECH - (27.31%) - [HF] 703 640
7	KLJI - (26.83%) - [HF] 693 979
8	SCHWANK GAMING GAMER GAME GAMING - (25.4%) - [HF] 654 467
9	NORDIC BAILVIK - (25.34%) - [HF] 652 782
10	OSCARBLOK - (21.48%) - [HF] 552 833

2: Player level

- Affects gameplay with more (and better) abilities
- Represents time/effort and experience, but **not** skill
- Can unlock game sections
- Also used as status and glory
- Relevant for social hierarchies, like teams/guilds



3: Item rewards

- Encourages exploration
- Widely used in RPGs and MMORPGs
- A major



4: Resources

- Also encourages exploration
- Used to create better items, upgrade them, or to progress
- Can often be bought for real money in free-to-play games
- A major source of income for mobile games



pY Mods Loot Boxes*
Available in the Beta version

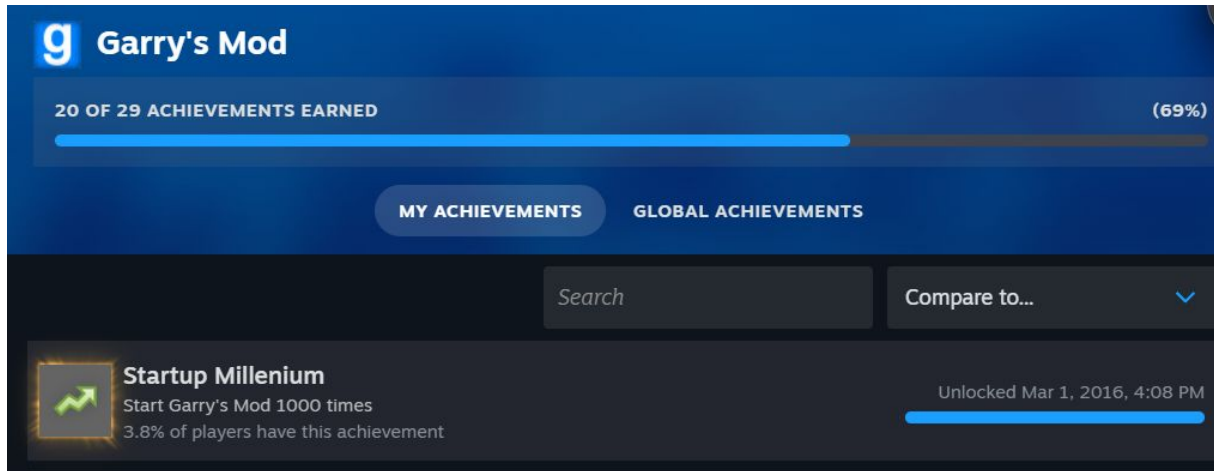
- 2 Loot Boxes - USD 2.95
- 5 Loot Boxes - USD 7.55
- 11 Loot Boxes - USD 14.95
- 24 Loot Boxes - USD 29.95
- 50 Loot Boxes - USD 59.95

BUY NOW

*Get an all-new, exclusive mount when you buy any loot box.

5: Achievement systems

- (Usually) titles bound to an account
- Encourages players to complete *specific* and often **difficult** tasks
- Sense of accomplishment + (social) bragging rights



g Garry's Mod

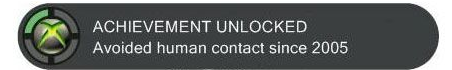
20 OF 29 ACHIEVEMENTS EARNED (69%)

MY ACHIEVEMENTS GLOBAL ACHIEVEMENTS

Search Compare to...

Startup Millenium
Start Garry's Mod 1000 times
3.8% of players have this achievement

Unlocked Mar 1, 2016, 4:08 PM



ACHIEVEMENT UNLOCKED
Avoided human contact since 2005



Fredrik achieved

Pack your things
Get fired

Janitor
Become the janitor

6: Instant feedback systems

- “Perfect!” message from Dance Dance Revolution
- Instant gratification (praise)
- Encourages the player
- Important for flow-state



7: Plot animations & pictures

- E.g. a cutscene of your in-game character finally reunited with their child
- Break from action
- “Visually attractive” (e.g. fully rendered cutscene or image)
- Important milestones/something to remember



8: Unlocking mechanisms

- Gives the player access to more game content
- Arouses curiosity (intrinsic motivation!)
- Player might begin to look for more “unlocks”
- Player feels that there’s always something new to look forwards to
- (deters boredom)



Three motivations of reward systems

I: Social value

- Tied to Reward systems:
 - 1. Score
 - 2. Player level
 - 3. Items
 - 5. Achievements
- Active players may want to invite new players, increasing playerbase
- Game exists in a social space. If it's not talked about, few will play it.

II: Gameplay value

- Tied to Reward systems:
 - 2. Player level
 - 3. Items
 - 4. Resources
 - 6. Instant feedback
 - 8. Unlocking mechanisms

- Players generally enjoy flow, progression, and competition

III: Collection/review value

- Tied to Reward systems:
 - 1. Score
 - 2. Player Level
 - 3. Items
 - 5. Achievements
 - 7. Plot and animations
 - 8. Unlocking mechanisms

- Looking at your newly built base after spending hours completing it
- Collecting every single item / achievement hunting
- Finishing games

Applications

- Real-world: Marketing, activism/awareness, training
- Can be used as: Social activity, motivation, even parenting



Kids earn points by doing chores, worksheets, & arts and crafts!
Use your points to adopt a pet cat & play dress-up games!



print a chart



print a worksheet



arts & crafts ideas



Questions?